

HSMAI'S Affordable Meetings® National
September 9-10, 2009
Walter E. Washington Convention Center, Washington DC

The 2009 Schedule of Events will be posted in July 2009, please check back at that time.

For reference, you may view the **2008 schedule**:

Tuesday, September 9, 2008

5:00 – 7:30 pm

HSMAI D.C. Chapter's Welcome Reception

Wednesday, September 10, 2008

7:30 am

Registration

8:30 am – 10:00 am

Concurrent Sessions:

- *Meeting Planning Fundamentals*
- *180 Ways to Transform Your Meeting*
- *Meeting Planners and Hoteliers: Creating a Masterpiece Means Sharing Your Paints and Brushes*
- *Stay out of Court: Ten Contract Tips to Avoid Litigation*
- *Trends in the Meetings Industry*
- *Plan for Success: Direct Marketing Secrets for Meeting Planners*

8:30 am – 10:00 am

ETE Seminars:

- *Emerging Technologies for 21st Century Meetings and Events*
- *Building Attendance and Sponsorships via Podcasts, Blogs, and Streaming Media*
- *The Top Online Revenue Generating Tech Tools for Events: Sell More Booth Space, Sponsorships, and Web Advertising*

10:15 am – 11:30 am

GENERAL SESSION

11:30 am – 12:30 pm

NETWORKING LUNCHEON

12:30 pm – 3:00 pm

EXPOSITION

3:15 pm – 4:30 pm

Concurrent Sessions:

- *A Kick in the Attitude*
- *Idea Mapping: A Tool for Turning Thoughts Into Action*
- *How to Be a World-Class Negotiator*
- *Request for Proposal: Preparing an RFP That Gets the Results You Want*
- *Merlin's Magic: Special Event Cheap Chic Taming the E-mail and Information Overload Beast*

3:15 pm - 4:15 pm

ETE Seminars:

- *Is this the Perfect Storm? Legal Implications and Considerations of Event Technology*
- *Search Engine Optimization for Events: Enhance Your Web site to Amplify Your Attendance*
- *Attendee Tracking Technology: RFID and Beyond*

4:30 pm - 5:30 pm

ETE Seminars:

- *An Online Exhibit Manual or Show Management Tool?*
- *Event Marketing & Communication Technologies: How to Engage Prospects and Attendees Before, During and After Your Event*
- *Using Online Registration and Housing Technology to Do More with Less – Anytime, Anywhere*

Thursday, September 11, 2008

7:30 am

Registration

8:30 am – 11:15 am

Concurrent Workshops:

- *Greener Meetings with Less Stress: How to Save the Planet without Losing Your Mind*
- *Successful Site Selection and On-Site Management*
- *Leadership in Today's Multigenerational Workplace*
- *Ethics, the Law, and Best Practices in the Meetings Industry*
- *Especially for Independent Meeting Planners – A Business of Your Own: Steps to Take for Success as an Entrepreneur*
- *Thriving in a Volatile Buyers/Sellers Marketplace*

8:30 am – 10:00 am

ETE Seminars:

- *Web Site High-Five Returns*
- *Leveraging PR to Maximize Integrated Marketing*
- *Strategic Meetings Management: Leveraging Your Travel and Procurement Department*

10:15 am - 11:30 am

ETE Seminars:

- *Online Community: Extending and Enhancing Meetings & Conferences*
- *The Next Generation of E-RFPS: Deal or No Deal*
- *Engineering Your Technology Solution in a State-of-the-Art Facility*

11:30 am – 12:30 pm

NETWORKING LUNCHEON

Exhibit Hall

12:30 pm – 3:00 pm

EXPOSITION

3:15 pm – 4:30 pm

Concurrent Seminars:

- *The FUNdamentals of Creating Your Meeting Budget*
- *Webinars and Webcasts: Powerful Outreach Tools for Education and Information*
- *Learning Breakthrough Thinking*
- *Forms that Work: Tools for Organizing, Tracking, Reporting, and Communicating*
- *Increasing Your Professional Power to New Levels of Excellence*
- *Discovering Your Powers of Persuasion*

3:15 pm - 4:15 pm

ETE Seminars:

- *Intelligent Technology and the Personal Touch: Innovative Uses of Technology to Bring Back the Magic of Personal Touch to Any Event*
- *Unlocking the APEX Initiative to Your Advantage*
- *Using Search Engines as a Meeting and Event Planning Tool*