

## 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