



FOR IMMEDIATE RELEASE

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Meetings Matter! MPI-Fall Education Conference November 21, 2013

Milwaukee, WI – Join us for MPI-Wisconsin's annual Fall Education Day at the Wisconsin Center District! This full-day event features a Flashpoint session with all speakers, a keynote from Sam Richter about building strong relationships in our industry, morning and afternoon breakout educational sessions, a tradeshow with Wisconsin's premier suppliers and an opportunity to get your professional photo professional taken!

Know More! Relationships - In the events and meetings business, it's all about personal relationships. Sam Richter will share tips and tricks to be able to relate on a personal level, build more meaningful connections, identify triggering events, tailor offerings, and ensure relevancy. Sam is an internationally recognized expert on sales and marketing. His experience includes building innovative and award-winning technology, sales, and marketing programs for start-up companies and some of the world's most famous brands.

Morning and afternoon breakout sessions include:

- Know More! Reputations will be presented by Sam Richter
- Showtime! Life Isn't a Dress Rehearsal and Boring Meetings Suck will be presented by Jon Petz
- Address Conflict Situations with No Fear and Manage Change with No Fear will be presented by Victor Grey

Those interested in registering for this fascinating and informative event can visit mpiwi.org for more details.

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For more information, visit mpiweb.org.

The 320+ member **Wisconsin Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI-Wisconsin, please visit www.mpiwi.org.

For more information about MPI or MPI-Wisconsin, please contact Alison Huber, CMP at (608) 254-7180 x342 or email at alison@wisdells.com.