

## ITMIC 2009 in Puerto Rico

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The Connected International Meeting Professionals Association is pleased to announce the 18<sup>th</sup> Annual International Technology, Meetings and Incentives Conference to be held October 8-11, 2009, in San Juan, Puerto Rico. The theme for this year's conference is: "Meeting Planner Challenges In the 21<sup>st</sup> Century". This event will be held at Caribe Hilton, a beautiful 5-star hotel on a private peninsula. It is rated the 2<sup>nd</sup> best hotel in the world for the most business-friendly resort.

Preliminary topics include: "Hard Decisions in Tough Economic Times", "Communications and Teleconferencing Strategies", "Going Green", "Social Networking Opportunities", "Homeland Security Issues for Planners" and much more.

Conference activities include: certification review and exam, destination presentations for 2010 and 2011 conferences, hotel & destination exhibits, hotel site visits, awards gala and banquet, optional island tours and special guest presentations.

Puerto Rico is known for its rich history, beautiful beaches, and majestic natural wonders. More recently it has become famous for its fine dining. The island has a vast array of stylish restaurants. The capital city of Old San Juan offers great opportunities for cultural experiences.

With this entire backdrop, we know the 2009 Conference will meet everyone's objective with things like:

1. Amazing tours like the 500 century old fortress or the ego friendly natural wonder
2. Dine around program to enjoy the taste of local delicacies
3. Meetings to review the state of the industry and related matters
4. Interesting seminars that will keep you on the edge of what is going on

Plan now to be a part of this great conference now in its 19<sup>th</sup> year.



EL CASTILLO DE MORRO FORT IN  
OLD SAN JUAN, PUERTO RICO



COQUI— TRANSLATED AS LITTLE  
FROG—IS INDIGENOUS TO PUERTO  
RICO

## Meeting Program Design

As you begin to establish your goals and objectives for a meeting, *ask yourself and your organization these questions:*

**WHAT** type of meeting is anticipated?

**WHY** is the meeting necessary?

**WHO** is the anticipated audience?

**WHERE** can the meeting be held?

**WHEN** should we hold the meeting? Time of year? Day of week?

**HOW** should we proceed with our planning schedule?

**HOW MUCH** will it cost to produce? Attend?

**HOW FEASIBLE IS OUR**

**TIME FRAME?** Can we pull it off?

**WHAT'S THE COMPETITION** for the audience?

**ARE THERE ALTERNATIVES** to accomplishing our objectives

Provide a supportive learning environment.

*Begin with a destination/site inspection/selection.* With your meeting **goals and objectives** in mind look at the site with an eye to supporting the goals and objectives through the meeting environment. The location, setting, meeting rooms, and public space support your learning objectives.

Make it easy for people to attend.

*Read, re-read, and have some-*

*one from outside your organization review the pre-meeting publicity.* Too often we don't provide enough information to facilitate attendance. Ensure that advance information contains enough program details (and goals and objectives) to "hook" the audience. Registration, transportation, and housing information should be clearly stated.

Use participants as resources.

As the general theme and programs are designed, use your survey techniques with the potential audience. Find out what they can add to the planning and the program. Some participants may be the best assets as speakers, moderators, or "idea generators."

## If Qualified, Get Certified

The world has changed and so has our industry. CIMPA has weeded out all obsolete concepts and tools for our certification program and rewritten the examinations to measure knowledge, skills and competencies that are relevant to the world in which we now live and work.

CIMPA provides qualified members with 3 types of certification

Certified Planner of Professional Meetings (CPPM) is a basic certification. This assesses knowledge, skills and competencies in organizing meetings and conventions.

Certified Global Meeting Professional (CGMP) puts emphasis on international meetings.

Certified Internet Meeting Professional (CIMP) focuses on planning meetings on the internet.

**WHY WOULD YOU**

**WANT TO BE LICENSED OR CREDENTIALLED?**

One way to enhance your professional identity is to complete a credentialing or licensure program in your field. By doing so, you will boost your credibility and make yourself more marketable. You will communicate the idea that you are serious about investing time and effort into work at the highest possible level of knowledge and competence in your field.

With a license or credential in hand, it becomes easier to identify your specific skill areas to others. By adding this information to your resume or professional vitae, you develop clout with both consumers and other professionals. It's an up-front way of allowing others to judge your competence and feel secure in dealing with you.

**THE CIMPA CERTIFICATION PROGRAMS**

CIMPA has long been interested in the knowledge requirements of new entrants to the field. The association's members have explored and shared their vision of the competencies and skills required of meeting professionals and have carefully designed these certification programs

As we zoom forward towards the future, meeting professionals face at least three major paradigm shifts.

1. The first shift is the transition from paper to electronic media as the dominant form of communication and distribution of information

2. The second shift relates to the increasing demand for accountability

3. The third shift comes from globalization

Visit our website at [www.cimpa.org/certify.htm](http://www.cimpa.org/certify.htm) to learn more.

## Setting a Program Budget

A budget should be viewed as a dynamic tool to be used throughout the planning process. Here are some pointers:

### A. What benefits does a budget offer?

Provides a meeting outline, history, and evaluation.

Encourages responsibility and accountability.

Establish financial objectives and priorities.

Justifies meeting expenditures.

Provides a blueprint for your meeting.

### B. What do you do first?

1. Determine meeting's goals and objectives.

2. Collect data that represent a meeting's history, including daily room pickup and past operating statements.

3. Determine type of site/facility to be selected.

4. Consider season and arrival/departure pattern.

Establish program agenda and schedule of activities.

### C. What line items can be included for income?

1. Registration fees.

2. Exhibit-booth sales.

3. Sponsorships and grants.

4. Special-event tickets or spouse/guest tours.

5. Advertising revenue from ads in program book.

6. Sales of publications and logoed merchandise.

7. Royalties from audio/video tape sales.

8. Commissions.

### D. What line items can be included for expenses?

1. Administrative costs: clerical and office support and/or overhead allocations.

2. Audiovisual rentals and labor costs.

3. Décor: theme décor, set pieces, plants, lighting, etc.

4. Exhibit costs: general contractor expenses, including "pipe and drape".

5. Food and beverage: group meal costs plus application taxes and service charges/gratuities.

6. Gifts and/or awards: room amenities, speaker's gifts, and award presentations.

7. Gratuities: recognition for superior performance, beyond those associated with food and beverage.

8. Insurance: additional liability and cancellation/business interruption insurance.

9. Labor: extra set-up charges not associated with audiovisual or exhibits.

10. Meeting space rental.

11. Music and entertainment; don't forget to include music licensing fees, if applicable.

12. Office equipment and supplies.

13. Outsource expenses: fees related to services for housing, registration, meeting management, etc.

14. Postage and express delivery charges.

15. Printing and promotion: invitations, direct-mail promotional pieces, mailing lists.

16. Recreation: fees and/or memberships associated with golf outings/tournaments and the like.

17. Registration: tote bags, pads, pens, printed materials distributed at registration, handouts.

18. Security: extra security personnel.

19. Signage.

20. Sleeping room, including sales/occupancy taxes.

21. Speaker's expenses: fees or honoraria, plus related expenses-travel, accommodations, and per diems.

22. Staff travel and expenses.

23. Telephone and fax.

24. Tours and guest programs: transportation, admission charges, management fees.

Transportation: airfares and ground transportation.

### E. Who can help in preparation and fact-finding?

1. Convention and visitors bureau can estimate costs associated with meeting in their particular city or region.

2. Trade publications provide destination-related articles that address cost factors.

3. Meeting facility will furnish price range for services.

Industry colleagues will share information regarding their experiences meeting in the same property or city.

### F. How do you administer the budget?

1. Break down estimated income and expenses by month.

2. Review and research budget variances (difference between budgeted and actual amounts) regularly.

3. Make revisions to the budget as necessary based on changes in objectives, numbers, etc.

Make one person responsible for maintaining financial records, including authorizing and/or signing of all on-site charges and reconciling of all statements.

### G. What are some other budget preparation tips?

1. Especially in data collection, ask plenty of questions.

2. Once meeting objectives have been established, start the budget. Select the site after determining the budget.

3. Forecast income on the conservative side, while expenses should reflect the "worse-case scenario".

4. Don't forget to account for "plus plus" (taxes and gratuities/services charges).



DR. SIGLER'S DAUGHTERS AT THE DINNER TRIBUTE IN HER HONOR

**JOIN US FOR THE  
18TH ANNUAL  
INTERNATIONAL  
TECHNOLOGY,  
MEETINGS AND  
INCENTIVES  
CONFERENCE IN  
PUERTO RICO**

**YOU'LL BE GLAD YOU  
DID!**



KEN WEBSTER AND EMANUEL PAYTON AT THE DINNER TRIBUTE

## We are attempting to change the rules of the game and take meetings to the next level

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CIMPA is unlike most meeting planning organizations. It is an online association of buyers and sellers of meeting and travel products and services with a mission.

#### MISSION

The mission of CIMPA is to connect people of different cultures through meetings, travel and the internet for the purpose of promoting understanding, tolerance and friendships. By being connected to each other and to resources on the internet, members of this community will more easily share tools, information and ideas to plan cost-effective and successful meetings, travel and incentives.

#### FOCUS

CIMPA takes it for granted that state-of-the-art tools and methodology are important for efficient travel and meetings. But its focus is on results. We focus on achieving meeting objectives and allowing attendees to experience the world and bond with its people.

This is probably the most significant difference in philosophy between CIMPA and other meeting planning organizations.