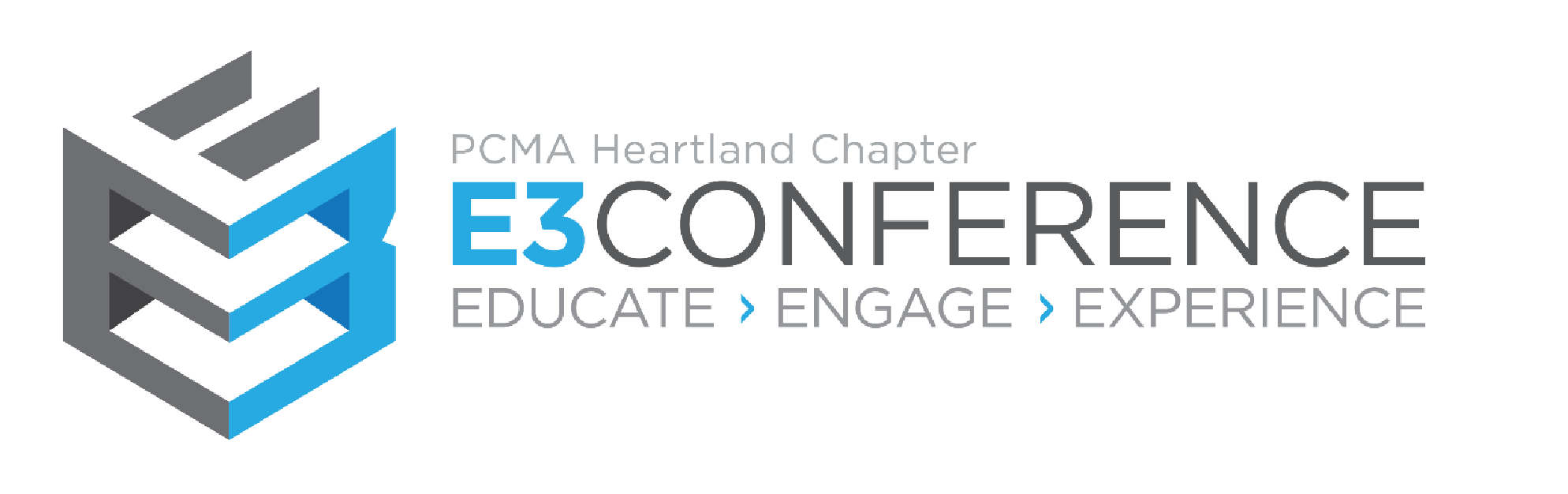
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**Schedule of Events**

**Thursday, July 19, 2018**

**4:30-6:00 p.m. “Creating Your Team of Tomorrow, Today” & Welcome Reception – Hosted by Hyatt Regency Tulsa**

Presented by Mary Lynn Fayoumi, CAE, SPHR, GPHR, SHRM-SCP – President and CEO of Management Association and Bob Moore, CAE, Chief Operating Office of American Dental Hygienists’ Association

Join us for this thought-provoking opening session led by two dynamic association executives who will challenge traditional thinking.  Whether you lead an internal staff team that supports your organization’s meetings and conventions or are an industry partner that has a team of your own, huge opportunity exists to work more creatively and collaboratively to master current and future workforce and industry changes.

**6:00-10:00 p.m. The Dust Bowl Lanes & Lounge**\*This vintage, 1970s-inspired bowling alley is located just blocks from the Hyatt. The “Tulsa Strike Out” is hosted by Visit Tulsa, Hyatt Regency Tulsa, Cox Business Center and Marriott Tulsa Southern Hills. Join your Tulsa hosts for a wild night of bowling, food and, of course, beverages at The Dust Bowl. It will be an interactive night of laughs with your Heartland associates, so dust off your bowling shirt and crazy socks for prizes and surprises! Come for the bowling; stay for the FUN! \***You must be 21 to attend! Photo ID Required!**

**Friday, July 20, 2018**

**8:00 a.m.  Breakfast**

**9:00 a.m. Keynote Address “THE EXPERIENCE MATTERS: Discerning Travelers & Attendees”**

Presented by Mickey Schaefer, FASAE, CAE, CTA, CEO &Co-Founder, The EXPERIENCE Institute

As a prominent industry leader, Mickey Schaefer has given back to the industry in many ways.

-- In 2015, she was named for the fifth time among the **25 Most Influential in the Meetings Industry** by *Meeting News* and *Successful Meetings* magazines.

-- In 2006, she received the highest honor in the industry by being inducted into the Convention Industry Council’s prestigious **CIC Hall of Leaders** for her work in standardizing the industry.

Today's attendees are consumers, discerning travelers who may choose to attend conventions and exhibitions ─ or not. The 2nd *Decision to Attend Study*, with newly released findings, reconfirmed that today’s attendees are swayed by the EXPERIENCE they perceive they will have at BOTH the conference and the destination. That’s why the entire industry is getting behind this ‘new think’, in looking at the human element of conventions and attendance promotion with an experiential eye, with PCMA, ASAE, MPI, IAEE, and Destinations International joining in. Be one of the first early adopters to learn what drives the decision relative to the wants, needs and *expectations* of prospective attendees. Hear best practices on how meeting professionals and DMOs can work together to surgically target market based on the human behaviors of the Group, using the new *Behavioral Profile Template*. The goal? Maximizing attendance, *together.*

* Recall prospective attendee behaviors that impact the *Decision to Attend*
* Learn how the 'perceived' destination and convention experience matters
* Learn how the industry is using the new *Behavioral Profile Template*

**10:00–11:45 a.m.   “No Shame in the Revenue Game**!”

Presented by Erika Barkhaus, Director of Revenue Management at the Hyatt Regency St Louis.

Ever get turned down in Business Review or have a piece of business you are sourcing declined at a hotel? Did it lead you to believe, “What are they thinking? I could do better than that!”

Well, now is your chance! This exercise will have you work as a Strategy Team to evaluate business and test your business decision-making skills in maximizing revenue. May the best team win!

**11:45 a.m.–1:00 p.m. “The M Word - Why Millennials Matter”**

Luncheon Talk with Carson Helms, Director, Global Accounts, with HelmsBriscoe.

Based out of San Francisco, Carson hold a B.S. in Business from Oklahoma State University. He began his career in the hospitality industry at QuintEvents, a sports destination-management company in Charlotte, N.C. After that, he worked for two years in hotel sales at the Hiltons of Washington, D.C., before joining HelmsBriscoe in 2016.

Carson is passionate about the industry, and he is happy to be part of his family’s company, where he can raise awareness for the next generation of workers. The hospitality sector offers many great career opportunities, and can be the perfect fit for the millennial generation.

**Afternoon - Join us for an optional tour or enjoy free time to explore Tulsa!**

* **\*1:30-4:00p.m. Tulsa’s Brew Ha Ha! (**Limited availability.) **Shuttle departs/returns to Hyatt Regency**. Tulsa Convention and Visitor’s Bureau is excited to have you join them on a progressive craft beer tasting of Tulsa by visiting some of the best local breweries the city has to offer. Hop on the shuttle to tour 3- 4 different and unique local breweries and enjoy a tasting of their crafts. There will be a $20 per person charge for participation. \*You must be 21 years of age to participate, and must register in advance. An additional fee of $20 per person applies.
* **At your leisure** - Self-guided walking tours of the Tulsa Art Deco District (the third largest collection of art-deco architecture in the United States)
* **At your leisure** – Take a tour of the Hyatt Regency or enjoy a relaxing afternoon at their rooftop pool

**6:00-9:00 p.m. Luau Reception and Dinner - Hosted by the Hard Rock Hotel and Casino Tulsa**

This stylish hotel and casino will be the host for a luau-themed reception and dinner. But if you want to bring a bit of extra cash for the Casino, who knows, you might just get LUCKY! Pull your grass skirt or your Hawaiian shirt out of the back of your closet and enjoy a poolside luau and cocktail buffet at Tulsa’s premier casino resort**. \*You must be 21 to attend! Photo ID required!**

**Saturday, July 21, 2018**

**8:00 a.m.** **Breakfast**

**8:45-10:15 a.m.** **Interactive Panel Discussion: “The Questions You Wished You’d Have Asked BEFORE You Signed the AV/Internet Contracts!”**

Panelists:

* Kate Turner, CMP, Director of Meetings, International Fairs and Expositions
* Nancy Calaway, CAE, Director of Member Communications and Marketing, American College of Emergency Physicians
* Scott Dixon, Area Manager, PSAV
* Randa Reeder-Briggs, Conference and Event Planning Professional
* Trudy Sweeten, Director of Event Services for Cox Business Center and BOK Center

AV and strong internet service in general sessions is a critical component of any meeting and attendee experience; and the best way to stay within your budget is to know the right questions to ask to get a competitive bid.

In this session you will hear from seasoned professionals from both sides of the fence; supplier panelists who will share the questions they would advise that you ask of them and planners who will share some of the questions they wish they would have asked!

**10:15-10:30 a.m.** Closing – Kerry Kerr, Chapter President, Heartland Chapter

**Special Note:** Spouses/Guests are welcome to attend our evening functions. We ask that you register guests in advance, and a fee of $50 will apply to include both events.