



**Media Contact:** Tracy Padot  
Chief Marketing Officer  
tpadot@lansing.org  
517-377-1419

## Choose Lansing® Services Manager Jenn Morden Earns Certificate in Meeting Management (CMM) Designation

**LANSING, MICH. – Feb. 16, 2025** – [Choose Lansing](#) Convention Sales and Services Manager Jenn Morden has earned a Certificate in Meeting Management (CMM), a globally recognized credential for experienced leaders in the meetings and events industry. Approximately 1,700 professionals worldwide currently hold a CMM.

“Jenn’s achievement reflects our commitment to providing a high level of service to meeting planners and event organizers,” said Julie Pingston, President & CEO of Choose Lansing. “The knowledge she gained through the CMM program strengthens our ability to support successful events in Greater Lansing.”

The CMM program is a graduate-level executive education program administered through the Indiana University Kelley School of Business and the Department of Tourism, Conventions and Event Management and in partnership with Meeting Professionals International (MPI). It combines leadership training, advanced coursework and a capstone project focused on solving a real-world business challenge.

For her capstone project, Morden developed an integrated servicing model for Choose Lansing that includes a new standard operating procedure for the transition between the organization’s sales and services teams. The process is designed to improve internal communication, streamline planning logistics and enhance the overall planner experience.

“The program encouraged strategic thinking about how we serve our clients,” Morden said. “My goal was to create a more seamless experience for planners by strengthening collaboration behind the scenes. I’m excited to apply what I learned to future events in Greater Lansing.”

Choose Lansing provides complimentary assistance to meeting and event planners, including site selection support, local vendor connections, marketing resources and on-site services. Morden’s certification further enhances the organization’s ability to deliver knowledgeable, personalized support to groups hosting events in Michigan’s capital region.

For more information about Choose Lansing, visit [www.lansing.org](http://www.lansing.org) or call 517-487-0077.

Choose Lansing® is the Destination Marketing Organization for the **Greater Lansing** region

500 E. Michigan Ave., Ste. 180, Lansing, MI 48912 | 517.487.0077 | [Lansing.org](http://Lansing.org) | [#LoveLansing](https://twitter.com/LoveLansing)

## **About Choose Lansing®**

*The vision of Choose Lansing is to inspire everyone to celebrate and love Greater Lansing as much as we do! This goes hand in hand with our mission, to positively impact our community's quality of life by developing the region as a visitor destination. Learn more at [www.lansing.org](http://www.lansing.org).*

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