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Meet Like a Mouse: Using Theme Park Strategies to Improve Your Events

Milwaukee, WI – The Wisconsin Chapter of Meeting Professionals International (MPI-WI) will host a unique learning opportunity called **Meet Like a Mouse: Applying Theme Park Methodology** on March 15th at the Hyatt Regency-Milwaukee in Milwaukee, WI.

In this insightful and illuminating session, speaker Lenn Millbower—a 25 year Walt Disney World operations, entertainment, and training veteran—pulls back the curtain on Walt’s science and sense approach. Mr. Millbower will share what Disney does to make its theme parks so organized, so immersive, and so memorable, and how that relates to modern meeting philosophy.

Mr. Millbower is a creative and dynamic learning leader, instructional designer, and trainer with years of experience at Disney Learning Solutions, the Disney University, the Disney Institute, and Walt Disney Entertainment. As the president of Offbeat Training LLC he revitalizes boring programs with entertainment-based Learnertainment® methodology that maintains attention, fosters retention, and increase business results. Past presentations have included major conferences including ASTD, ASCD, CCME, FETC, IAL, ISPI, Make-A-Wish, MPI, NSA, SHRM, and business clients worldwide.

***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 on this event, MPI or MPI Wisconsin, please contact Susan Kainz at 262-825-7837 or susan.kainz@conferencedirect.com.