



FOR IMMEDIATE RELEASE
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MPI-WI Summer Spectacular & Golf Outing
Fun and Learning at Lake Lawn Resort

The Wisconsin Chapter of Meeting Professionals International (MPI) will hold its Summer Spectacular and Golf Outing at Lake Lawn Resort in Delavan, WI, on June 22-23, 2016. This event features education, a scavenger hunt, and of course, golf!

For the education session, we welcome Janet Sperstad, CMP, to present “Designing Events that Matter.” Sperstad draws upon her 25 years as an event professional and her executive Masters in Neuroleadership to share how the brain shapes what we experience and how an event’s environment impacts how we think. Leveraging results from recent neuroscience research on how the brain organizes and filters information, we explore what not to do at your next event that negatively impacts the participants’ experience as well as how to design the event’s physical space to influence decision-making and drive innovation.

Janet currently leads Madison College’s Meeting and Event Management Associate degree program, which she founded in 2002. Recently, she has been selected as Competency Model Champion from the U.S. Department of Labor. Janet is currently the Chair for the Certified Meeting Professional Governance Commission, Member of the U.S. Department of Labor, Hospitality, Tourism and Event Industry Competency Model Task Force and Co-Chair for the Convention Industry Council, Industry Education Task Force.

Golfers will enjoy the wonderful course at Majestic Oaks, known for its stately oaks and deep sand bunkers. Register as a foursome to receive a reduced rate.

Non-golfers can hunt for hidden treasures in a scavenger hunt on the course at Majestic Oaks and enjoy a pontoon boat ride on Delavan Lake admiring homes designed by Frank Lloyd Wright.

This year MPI-WI is pleased to extend an “Industry Rate” for all attendees. More information about the MPI-WI Summer Spectacular and Golf Outing can be found at <http://mpiwi.org/2016-june>.

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



WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

membership is comprised of more than 18,000 members belonging more than 80 chapters and clubs worldwide. For more information, visit mpiweb.org.

The 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 Tom Graybill at (414) 223-4380.