



# EVENT SUMMIT

*Register today for this exciting event!*

**Capitol Plaza Hotel ~ Jefferson City, MO**

*Tuesday, August 7, 2018*

Presented by:

Missouri Society of Association Executives (MSAE)  
Missouri Travel Council (MTC), and  
Society of Government Meeting Professionals (SGMP)

# Planner Registration



# DEAR MEETING PLANNERS,

The Missouri Society of Association Executives (MSAE), the Missouri Travel Council (MTC) and the Society of Government Meeting Professionals (SGMP) are joining together to present the MISSOURI EVENT SUMMIT (formerly the Joint Meeting Planners Trade Show). This year marks the 22nd year that these three groups have collaborated to bring such an amazing event to your area.

This year the committee has again planned something for everyone! The educational sessions will be "Verbal Judo" presented by Chad Stieferman of Advanced Tactical, and "Cyber Knowledge" by Sean King of Huber and Assoc. We have speakers from diverse backgrounds coming together to present what is shaping up to be the best educational workshops yet.

There will be a plated sit-down lunch in the Atrium, followed by the trade show. Dessert and break stations will be located within the exhibit space. We will end the day with a reception and prizes.

If you need hotel accommodations you can contact the Capitol Plaza Hotel at 573-635-1234 and ask for the MISSOURI EVENT SUMMIT meeting rate of \$93 before July 7, 2018.

Please take the time to register today for the MISSOURI EVENT SUMMIT and join us for a full day of exhibits, networking, education, fun and prizes.

We hope you will be a part of this year's events!

*Keith Sappington*, Missouri Assisted Living Association  
*President, Missouri Society of Association Executives*

*Beth Mead*, Columbia CVB  
*President, Missouri Travel Council*

*Beth Rodeman*, Missouri Office of State Courts Administrator  
*President, Society of Government Meeting Professionals*



# TENTATIVE AGENDA

## August 7, 2018

**7:00-10:30 am**      **Exhibitor Set-up and Registration** EXHIBIT  
HALL

**8:00 am**              **Meeting Planner Registration**  
ATRIUM

**8:30-9:30 am**      **CONCURRENT EDUCATION SESSIONS**

### Verbal Judo

Have you ever found yourself dealing with a difficult person and looking for a way to defuse the confrontation? This course will show the participants how to listen and speak more effectively, engage others through empathy, avoid the most common conversational disasters, and use proven strategies to successfully express your point of view and take the lead in most disputes.

Stop being frustrated and misunderstood. Stop finding yourself or your employees on the losing end of an argument. This introductory course will lay a foundation for you to be able to have your say, and say what you mean in a positive, commanding, and respectable way.

Chad Stieferman, Owner and President, Advanced Tactical  
LINCOLN ROOM

### Cyber Knowledge

With the anonymity of crypto currency, Ransomware has become an epidemic in the cyber world, hitting organizations and home users alike. You need to know what Ransomware means to you, how do you protect yourself, and what to do if you get Ransomware. Huber & Associates will cover this topic and other cyber knowledge basics, such as how to remain safe in online forums, and other good cyber practices that help protect your life. Our speaker has over 10 years as a Certified Information System Security Professional (CISSP®) and brings his knowledge across a broad spectrum of industries to you in this important topic. Let us help you and share with you information critical to technology today.

Sean King, Director of Cyber Security, Huber & Associates  
CARNEGIES ROOM

**9:30 am**              **Break**

**9:45-10:45 am**      **CONCURRENT EDUCATION SESSIONS repeated**

**10:45-11:45 am**      **Plated Sit-Down Lunch**

**12:00 pm**              **Exhibit Booths Open**  
Exhibit Hall

**12:15 pm**              **Break and Dessert Stations Open**  
*Sponsored by Independence Tourism*

**2:00 pm**              **Reception and Prizes**  
*Sponsored by Tan-Tar-A Resort, Golf Club, Marina & Indoor Waterpark*  
ATRIUM

# Planner Registration

Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

## REGISTRANTS (please list names)

Education

Lunch

Trade Show

(circle all that apply)

- |          |                          |                          |                          |                           |
|----------|--------------------------|--------------------------|--------------------------|---------------------------|
| 1. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MSAE / MTC / SGMP / OTHER |
| 2. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MSAE / MTC / SGMP / OTHER |
| 3. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MSAE / MTC / SGMP / OTHER |
| 4. _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | MSAE / MTC / SGMP / OTHER |

## PAYMENT OPTIONS

# \_\_\_\_\_ Member Registrations @  
\$25 each if postmarked before July 6, 2018,  
\$30 each if postmarked after July 6th, and  
\$35 each if postmarked after July 24th \$ \_\_\_\_\_

# \_\_\_\_\_ Non-Member Registrations @ \$50 each \$ \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

Visa/MasterCard/Discover/American Express or Check

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

(Secure online payment may also be made by credit card at <http://www.msae.net/>. All other forms of payment must accompany registration form)

Send Registration and Payment to:

MSAE, PO Box 1574, Jefferson City, MO 65102

Fax: 609-394-7712 ~ Phone: 573-289-1139 ~ Email: [jleonard@msae.net](mailto:jleonard@msae.net)

### EXHIBITORS TO DATE INCLUDE:

Adams Mark Hotel and Co Co Key Water  
Resort  
Big Cedar Lodge  
Branson CVB  
Columbia CVB  
DoubleTree by Hilton Springfield  
Independence Tourism  
Kansas City Marriott Downtown  
Lake of the Ozarks CVB  
Moonrise Hotel  
Old Kinderhook  
The Lodge of Four Seasons

### SPONSORS TO DATE INCLUDE:

#### Reception

Tan-Tar-A Resort, Golf Club, Marina &  
Indoor Waterpark, Osage Beach

#### Dessert Station

Independence Tourism

#### Banners

Lake of the Ozarks CVB