



ISES EVENTWORLD® 2010

August 5-7
Baltimore Marriott Waterfront Hotel
Baltimore, Maryland, USA

For more event details, visit www.ises.com

***expand
your
experience***

Education
Network
Business

Step outside of the box, and let your creativity flow at ISES Eventworld® 2010!

Expand your education, network, and business at the event for event professionals – without breaking the bank. Don't miss this opportunity to build the tools you need to be successful today and beyond...

FEATURED EDUCATIONAL SESSIONS

Opening General Session

What If and Why Not?

Mike Rayburn

Thursday August 5, 2010 2:00 p.m. - 3:30 p.m.



Mike Rayburn uses his uproarious songs and world-class guitar work to create a presentation unlike anything you've ever seen. Combining music, comedy, and a truly inspiring message about overcoming perceived limitations and challenging the status quo, Mike shares the three tools that took him from playing at a bar in Virginia to the stage of Carnegie Hall! In this energetic presentation, Mike uses his guitar and comedy to teach simple, powerful takeaway attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. He'll share the most basic cognitive human brain function and how to program it for success on a foundational level, and explain how to stop managing change, and start creating change. He'll reveal three critical steps to goal achievement, and the most powerful motivational force on the planet.

Roundtables

Topic Focused Roundtables

Thursday, August 5, 2010 4:00 p.m. – 5:30 p.m.

Birds-of-a-Feather Roundtables

Friday, August 6, 2010 1:30 p.m. – 2:45 p.m.

In the spirit of communication, ISES Eventworld® 2010 will offer two targeted opportunities for you to interact with your peers to learn about the industry topics you are most interested in, from those you trust the most. You've got questions? Your ISES industry leaders have solutions!

Come Together – Right Now!

Friday, August 6, 2010 3:00 p.m. – 5:00 p.m.

Does your Gen Y employee roll their eyes every time you complain about new technology in the office, but when it comes to picking up the phone to cold call a potential new client they stop dead in their tracks? Are your "experienced" employees having trouble landing business from 20-something year-old planners? Join us as we present an engaging town hall meeting designed to celebrate the best traits of every generation. Let's learn from each other in this interactive and fast-paced session. Friday afternoon is where ISES "Comes Together – Right Now!"

SCHEDULE-AT-A-GLANCE

As of April 28, 2010. Schedule is subject to change.

Thursday August 5, 2010

- 2:00 p.m. – 3:30 p.m. Opening General Session
“What if and Why not?”—Mike Rayburn
- 4:00 p.m. – 5:30 p.m. Topic Focused Roundtables
- 5:00 p.m. – 9:00 p.m. ISES Connections Lounge

Friday, August 6, 2010

- 8:00 a.m. – 9:00 a.m. Networking Continental Breakfast
- 9:00 a.m. – 10:15 a.m. Educational Sessions
- 10:30 a.m. – 11:45 a.m. Educational Sessions
- 1:30 p.m. – 2:45 p.m. Birds-of-a-Feather Roundtables
- 3:00 p.m. – 5:00 p.m. General Session
Come Together- Right Now!
- 6:00 p.m. – 9:00 p.m. ISES Connections Lounge

Saturday, August 7, 2010

- 7:30 a.m. – 8:30 a.m. Networking Continental Breakfast
- 8:30 a.m. – 9:45 a.m. Educational Sessions
- 10:00 a.m. – 11:15 a.m. Educational Sessions
- 11:30 a.m. – 1:15 p.m. ISES Annual General Meeting and Luncheon
Baltimore Marriott Waterfront Hotel *(additional registration fee required)*
- 1:30 p.m. – 2:45 p.m. Educational Sessions
- 5:30 p.m. – 11:30 p.m. ISES Esprit® Awards Celebration
Baltimore Marriott Waterfront Hotel *(additional registration fee required)*

education

Have a question? ISES has an answer for you. No matter if you are new to the game or a seasoned veteran, ISES Eventworld® 2010 has a session tailored for your level of experience. Customize the educational track system to best fit your needs and interests. Hear and learn what you want and get the answers you need to keep your business growing.

There is no cap on knowledge and always room to network, learn, and expand your skill set! No matter how you choose to schedule your day, be prepared to perfect and build upon your knowledge.

NEW! Event Bootcamp for Emerging Professionals

New for Eventworld® 2010 is the Event Bootcamp for Emerging Professionals. This three-day immersion program is designed for professionals with less than three years of experience in the special events industry. Attendees will meet with industry experts, work through the event process from start to finish, and will have the opportunity to be hands-on during the ISES Esprit® Awards Celebration. **Attendees registered for the Event Bootcamp track will not be able to participate in the additional educational track offerings.**

Business Applications Track

Designed for experienced professionals and business owners, the Business Application track covers industry best practices, business operations, and management trends through interactive presentations and discussions. Sessions include:

- Insurance Trends
- Legal-Ease for the Independent Planner
- Business Owners Forum- A Discussion of Business Practices, Policies and Trends
- Creative Writing for Proposals and More
- Staying One Step Ahead of Your Industry

Topical Trends Track

Stay on top of industry trends in social media, entertainment, design and much more. The Topical Trends track gives you the tools you need to compete in today's interactive world. Sessions include:

- Getting Started with Social Media for Event Professionals (Part 1 of 2)
- Moving from Social Media to Business Media for Event Professionals (Part 2 of 2)
- Event Entertainment—What's Next?
- The Viewpoint
- The Next Design Trends

Event Practices Track

The Event Practices track covers everything related to event management from the initial request for proposal to the final details, as well as new ideas on how to continue client relationships after the event. Sessions include:

- Young Guns – Corporate Up-and-Comers
- Request for Proposals (RFPs)—Unraveling the Mysteries
- Award Winning Events and Menus
- The Psychology of Event Design
- Building and Maintaining Non-Profit Client Relationships Beyond the Event

networking opportunities and events

Prepare to mingle with the best and brightest in the special events industry at the ISES Eventworld® 2010 networking events. Take a break from educational-filled days and enjoy these activities and events.

NEW! ISES Connections Lounge

Thursday, August 5, 2010
5:30 p.m. - 9:00 p.m.

Friday, August 6, 2010
6:00 p.m. - 9:00 p.m.
Baltimore Marriott Waterfront Hotel

Join your fellow attendees at ISES Connections! This complimentary hospitality room with an ISES twist will be open to all ISES Eventworld® attendees to mix, mingle and network. Meet new contacts and see old friends. Cash bars will be open.

ISES Annual General Meeting and Luncheon

Saturday, August 7, 2010
11:30 a.m. - 1:15 p.m.
Baltimore Marriott Waterfront Hotel

Join the ISES International Board of Governors and Leadership for the Annual Meeting to hear a recap of ISES' successes during the past year and upcoming plans for 2010-2011. In addition, the ISES Spirit of Excellence Awards will be presented to recognize outstanding ISES leaders, chapters and volunteers.

Additional registration fee required.

ISES Esprit® Awards Celebration

Saturday, August 7, 2010
5:30 p.m. - 11:30 p.m.
Baltimore Marriott Waterfront Hotel

ISES Eventworld® 2010 ends with a grand finale: the 2010 ISES Esprit® Awards Celebration. This unforgettable evening brings fine dining and dancing together with industry accolades, offering attendees a final chance to celebrate the special events industry.

Each year, special events professionals from across the industry vie for recognition from their peers in hopes of winning a coveted award. This annual event gives members the chance to celebrate accomplishments with colleagues and be acknowledged for their talents, passion and commitment to the special events industry. Do not miss this opportunity to see creative ideas in action.

Additional registration fee required.

registration options

Easy Four Step Registration Instructions for ISES Eventworld® 2010.

1. Choose your education options – either full education or individual day(s).

EDUCATIONAL PACKAGE	THROUGH 07/01/10	AFTER 07/01/10
Full Education Package Includes: <ul style="list-style-type: none"> General Sessions, 8/5-8/6 All educational sessions, 8/5-8/7 Continental breakfast, 8/6-8/7 Access to all educational session handouts Admittance to ISES Connections Lounge, 8/5-8/6 	\$650 (member)	\$800 (member)
	\$800 (nonmember)	\$950 (nonmember)
	\$650 (student)*	\$650 (student)*
NEW! Event Bootcamp for Emerging Professionals: <ul style="list-style-type: none"> General Sessions, 8/5-8/6 All bootcamp sessions, 8/5-8/7 Continental breakfast, 8/6-8/7 Onsite ISES Esprit® Experience Access to all bootcamp session handouts Admittance to ISES Connections Lounge, 8/5-8/6 	\$650 (member)	\$800 (member)
	\$800 (nonmember)	\$950 (nonmember)
	\$650 (student)*	\$650 (student)*
Single Day Education Includes: <ul style="list-style-type: none"> General Sessions, 8/5-8/6 All educational sessions for selected day(s) Continental breakfast, 8/6 or 8/7 Access to Topic Focused Roundtables post OGS Access to all educational session handouts Admittance to ISES Connections Lounge, 8/5-8/6 	\$325 (member)	\$475 (member)
	\$475 (nonmember)	\$625 (nonmember)
	\$325 (student)*	\$325 (student)*
Opening General Session (8/5): <ul style="list-style-type: none"> Admission to Opening General Session Admittance to ISES Connections Lounge, 8/5-8/6 Access to Topic Focused Roundtable 	\$100	\$150

* To be eligible for the Student rate, student must submit a copy of student ID card with registration.

2. Choose your social and networking events.

You must purchase tickets to attend the luncheon and the ISES Esprit® Awards celebration.

SOCIAL AND NETWORKING EVENTS	Through 07/01/10	After 07/01/10
ISES Connections Lounge, 8/5–8/6 (no registration required)	Free	Free
ISES Annual General Meeting and Luncheon, 8/7	\$69	\$90
ISES Esprit® Award Celebration, 8/7	\$195	\$235
ISES Esprit® Celebration Tables of 10, 8/7	\$2,100	

*Will receive premium seating in the ballroom. First come-first served. Limit of five full tables will be sold. Names of all attendees must be given to ISES at the time of registration. To register contact ISES Headquarters.

3. Visit <http://ew.ises.com> and choose your payment option – either online using a credit card or print your registration form located online and pay via mail using a check (USD only).

4. Provide all of your registration information – either online or via the printable registration form. That's It!

Your registration confirmation will be emailed to you as soon as it is processed! For more information and to register, visit <http://ew.ises.com>

ISES Headquarters Phone Numbers: +1.800.688.4737 or +1.312.321.6853

ISES Web site: www.ises.com

Conference Cancellation Policy: Cancellations received on or before July 01, 2010 will incur a \$150 USD cancellation fee. No refunds will be issued after July 01, 2010. All cancellations must be submitted in writing. Substitutions will be issued without additional fees.

important information

Registration Hours

Wednesday, August 4	12:00 p.m. – 5:30 p.m.
Thursday, August 5	11:00 a.m. – 5:30 p.m.
Friday, August 6	7:30 a.m. – 4:00 p.m.
Saturday, August 7	8:00 a.m. – 2:30 p.m.

Check in at the conference registration desk when you arrive to receive your name badge, onsite agenda and other important materials.

ISES Esprit® Awards Celebration Table Sign-Up Hours

Friday, August 6	8:00 a.m. – 2:00 p.m.
Saturday, August 7	8:30 a.m. – 12:00 p.m.

Attendee Travel

ISES has chosen Tower Travel as the preferred travel agency for this meeting. Contact Tower Travel today and receive ISES' specially negotiated discounts on airfare rates. You will always be offered the lowest available fare! Call +1-888-886-7656 or +1-630-928-7144.

Mention ISES Eventworld® 2010 and they'll take care of the rest!

Hotel Accommodations

As events, meetings and hospitality professionals, we appreciate everyone's support in booking within the official ISES hotel block.

Baltimore Marriott Waterfront Hotel
700 Aliceanna Street
Baltimore, Maryland 21202 USA
Phone: +1-410-385-3000

Rates:

\$169.00 Single/Double
\$189.00 Triple
\$209.00 Quad

Hotel Reservations

Reservations must be made directly with the Baltimore Marriott Waterfront Hotel at +1-800-228-9290, or online at <http://ew.ises.com> in the Housing and Travel section of the web site. Mention you're attending ISES Eventworld® 2010 and receive a discounted rate of \$169 single or double occupancy plus taxes if reservations are made before July 1, 2010. Rooms will be available at the discounted ISES group rate only until July 1, 2010 or until the block is sold out, so don't delay!

Attendees who book in the conference room block will receive **free internet access in their guest rooms — a \$12.95 per day value!*

ISES
INTERNATIONAL
SPECIAL EVENTS SOCIETY

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