



FOR IMMEDIATE RELEASE

Contact: Marie Johnson, CMP – President
Meeting Professionals International -Wisconsin Chapter
marie.johnson.mpi@att.net
Phone: 414.324.0892

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Meeting Professionals International – Wisconsin Chapter (MPI-WI)

Spring Education Day: Refresh Your Brand and Image

MILWAUKEE, WI – On May 12, 2011, members of Meeting Professionals International – Wisconsin Chapter (MPI-WI) will meet at the Sheraton Brookfield for a full day of education sessions to elevate their professional images, including a keynote session on competition and how to be a winner at home and at work.

The Spring Education day will start off with a keynote presentation by Deborah Gardner, CMP, founder of DG International LLC and Compete Better Now! LLC. Deborah will deliver her high-energy program on a winner's image and what each decision says about you. Attendees will learn the drivers of success and how to leverage their assets and improve their professional skills. Deborah will also present a breakout session on negotiations for the advanced meeting professional.

In addition to the sessions offered by Deborah Gardner, CMP, morning sessions are available on creating your brand résumé by Debra Wheatman, an expert in advanced career search techniques; the third session answers questions about the Certified Meeting Professional (CMP) exam with a panel of MPI-WI professionals who have achieved this designation: Michelle Johnson, CMP, Carmen Smalley, CMP and Janet Sperstad, CMP. Afternoon sessions include discussion on conducting business in a multicultural environment by Eric Rozenberg, CMP, CMM, President of SWANTEGY, a European company consulting corporate clients on meetings and events; the second session is about networking by Debra Wheatman; and the third session will be about independent business opportunities in the meetings industry with MPI-WI professionals: Lynn Golabowski, Christopher Dyer and Darla Leick.

Throughout the day of education sessions, attendees will be able to have their professional photos taken by photographer Rachel Waldmer with www.athousandwordphoto.com.

While attendees are refreshing their personal images, it's a great time to donate business clothing for men and women to the Milwaukee Women's Center – Bottomless Closet. The community outreach program provides education and assistance in finding jobs for men and women in the Milwaukee area.

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 additional information, visit mpiweb.org.

The 375+ 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, visit www.mpiwi.org.

For more information on MPI, MPI Wisconsin, or the Spring Education Day, please contact Marie Johnson, CMP by phone at (414) 324-0892 or by email at marie.johnson.mpi@att.net.