



# MinnSPIN AM Event

Thursday, April 11, 2019

Idea Pad & Lora Hotel  
Stillwater, Minnesota



Time	SPIN Core Values	Description
8:30 AM to 9:00 AM	 	<p><b>Registration/Continental Breakfast/Networking</b></p>
9:00 AM to 12:00 PM	  	<p><b>WORKSHOP: Get Strategic!</b>  <b>Speaker: Christy Lamagna, CMP, CMM, CTSM, Master Strategist</b></p> <p>Whether you're a corporate, third party or independent planner, you can make 2019 the year you become an indispensable part of your organization and earn executive status, benefits and compensation. Take your expertise a few steps higher so you can educate your internal and external clients about the benefits of strategic meetings.</p> <p>In this workshop, you will learn how to lay the foundation for transforming event programs, your career and the meetings industry. By shifting your thinking from a logistic to a strategic perspective, you'll turn your programs into the most powerful sales and marketing tool at your company's disposal, bringing quantifiable ROI and contributing to the bottom line. The Strategic Principles® utilized can be put to work for you, no matter the size, type, or budget of the meeting.</p> <p><b>Valuable training included in this workshop:</b></p> <ul style="list-style-type: none"> <li>• A deep dive into strategic planning, which will culminate in a strategic action plan for each participant.</li> <li>• Communication exercises to further develop negotiation and critical thinking skills.</li> <li>• Curious Mind Exercises® to reinforce how to think strategically while also drilling down to the tiniest of details.</li> <li>• Leadership exercises to demonstrate how to lead and when to fall back and listen.</li> </ul> <p>Make a list of the things you would like to change about your work environment and bring them to this session. Be prepared to leave with a plan to eliminate most of what is on that list and make this the year everything changes!</p> <p><b>Three key things you'll learn:</b></p> <ol style="list-style-type: none"> <li>1. The difference between planning strategically and logistically.</li> <li>2. Three key questions to ask when determining ROI.</li> <li>3. What a continuous communication cycle is and why it's imperative to achieving strategic goals.</li> </ol>
12:00 PM to 12:15 PM		<p><b>Transition to Lora Hotel</b></p>
12:15 PM to 1:15 PM	 	<p><b>Lunch and Tour of Lora Hotel</b></p>



# MinnSPIN AM Event

Thursday, April 11, 2019



## Optional Familiarization Tour of Stillwater

Time	SPIN Core Values	Description
1:15 PM to 4:30 PM	 CONNECTIONS   EXPERTISE   FUN   REJUVENATION	<p><b>FAM Tour of Stillwater (Optional, requires RSVP)</b></p> <p><b>1:15</b> Stillwater Trolley. Abbreviated history and venue tours, pick up at Nelson/Main.</p> <ul style="list-style-type: none"> <li><b>1:15-1:45</b> Stillwater Boats (not open yet, so drive by only.) Water Street Inn (renovation not complete, so drive by only.)</li> <li><b>1:45-2:00</b> Stillwater Library Tour</li> <li><b>2:15-2:30</b> Drive to Rivertown Inn, tour</li> <li><b>2:45-3:00</b> Drive to Lowell Inn, tour</li> <li><b>3:00-3:30</b> Walk across the street to JX/Escape Room/Speakeasy Tour</li> </ul> <p><b>3:30-3:45</b> Biercycle pedal from JX to Crosby Hotel (weather permitting)</p> <p><b>3:45-4:00</b> Hotel Crosby Tour</p> <p><b>4:00-4:30</b> Walk across the street from Crosby to Northern Vineyards Winery for a tasting. Candyland popcorn and Sara’s Topsy Pies to snack.</p>

**SPIN MISSION:** *Our members impact personal success through an authentic community, that is rich in meeting and event expertise, by providing Support, Education, Rejuvenation, and Fun. For every member. Whenever they need it.*

 AUTHENTICITY	 CONNECTIONS	 EXPERTISE	 FAMILY	 FUN	 REJUVENATION
<p>We never say, “I’m fine.” We know that’s a cover for what’s really going on inside. When we speak from the heart, we know we will be met with empathy and understanding. We’ve all been there.</p>	<p>SPIN members have connections. Lots of them accrued over the years.</p> <p>We are happy to share them with other members and feel confident that another SPIN member will treat them well.</p>	<p>All SPIN members have at least 10 years’ experience in the meetings and events industry. We actually average around 20 years.</p> <p>Whether you need a recommendation or feedback, SPIN members will fill in the gaps. We also celebrate that expertise with our 40 Over 40 Awards given to deserving meeting and event professionals.</p>	<p>SPIN members take care of each other like family. You need support, or perhaps a kick in the patootie, we’re there for you.</p> <p>You need a recommendation for a restaurant in Stockholm, we’ve got that, too.</p>	<p>The meetings industry is serious business. Sometimes too serious. So, at SPIN we incorporate fun whenever we can.</p> <p>Laughter is the best medicine, especially when it comes to stress. You have to be serious with your clients, but you are allowed to have some fun with SPIN.</p>	<p>Just being in the same room with other members can rejuvenate us. We validate what we do and support each other emotionally.</p> <p>SPIN is all about the whole person and maintain our well-being.</p>