

# Meetings & Education Summit

AUGUST 6, 2025 | GRADUATE BY HILTON EAST LANSING



## KEYNOTE: POWERED PRODUCTIVITY: SUPER TECH TOOLS TO GET STUFF DONE

Shadows Ballroom

9:00  
AM

▮ Beth Z., Your Nerdy Best Friend, Author & Speaker

Join Your Nerdy Best Friend (and former association education director!) for a look at common productivity problems related to meetings and event planning followed by a hands-on exploration of technology to solve them. You'll discover tools you never knew existed to get organized and work more efficiently.

## KEYNOTE: ELEVATING THE CONFERENCE EXPERIENCE: A COLLABORATIVE EXCHANGE OF IDEAS

Shadows Ballroom

11:00  
AM

▮ MacKenzie Feldpausch, Education Programming Manager, Michigan Association of School Boards  
Whitney Haughey, Conference & Event Planner, Michigan Association of School Boards

How can we design annual conferences that captivate participants, deepen learning, and inspire action? In this interactive session, MacKenzie and Whitney will kick off with a showcase of innovative strategies their team has implemented to reinvigorate their flagship event—from creative engagement tactics to methods that boost the transfer of learning. Up next? Lively roundtable discussions - where participants will share their own experiences, swap creative ideas, and explore opportunities to enhance the impact of their conferences.

## KEYNOTE: VENUE CONFIDENTIAL: INSIDER CONTRACT & EVENT PLANNING TIPS EVERY MEETING PROFESSIONAL SHOULD KNOW

Shadows Ballroom

1:30  
PM

▮ **Moderator:** Denise McGinn, CAE, Founder and President, Association Guidance

**Panelists:** Matt Ames, Sales Manager, Soaring Eagle Casino & Resort  
Morgan Henry, Catering Sales Manager, Ann Arbor Marriott Ypsilanti at Eagle Crest Resort  
Clarissa Lange, Director of Sales, DoubleTree Bay City-Riverfront  
Donna Roy, CTA, Senior Event Coordinator at LEPFA

Join this dynamic panel of seasoned venue professionals as they provide insider insights into venue contracts and clever planning strategies. From uncovering which contract items are truly negotiable to sharing real-life success stories and cautionary tales, this session is designed to equip meeting planners with the knowledge and confidence to better advocate for their events. Discover proven strategies to maximize value, minimize risk, and build productive venue relationships. The session will conclude with a 15-minute open Q&A—bring your toughest questions and negotiation challenges!

## KEYNOTE: BEYOND THE BADGE: UNLOCKING THE POWER OF CERTIFICATION IN ASSOCIATIONS

Shadows Ballroom

2:30  
PM

▮ Kelly Cusick, Chief Growth Officer, Holmes Corporation  
Kelly Quinn, Vice President, Business Development & Strategic Partnerships, Holmes Corporation

As industries face growing talent gaps and evolving skill demands, certification programs offer associations a powerful avenue to expand impact, generate revenue, and elevate their industry's standards. Whether developing your own credential or delivering education aligned with another organization's certification requirements, associations are uniquely positioned to lead in this space. In this session, we'll explore the full spectrum of opportunities—strategic, educational, and operational—related to certification programming. Learn how to identify your organization's niche, structure programs for success, and partner effectively to deliver high-value education that drives member engagement and professional growth. Leave inspired to think bigger about how certification can enhance your association's value proposition and advance your mission.

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8:30

## BREAKFAST RECEPTION & REGISTRATION

☒ It's SO GOOD to see everyone!

Shadows Ballroom

9:00

## POWERED PRODUCTIVITY- SUPER TECH TOOLS TO GET STUFF DONE

☒ Beth Z., Your Nerdy Best Friend, Author & Speaker

Shadows Ballroom

10:15

## CONCURRENT SESSIONS

☒ Check out the options on page 3!

Kedzie C, Kedzie AB, Lemon Tree Room

11:00

## ELEVATING THE CONFERENCE EXPERIENCE- A COLLABORATIVE EXCHANGE OF IDEAS

☒ MacKenzie Feldpausch, Education Programming Manager, Michigan Association of School Boards  
Whitney Haughey, Conference & Event Planner, Michigan Association of School Boards

Shadows Ballroom

12:00

## LUNCH

☒ And AMAZING conversation with your industry friends!

Shadows Ballroom

12:45

## CONCURRENT SESSIONS

☒ Check out the options on page 4!

Kedzie C, Kedzie AB, Lemon Tree Room

1:30

## VENUE CONFIDENTIAL- INSIDER CONTRACT & EVENT PLANNING TIPS EVERY MEETING PROFESSIONAL SHOULD KNOW

☒ **Moderator:** Denise McGinn, CAE, Founder and President, Association Guidance

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Shadows Ballroom

2:30

## BEYOND THE BADGE - UNLOCKING THE POWER OF CERTIFICATION IN ASSOCIATIONS

☒ Kelly Cusick, Chief Growth Officer, Holmes Corporation

Kelly Quinn, Vice President, Business Development & Strategic Partnerships, Holmes Corporation

Shadows Ballroom

3:30

## ADJOURN

☒ Safe travels home!

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## CONCURRENT SESSIONS

📅 10:15 - 10:45 AM

### **SPEAKER SAVVY: TRENDS & TIPS FOR HIRING THE RIGHT VOICE**

Kedzie C

📅 Mimi Brown, Leadership Coach & Motivational Speaker, AMP Up Success

*From keynotes to breakouts, securing the right speaker can make or break your event. In this fast-paced 30-minute session, Mimi will share current trends in the professional speaking industry and practical tips for working with speakers—from vetting talent and negotiating fees to managing expectations and ensuring alignment with your audience. Whether you're working with a seasoned speaker bureau or booking talent directly, you'll leave this session with insights that will help you elevate your speaker strategy and maximize your investment.*

### **COVERED AND PREPARED: MANAGING EVENT RISK THROUGH INSURANCE AND STRATEGIC PLANNING**

Kedzie AB

📅 Paul Bragenzer, MBA, ATC, CWCS, Risk Control Consultant, Acrisure

*Unexpected disruptions, liability claims, and logistical failures can derail even the most well-planned events. This 30-minute session focuses on the types of risk association meeting professionals can proactively manage through insurance and thoughtful planning. Learn how to assess your event's risk profile, ensure adequate coverage, and build contingency plans that protect your organization and attendees. From weather-related cancellations to property damage and beyond, this session will provide practical guidance to help you stay ahead of potential pitfalls and keep your events running smoothly.*

### **DESIGNING FOR IMPACT: APPLYING ADULT LEARNING PRINCIPLES TO ASSOCIATION EDUCATION**

Lemon Tree Room

📅 Donna Oser, CAE, President & CEO, Michigan Society of Association Executives

*Even the best presenters need the right environment and direction to succeed. This brief but powerful session will equip planning professionals with foundational adult learning principles to improve the effectiveness of their events and education programs. We'll consider formats and settings that engage adult learners, level-up the expectations and guidance we offer to presenters and focus on programming that leads to real-world application and value for your members. Whether you're building a conference agenda or planning a single workshop, these insights will help you create learning experiences that truly stick.*

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## CONCURRENT SESSIONS

📅 12:45 - 1:15 PM

### CHAMBER HACKS: HIGH-ENERGY NETWORKING & ENGAGEMENT IDEAS FOR ASSOCIATION EVENTS

Kedzie C

📅 Jean Jernigan, CAE, CMP, IOM, President, Auburn Hills Chamber of Commerce

*Looking to energize your events and boost attendee connection? Chambers of commerce have mastered the art of networking—and their strategies translate powerfully to association meetings. In this fast-paced, idea-packed session, you'll discover creative, practical techniques chambers use to spark engagement, build relationships, and keep participants coming back. From structured networking formats to surprise-and-delight tactics, walk away with easy-to-implement ideas to make your next event more dynamic, inclusive, and memorable.*

### PLANNING LIKE A PRO: TOOLS & TIMELINES FOR SEAMLESS EVENTS

Kedzie AB

📅 Kate Pojeta, CAE, CMP, Director, Meetings and Technology, Event Garde LLC

*When it comes to managing the moving parts of a successful event, organization is everything. Join veteran planner Kate Pojeta as she shares the practical tools that have helped her execute events of all sizes—from local gatherings to national conferences with thousands of attendees. In this fast-paced 30-minute session, Kate will walk you through her go-to checklists, packing lists, and timelines that keep planning on track and stress in check. Whether you're new to event planning or looking to level up your systems, you'll leave with resources and ideas you can put to use right away.*

### PACK THE HOUSE: MARKETING MOVES TO BOOST ATTENDANCE

Lemon Tree Room

📅 Angela Minicuci, APR, Partner, Bellwether Public Relations

*In just 30 minutes, get a punchy rundown of marketing and PR strategies that drive event attendance. Led by a public relations and marketing pro, this session will focus on high-impact tactics you can apply right away—think targeted messaging, simple social media wins, and low-lift ways to build buzz. Perfect for association professionals looking to sharpen their promotional game and fill more seats without stretching their bandwidth.*