

## Sunday- 9/11/11

3:00-6:00 p.m. Arrive at the Shores Resort & Spa, Registration Open

6:30-8:30 p.m. Welcome Reception at [The Shores Resort & Spa](#)

## Monday- 9/12/11

7:30 a.m. Registration Open

8:00-9:30 a.m. Opening Breakfast & Keynote by Ed Scannell, CMP, CSP: “SGMP- We’re in the People Business”

9:45-10:30 a.m. **Concurrent Session(s)** **Technology for Suppliers** by Peggy Duncan; OR

**Driving the Market- How to Get More Attendees at Your Meeting** by Premila Whitney, University of Central Florida, Rosen College of Hospitality Management

10:30-10:45 a.m. Refreshment Break

10:45 a.m.-11:55 p.m. Breakouts: **Military Protocol** by TBA immediately preceding: **Driving the Market- How to Get More Planners at your Exhibit** by Premila Whitney, University of Central Florida, Rosen College of Hospitality Management

12:00-1:30 p.m. Lunch

1:45-3:00 p.m. **General Session:** **Enhancing your options with Technology** by Scott Schroeder of [Marketing Mud](#)

3:00-5:00 p.m. Trade Show

5:45-6:00 p.m. Load buses for offsite reception

6:00-9:00 p.m. Start your evening at the **Daytona Beach Resort and Conference Center** and then move on to the fabulous **Hilton Daytona Beach Oceanfront Resort**

## Tuesday- 9/13/11

7:30 a.m. Registration Open

8:00-9:30 a.m. Breakfast & Keynote: **Government Meeting Outlook in the Southeast in 2012 and Beyond** by Kimberly Faulk from [Visit Florida](#)

9:45-10:30 a.m. **Concurrent Session(s):** **Using Social Media to Market your Meetings- Hands on for beginners** by Scott Schroeder of [Marketing Mud](#); OR

**Using Social Media to Market your Meetings- Hands on for more advanced users** by [Peggy Duncan](#)

10:30-10:45 a.m. Refreshment Break

11:00-11:45 a.m. Breakouts:

**What Planners Really Want!** by Ruth Harris from the [Centers for Disease Control and Prevention](#); OR

**Embracing Diversity** by Lisa Silverman, [SGMP National Staff](#)

12:00-1:30 p.m. Lunch & Keynote by **Rob Coffman**, [SGMP National President](#)

1:45-2:30 p.m. Breakouts:

**Greening your Meeting** by Danielle Nelson Adams, CMP; OR

**Greening your Hotel** by Jamison Connery, Director of Engineering at [The Shores Resort & Spa](#)

2:30-2:45 p.m. Refreshment Break

2:45-3:30 p.m. General Session: **Creating Effective Online Surveys** by TBA

3:45-4:30 p.m. **Chapter Roundtable** moderated by Chapter Presidents

5:00-6:00 p.m. **VIP Reception** at [The Shores Resort & Spa](#)

6:00 p.m. Load buses for offsite reception

6:30-8:30 p.m. **Daytona 500 Event**

## Wednesday- 9/14/11

8:30-9:30 a.m. **Breakfast and 2011 Sponsor Recognition**

9:30-10:30 a.m. General Session: **2012 Conference Announcement & Grand Prize Drawing** by the Rocket City Chapter

10:30-10:45 a.m. Break

11:00-11:45 a.m. General Session: **Ethics- Fairness in Vendor Selection** by Lisa Silverman, [SGMP National Staff](#)