

Special thanks Jonathan T. Howe, Esq. for providing this Affordable Meetings® Mid-America Tip Sheet. To learn more, attend his presentation at HSMAI's Affordable Meetings® in Chicago, IL on Thursday, April 15th from 9:30a.m. to 10:45a.m.

TIPS

You, the Senior Planner... What Is It That You Need to Know to Move Your Cheese?

Presented by:
Jonathan T. Howe, Esq.

1. Do you read The Wall Street Journal trade press in your market segment?
(No not the meetings – your employer's)
2. Do you read trade publications? (Yes... meetings and tradeshow arenas)
3. How often do you pay attention to what your contemporaries are talking about?
4. The Key is “information” – current information is the key.
5. Moving cheese is “be ready to adjust ... but ready to challenge.”
6. Knowing history helps you to avoid repeating – doing the same thing with the expectation the result will be different. Sorry not the case.
7. Solid ideas are still subject to breakage.
8. Don't be afraid to get a second opinion.
9. Never hesitate to *nibble* at the cheese, but prepared to eat it all or forget it.
10. Never, ever be afraid to ask “why”.



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