

ADMEI: A DMC's Most Valuable Tool

ADME International Annual Conference

16 - 18 February 2011 ↻ The Peabody Hotel ↻ Memphis, TN, USA

Staying on top of emerging trends will improve your profitability in 2012.

Each aspect of the ADME conference has been designed to:

- Provide **tools and techniques** to increase your **profitability**
- **Boost** your staff **effectiveness** on key DMC components
- **Improve** your marketing efforts to garner even more **business**

Our conference kicks off with **Destination Marketing and Destination Management** - how DMCs and DMOs can work together to have a bigger economic impact on their location.

Friday morning, Don Hutson talks about **Motivation to the Max**. Tap into your personal power to provide value-added in all aspects of your life.

Concurrent sessions focus on key DMC services and issues that will help **owners, sales** and **operations** learn from industry professionals including: effective **hotel collaboration**, **creative proposal** design, **leadership** development, and the future in **AV**.

We conclude our education on Friday with the popular **meeting planner panel** featuring Fortune 500 companies and more.

Saturday our concurrent sessions continue with more **tools**, including **technology trends** for ops and events, effective **staff training**, **strategic** planning, getting **recognition** for your **events** and **international** trends.

Saturday afternoon is designed to make us feel good. **Romy Nelson** will discuss **Goal Setting for Healthy Habits**. Our educational program concludes with an overview on corporate social responsibility sessions—and the teambuilding opportunity to brainstorm with Memphis organizations about their events.

We conclude on Saturday night with the **ADME Achievement Awards**. Come see who the best of the best are for 2012.

Profitability Enhancers

- **New Ways to Sell Meeting Planners POV**
- **Hotels and DMCs Creating an Effective Partnership**
- **International Trends Impact Your DMC**
- **Technology How to make it work for you**



Don Hutson



Romy Nelson

PROFIT GUARANTEE: We're so confident that you'll get at least **3 ideas** to increase your **profitability** if you attend at least 3 sessions that we're offering a **money-back guarantee**.

DMC INSTITUTE is back by popular demand. Designed for staff new to destination management, it covers DMC Sales Strategies, Traditional DMC Services, The New Frontier, Planning for the Unplannable as well as Case Studies to implement what you've just learned. This workshop is on Thursday from 8:30 - 3:00 pm.

What I plan to attend... when!

Owners Operations Sale/Marketing

Wednesday, 15 February 2012

- 1:00 pm - 5:00 pm DMCP Study Session **PRE-REG REQUIRED** For anyone interested in taking the DMCP Exam
- 1:00 pm - 5:00 pm ADME Board of Directors Meeting

Thursday, 16 February 2012

- 8:00 am - 12:00 noon DMCP Exam
- 8:30 am - 3:00 pm DMC Institute
- 11:00 am - 2:00 pm DMCP Test Item and Glossary Development Conclave
- 3:30 pm - 4:15 pm New Member Orientation
- 4:30 pm - 6:00 pm Opening Session: **Destination Management and Destination Marketing** Kevin Kane
- 6:00 pm - 8:00 pm Evening at Hard Rock Café



Graceland Tour

Departs at 12:00—returns by 3:30 pm. See page 5 for more information

Friday, 17 February 2012

- 7:30 am - 8:30 am Volunteer Breakfast Chairs invite members to join their 2012 committee
- 8:30 am - 10:00 am **Motivation to the Max** Don Hutson
- 10:30 am - 12:00 pm **Four Temperaments Why are These My 5 Top Designs?** **External Technology: Social Media / Blogs**
Linda Bailey Panel
- 12:15 pm - 1:15 pm Luncheon
- 1:30 pm - 2:45 pm **Four Temperaments Creative AV for Your Events** **DOS/DOC Panel: Hotel View of DMCs**
Linda Bailey - cont'd Panel
- 3:15 pm - 5:00 pm **New Way to Sell: Meeting Planner Panel**
- 5:30 pm - 6:30 pm Reception - Dinner on your own

Saturday, February 18 2012

- 8:00 am - 8:30 am Continental Breakfast
- 8:30 am - 10:00 am **Strategic Planning** **Technology Trends** **Creative Proposal Design**
Grant Snider, DMCP Panel Case Studies
- 10:15 am - 11:55 am **International Trends** **Effective Staff Training** **Getting Recognition for Your Events**
Panel Carol Norfleet, DMCP, CMP
- 12:00 noon - 1:15 pm Annual Meeting Luncheon
- 1:30 pm - 3:00 pm **Goal Setting for Healthy Habits** Romy Nelson
- 3:30 pm - 5:00 pm **CSR Teambuilding - Making it Work for Your Community** Scott Flynn & Destination King
- 6:30 pm ADME Achievement Awards Event

What Owners Need to Know...

ADME has the tools you need to improve your DMC profitability.

Do you ever wonder why your co-worker just doesn't "get it?" Why others' reactions can be "crazy" and "misguided?" Why your children don't respond in the same ways you did at their age? Why others just don't understand you? Attend **the Four Temperaments - Different Drums and Different Drummers** workshop with Linda Bailey Leadership.

Strategic Planning *Grant Snider, DMCP, JPdL Destination Management* They say "hope is not a strategy", yet many of us run our businesses as if it were. If you'd like to develop a more strategic approach to your business and learn the basics of developing a strategic plan, then this session is for you.

International Trends *Patrick Delany, Ovation DMC; Padraic Gilligan, Ovation DMC; Patrick Sullivan, Allied International PRA Destination Management New York.* Three past presidents of SITE share their views on the international trends and how they will impact DMCs throughout the world.

Thursday Evening Fun at the Hard Rock



This year, the Hard Rock Café is hosting our evening out on **Thursday immediately following our opening session.**

Located just a few blocks from our hotel, at the foot of Beale Street, the Hard Rock Café has lots of great entertainment and food planned for our evening.

Please plan to arrive at the hotel in the late afternoon so as not to miss a minute of this fun evening.

Social Opportunities During the Conference

Following our reception **Friday** evening you will be able to enjoy the nightlife of Memphis on your own. Destination King will have staff on hand Thursday and Friday to help you make your restaurant reservations for your own special night.

Each night of the conference, you'll be able to use your **VIP Pass** to all the Beale Street clubs. This VIP pass saves you cover charges and will help you to enjoy all that Beale Street has to offer.



What Sales Needs to Know...

Tools you need to secure profitable clients



Amy Howell

External Technology: Social Media / Blogs Amy Howell, *Howell Marketing Strategies*; Kerry Crawford and Regena Bearden, *Memphis CVB*; Cindy Y. Lo, *Red Velvet Events* Our four panelists have a wealth of information about to effectively use social media and blogs to increase your business. This is one session every sales director should attend to ensure that your DMC isn't left in the dust.

Director of Sales and Director of Catering Panel: The Hotel View of DMCs Beverly Anderson, *Assistant Director of Events, Hilton Anatole Dallas*; Vincent Dreffs, *CPCE, Director of Catering, Gaylord Opryland Resort*; Michelle Shockley, *Citywide Sales Executive, St. Louis at Marriott International*; and Shannon Williams, *Director of Catering & Convention Services, The Peabody Hotel*. DMCs and hotels should go together like a horse and carriage... but often don't. Hear the hotel's point of view of working with DMCs—and learn how to create more collaborative and profitable partnerships with the hotels in your location.

Creative Proposal Design Back by popular demand... work with your peers (but not your direct competitors) to craft proposals that will put your company at the head of the list. We guarantee you'll learn at least two new ideas that will help you punch up your proposal presentation.

Get Recognition for Your Special Events Lisa Hurley, *Editor, Special Events Magazine*; Sarah Burnett, *Public Relations, Le Bonheur Children's Hospital* You don't want to miss the point / counterpoint approach to entering awards competition and winning. Lisa Hurley oversees the prestigious Special Events awards. Sarah Burnett has produced several award winning events (some with the help of her local DMC).



Lisa Hurley

Social Media and ADME International Annual Conference



Use [#ADME](#) on Twitter



Check the [LinkedIn ADMEI](#) page



Go to [Facebook](#) for updated Conference Information

THE FINE PRINT...

Cancellation Policy

A cancellation fee of 25 percent will be charged for all cancellations made after 27 January 2012. All cancellations must be in writing. Confirmed registrants who fail to attend and do not cancel prior to 10 February are liable for the entire conference registration. You may, if you wish, send a substitute.

Cancellation Liability

In the event of cancellation of the conference for any reason, ADME's liability is limited to the return of the conference fee.

Contact Hours for Re/Certification

You will receive a contact hour form that must be validated at each session with a special code. **YOU are responsible** for completing this form, taking it back to your office and keeping it on file until it is time for you to complete your DMCP application or recertification form.

What Operations Needs to Know...

Tools you need to profitably provide services to your clients

Why Are These My Top 5 Designs? Brent Long, Vice President of Events, Holliday Flowers; Kate Fishel, Designer, Fauxcades Creative Events; Kristi Cline, Creative Director, Destination Nashville What would top designers do if their client would let them? Come get inspired!

Creative AV for your Events Jason Younce, Area Manager, Swank Audio Visuals New audio-visual technology comes out every day—but how best can you incorporate it into your events? This session will help get you up to speed.

Technology Trends David Adams, Chief Technology Officer, VIPER There is a lot of technological assistants out there—but how do you cut through the clutter and choose the right tools to implement your strategy? This session will review the newest technological advances and provide an overview of what might be right for your DMC.

Effective Staff Training Carol Norfleet, Executive Vice President & COO, Destination Nashville; Your spend of time, money and emotion in training your employees, both managers and on call staff, is one of the most costly expenditures you can make. Are you making wise investments? Walk away with a portfolio of ideas and action plans to ensure you are getting the most out of your investment.

How can you NOT visit Graceland???

Plan to come early on **Thursday** to visit Graceland, the home of Elvis Presley. More than thirty four years after his death, experience life as Elvis did at Graceland with an audio-guided tour featuring commentary and stories by Elvis and his daughter, Lisa Marie.



Upon arrival via luxury motorcoaches at the ticket pavilion, you will be shuttled to the entrance of Graceland. The journey through the Mansion includes the decorated funky styles of the Jungle Room, racquetball court, and Meditation Garden, where Elvis rests.



After the Mansion tour, you will visit the Automobile Museum and see over 33 vehicles owned by Elvis, including the famous Pink Cadillac. Adjacent to the Automobile Museum are his custom jets; your tour begins in an airport terminal and then continues aboard the Lisa Marie, an aircraft customized by Elvis. Before you end your tour, you will visit Sincerely Elvis, an exhibit that changes annually; “Elvis in the News” explores how Elvis' music and physicality pushed the boundaries of free expression at a time when America was experiencing deep generational shifts. **Cost: \$80**

The tour departs at 12:00 noon and returns by 3:30 pm.

Profitability Ideas SO Important Everybody Gets to Hear Them!

Destination Marketing and Destination Management Kevin Kane, CEO, Memphis CVB and Chair, Destination Marketing Association International (DMAI)

DMCs and DMOs market their destinations—sometimes in concert, sometimes not. The incoming chair of DMAI will share his views on potential partnerships between DMOs and DMCs.

Motivation to the Max
Don Hutson CEO, US Learning



An expert on entrepreneurship and success through selling value, Don Hutson has more than 30 years experience of making people believe they can do better and giving them the skills to do it. Known for delivering real solutions to business professionals, Don ensures that participants leave with new skills, attitudes and ideas that work at the “street level”.

Don provides more than a cheerleading session: he will empower you with skills and cutting edge strategies you need to succeed in today’s business environment.

Goal Setting Healthy Habits
Romy Nelson, BA, MEd, CPT

We all have good intentions to eat healthier, exercise more often, and reach a healthy weight. But how do we turn ‘good intentions’ into **action** and then **maintenance**? Learn specific steps that will help you identify what motivates you and turn ‘good intentions’ into actual behavioral changes to last a lifetime.



New Way to Sell: Meeting Planner Panel

ADME presents five meeting planners from a wide range of organizations and usage of DMCs. On Friday afternoon, come hear the following planners talk about what they like—and don’t like—about DMCs. This is a must-see session!

Panel Participants are:

Lisa Browne, Director of Conventions, National Hardwood Lumber Association

Cheryl Coleman, Senior Meeting Specialist, Medtronic

Nancy Foy, CMP, Manager: Meetings & Events, International Paper

Bobbi Landreth, Manager of Sales Planning, FedEx

Janice McCallen, Conference & Meeting Planning Manager for ServiceMaster Clean, Furniture Medic, AmeriSpec and Merry Maids

CSR Teambuilding—Making it Work for Your Community Scott Flynn, Teambuilding Unlimited; Cindy Brewer, Destination King

More and more clients are asking for CSR programs – and, oh, by the way, let’s throw in some teambuilding, too. This session features tips and tricks of how to best construct CSR/teambuilding programs for your venue. Then, ADME rolls up its sleeves to work with Memphis non-profit organizations to help them brainstorm on solving their particular problems. It’s a great way to learn – and to give something back to Memphis.



The Mississippi Delta begins in the lobby of The Peabody Hotel and ends on Catfish Row in Vicksburg. The Peabody is the Paris Ritz, the Cairo Shepherd's, the London Savoy of this section. If you stand near its fountain in the middle of the lobby... ultimately you will see everybody who is anybody in the Delta..."

- Author/Historian David Cohn, 1935.

The Peabody remains the hub for downtown activity, both business and social. It retains its status as the most popular place in Memphis. Many important business deals have been sealed over lunch or breakfast in the hotel's restaurants. Memphians socialize in the Grand Lobby Bar, which Esquire magazine named "One of the Ten Best Watering Holes in America."



The Ducks...

The original ducks have long since gone, but after 75 years, the marble fountain in the hotel lobby is still graced with ducks. The Peabody ducks march at 11 a.m. and 5 p.m. daily.

Everything (except our exclusive ADME networking evening at Hard Rock Café) happens at The Peabody Hotel. ADME room rates are **\$175**, inclusive of resort fee, plus occupancy taxes. **Registrations must be made prior to January 7 to qualify for the ADME rate.** Go to <https://resweb.passkey.com/go/ADME94306> to make your reservations online NOW.

Spa Discount for ADME attendees

Gould's Spa offers superior spa and salon services at their location in The Peabody Hotel. From massages, facials, body treatments, and spa manicure and pedicures... to the latest in hair cuts, colors, makeovers, and our extensive salon service menu. **Call now to make your reservations in advance: 901-578-8868.**



**The Peabody Hotel
149 Union Avenue
Memphis TN 38103
901.529.4000**

Send 4 staff for only \$1,660 - that's the same as registering just 3 people!

Ready to register? [Click here!](#)

I can't wait to register for this fantastic conference!
I'm going to [click here](#) to go directly to online registration

Registration Facts

- **ADME Company Registration - one company / one location**
 - ➔ First person \$620
 - ➔ Each additional person \$520
 - ➔ Pre-con Workshop \$195
 - ➔ Daily \$275 evening event not included
- **Register 4 people from one company / one location for just \$1,660**
That's the same as it costs to send 3 people!
- **Non-members pay \$820 - but, if you submit your application by 28 February, you get a \$200 credit towards your first year's dues**
- **Pre-Conference Workshop: DMC Institute \$195**
- **Register by 21 December to avoid the late fee...**

Why your peers will be at the ADME Conference....

"I would NOT miss the ADME Conference - I always learn new tips to increase my company's profitability."

"This conference is the most important investment I can make in myself and my staff. My ROI on this is fantastic!"

"This is THE BEST conference for education for my staff and me."

YES! Show us 12 key ways to make more money in 2012!

Our action plan is:

- ✓ Identify the staff we want to take with us to Memphis
- ✓ Register everybody **BEFORE December 18** to save \$\$
- ✓ Make our [hotel reservations](#) **BEFORE 7 January** going to
- ✓ Plan to arrive **Thursday afternoon** to enjoy the Hard Rock Café that night