

Continuing Education Credits Form for Education Sessions Connect Association Marketplace August 21-23, 2014

The following education was provided at Connect Marketplace 2014 in Orlando, Florida, August 21-23, 2014. Education hours and domains have been verified by the Convention Industry Council. To learn more about what is required for the application process, please visit conventionindustry.org.

Thursday, August 21

1:00–4:00 p.m.

- Creating An Interactive Meeting with Cross-Generational Appeal *Presented by Karen McCullough, Karen McCullough & Co. and Crystal Washington, CWM Enterprises*
⌚ **3 hours/G. Meeting or Event Design**
⌚ **3 hours/A. Strategic Planning**
- Hot Technologies 2014: It's Mobile, Social and Hands On! *Presented by Jim Spellos, Meeting U.*
⌚ **3 hours/B. Project Management**

Friday, August 22

3:00–4:00 p.m.

- Dimensionalize the Attendee Experience *Presented by Chris Gasbarro, C3*
⌚ **1 hour/A. Strategic Planning**
- Turn Your Passions into Profits and Start Thinking Outside the Box *Presented by Jason SurfrApp, Really Awesome Company Inc*
⌚ **1 hour/B. Project Management or 1 hour/I. Marketing**
- Meetings and the Law: Creating and Managing a Risk Management Plan, Part 1 *Presented by Bonnie Walsh, Bonnie Walsh Associates and Barbara F. Dunn, Barnes & Thornburg*
⌚ **1 hour/C. Risk Management**
- The Great Social Media Debate *Presented by Jim Spellos, Meeting U., and Crystal Washington, CWM Enterprises and Libby Hoppe, Collinson Media & Events*
⌚ **1 hour/I. Marketing or 1 hour/A. Strategic Planning**
- Meeting Value, Metrics and ROI Made Simple *Presented by Cheryl M. Payne, Meeting Sites Resource*
⌚ **1 hour/A. Strategic Planning**

Friday, August 22

4:15–5:15 p.m.

- Create a Meeting Architecture that Boosts Engagement and Forges Relationships *Presented by Paul O. Radde, The Thrival Institute*
⌚ **1 hour/A. Strategic Planning**
- The Planner/Supplier Rumble *Presented by Shawna Suckow, SPIN, Senior Planners Industry Network*
⌚ **1 hour/F. Stakeholder Management**

Friday, August 22 continued

4:15-5:15 p.m.

- The Technology Site Inspection and Ultimate Guide to Internet Connectivity *Presented by Jim Spellos, Meeting U.*
🕒 **1 hour/H. Site Management**
 - Meetings and the Law: Creating and Managing a Risk Management Plan, Part 2 *Presented by Bonnie Wallsh, Bonnie Wallsh Associates and Barbara F. Dunn, Barnes & Thornburg*
🕒 **1 hour/C. Risk Management**
 - Join the Media Revolution *Presented by Matthew R. Clouser, Active Production and Design Inc.*
🕒 **1 hour/G. Meeting or Event Design**
 - A Creative Conversation: Marketing *Presented by Karen McCullough, Karen McCullough & Co. and Christine Born, Collinson Media & Events*
🕒 **1 hour/I. Marketing**
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Saturday, August 23

9:45-10:45 a.m.

- Sponsorships: How to Gain Dollars and Partnerships *Presented by Ron Seaver, SponsorFX and Jason SurfrApp, Really Awesome Company Inc.*
🕒 **1 hour/A. Strategic Planning or 1 hour/D. Financial Management**
 - Menu Conversation...Speaking the Language of Food *Presented by Steven Kuentz and Cabrin Kelly-Hale, Marriott International*
🕒 **1 hour/G. Meeting or Event Design**
 - Sh_ft *Presented by Chris Gasbarro, C3*
🕒 **1 hour/A. Strategic Planning**
 - Strategic Contract Negotiations-Plan & Think Before You Ink *Presented by Cheryl M. Payne, Meeting Sites Resource*
🕒 **1 hour/A. Strategic Planning**
 - Key Principles to Understanding Modern Sports Tourism *Presented by Vince Trinidad, Tulsa Sports Commission and Greg Fante, Louisville Sports Commission*
🕒 **1 hour/A. Strategic Planning or 1 hour/B. Project Management**
 - Social Media Hacks: Secret Time-Saving Features for Prospecting, Researching and Connecting with Attendees *Presented by Crystal Washington, CWM Enterprises*
🕒 **1 hour/B. Project Management**
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Saturday, August 23

11:00 a.m.-12:00 p.m.

- Flashpoint *Presented by Crystal Washington, CWM Enterprises, Chris Gasbarro, C3, Michele Wierzgac, Michele & Co, and Shawna Suckow, SPIN, Senior Planners Industry Network*
🕒 **1 hour/G. Meeting or Event Design**
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Name _____

Company/Organization _____

Email Address _____