



Attendance Certificate

Thank you for attending the following session:

July Education Program

Strategic Planning for Success – An Interactive Group Experience

Wednesday, July 25, 2018 | 12:30 p.m. – 1:30 p.m.

1.0 hours for Continuing Education (CE) clock hours

CIC Domain A: Strategic Planning

*MPITBA has aligned this program with the above Events Industry Council (EIC) Domain;
this is for self-reporting purposes and has not been pre-approved with EIC.*

Program: Collaborative Labs at St. Petersburg College

Description:

Featuring unique facilitation, strategic planning and problem-solving technologies, July's program offers an opportunity to be part of an influential and immersive experience that will provide you with valuable deliverables and best practices to apply to your professional life while helping to create some of our chapter's future goals and objectives. Two subjects will be addressed during this session: "*what I need most from my MPITBA membership*" and "*best practices in building business*". This valuable experience will provide takeaways for both planners and suppliers and give each participant a fair and equal voice in helping to shape our chapter.

Three Learning Objectives:

1. Learn to work with stakeholders, create goal statements to specify how to define success and achieve event/organization's mission.
2. Gain knowledge of tools and resources available for strategic planning for event/meeting/organization.
3. Learn to develop a business continuity or long-term plan.