

# ACCED-I 39<sup>th</sup> Annual Conference

## CMP Preferred Provider Approved Sessions



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### **Pre-Conference Workshop**

New Conference & Events Professional Workshop  
CMP-IS Domain B: Project Management, 5 CE

### **Opening Keynote Address**

Teams In Perfect Harmony: Creative Collaboration  
CMP-IS Domain E: Human Resources, 1 CE

### **Special Interest Sessions Block A**

New and Innovative Promotional Merchandise Ideas  
CMP-IS Domain G: Meeting or Event Design, 1.0 CE

Gen Z Has Arrived – Ten Things You Need to Know  
CMP-IS Domain E: Human Resources, 1 CE

Best Practices for Summer Camps and Conferences  
CMP-IS Domain B: Project Management, 1.0 CE

Customer Service, Satisfaction Guaranteed: Going from Good to Great  
CMP-IS Domain F: Stakeholder Management, 1.0 CE

How to Increase Efficiencies with On-Campus Partners – Case Study  
Domain F: Stakeholder Management, 1 CE

How to Build a Protocol Tool Kit of Resources on Campus  
CMP-IS Domain G: Meeting or Event Design, 1 CE

Stop the Ferris Wheel and Enjoy the View  
CMP-IS Domain E: Human Resources, 1 CE

## **General Interest Sessions**

Connecting the Dots - How to Stay Relevant and Position Yourself for Success  
CMP-IS Domain E: Human Resources, 1.25 CE

Free Speech on Campuses: Balancing the 1st Amendment and Valuing Equity and Inclusion  
CMP-IS Domain A: Strategic Planning, 1.25 CE

Campus Events, Public Relations, and Social Media: From Brand-Building to Crisis Response  
CMP-IS Domain C: Risk Management, 1.25 CEs

## **Institute**

Campus Events, Public Relations, and Social Media Institute  
CMP-IS Domain C: Risk Management, 3.0 CEs

## **Special Interest Session Block B**

Good Boss, Bad Boss - What We Can Learn from the Best & the Worst  
CMP-IS Domain E: Human Resources, 1.0 CE

Leading Your Team at a Public College: How to Deal with Gripes, Contestable Comments, and Free Speech  
CMP-IS Domain E: Human Resources, 1.0 CE

Implementing and Managing Coordination Fees for Your Services  
CMP-IS Domain D: Financial Management, 1.0 CE

Virtual Reality: An Accessible Game Changer in the Collegiate Event Industry  
CMP-IS Domain G: Meeting or Event Design, 1 CE

Using Advanced Tech Tools to Improve Your Marketing Strategy  
CMP-IS Domain G: Meeting or Event Design, 1 CE

Implementing Change: "But We've Always Done It This Way!" Isn't Good Enough  
CMP-IS Domain B: Project Management, 1 CE

## **Special Interest Session Block C**

The Conference and Event Services Impact on Student Enrollment  
CMP-IS Domain A: Strategic Planning, 1 CE

2019 Event Tech Trends that will Transform how you do Conferences in the Collegiate Space  
CMP-IS Domain G: Meeting or Event Design, 1 CE

To Charge or Not to Charge: The Attrition Dilemma  
CMP-IS Domain D: Financial Management, 1.0 CE

New Job, New School, Same City – Making the Right Moves Towards Success

CMP-IS Domain A: Strategic Planning, 1.0 CE

Hosting International Events on Campus

CMP-IS Domain B: Project Management, 1 CE

Maximizing Reach, Impact and Return on Investment (ROI) of College and University Events

CMP-IS Domain D: Financial Management and Domain G: Meeting or Event Design, 1.0 CE

## **Special Interest Session Block D**

Financial Futures - Data-Driven Decision Making

CMP-IS Domain D: Financial Management, 1.0 CE

Out of Site, Out of Mind: Facilitating Mind-Blowing Site Visits

CMP-IS Domain H: Site Management, 1.0 CE

Unleashing Your WOO (Winning Others Over) To Make an Impact

CMP-IS Domain F: Stakeholder Management, 1.0 CE

One Weekend, Two Institutional Events- An Inauguration and Family Weekend Mash-Up – Case Study

Domain B: Project Management, 1.0 CE

On-Campus Conference Centers - How Does Your Match Up

CMP-IS Domain H: Site Management, 1.0 CE

Engaging Your Event Chain

CMP-IS Domain F: Stakeholder Management and Domain G: Meeting or Event Design, 1.0 CE

## **Topic Expert Sessions**

Financial Futures - Business Intelligence Decision Making

CMP-IS Domain D: Financial Management, 0.5 CE

Corporate Intern Housing

CMP-IS Domain F: Stakeholder Management, 0.5 CE

Mentoring and Motivating the Millennials

CMP-IS Domain F: Stakeholder Management, 0.5 CE

Clery Act, Title IX and Conferencing

CMP-IS Domain F: Stakeholder Management, 0.5 CE

Beating the Stereotypes

CMP-IS Domain I: Marketing, 0.5 CE

Think Sustainability! Offer Carbon Offsets

CMP-IS Domain A: Strategic Planning, 0.5 CE

## **Special Interest Sessions, Block E**

How to Manage Guest Expectations: Campus Venue/Services vs. Five Star Hotels  
CMP-IS Domain F: Stakeholder Management, 1.0 CE

Streamlining Your Commencement Ceremony - Case Study  
CMP-IS Domain G: Meeting or Event Design, 1.0 CE

Selling the Dream and Delivering the Reality (and Avoiding the Nightmare)  
CMP-IS Domain I: Marketing, 1.0 CE

From Paper Forms to Scheduling Software: The University of the District of Columbia's Scheduling Software Roll Out Process – Case Study  
CMP-IS Domain G: Meeting or Event Design, 1.0 CE

Our Town to Gown Impact: Benefits of Building Strong Business and Community Relationships  
CMP-IS Domain H: Site Management, 1.0 CE

Swag with Purpose: Intentional Selection for Maximum Effect  
CMP-IS Domain G: Meeting or Event Design, 1.0 CE

Unleash Your Data for Insight and Growth  
CMP-IS Domain A: Strategic Planning, 1.0 CE

## **Special Interest Session Block F**

Student Staff Recruitment  
CMP-IS Domain E: Human Resources, 1.0 CE

How to be Successful with a Small Office  
CMP-IS Domain F: Stakeholder Management, 1.0 CE

Give Em the Pickle – Customer Service Training  
CMP-IS Domain F: Stakeholder Management, 1.0 CE

Marketing is the Door, Constancy is the Key: The Importance of Staying Constant in Your Marketing Message  
CMP-IS Domain I: Marketing, 1.0 CE

Say “I Do” to Weddings on Your Campus – Case Study  
CMP-IS Domain G: Meeting or Event Design, 1.0 CE

## **Closing Keynote Address**

Resilient and Ready: How to Thrive Through Challenge and Change  
CMP-IS Domain A: Strategic Planning, 1.0 CE