

Is Small the New Big?

“A Declaration for Independents”

Presented by:

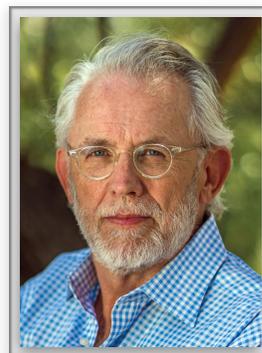
Michael Owen, Managing Partner

Eventgenuity, llc

&

Michelle Johnson, President

The Anchor Group, llc



ABSTRACT:

"I fight size with service" – Ken Kragen

Most Independent planners today run small businesses. These businesses succeed because they are good at what they do, not because they are big. Small businesses are skilled, creative, nimble, accessible, and scalable. In the meetings industry, now more than ever, successful small planner and supplier companies help enhance brands, motivate employees, drive results, manage costs and elevate ROI for business events. Can small companies deliver big events? Of course, they can – often more efficiently, creatively, cost effectively and with a lot less red tape than the big guys.

There are countless resources for learning industry trends, how to plan, best practices, new technology, certifications and more, but where does this segment go for business operations and innovation strategies specifically for running a business? How do you actually start your own business? What is the first step? How do I manage the finances?

Today – together - we're going to explore the business of independent planning – including but not limited to business and pricing models, financial management, human resources, identifying and on-boarding strategic partners (and exit approaches), sales, marketing, the social media impact, and much more. More importantly, we'll talk about what's keeping YOU up at night.

LEARNING OUTCOMES:

1. How to build and manage your 'co-opetition' network to scale up, add talent, and compete and when larger opportunities are presented.
2. Address the impact of the "7% solution" commission models by demonstrating value.
3. Explore business models and pricing approaches to make sure you are accounting for your time and expertise – and that you are being paid fairly.
4. Learn from other independent planners like YOU - find out what successes they have had, what challenges they face and the similarities you all have in common but were afraid to ask.

DURATION:

60 - 90 minutes - can be customized

CONTENT VISUAL EXAMPLES



All Levels - Small Business Entrepreneurs - Planner and Supplier welcome! The conversation is about building a business and understanding adaptive growth. The conversation is not about 3rd party sourcing fees and how to deal with the future of hotel commissions.

SPEAKER CONTACT INFORMATION:

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SPEAKER BIOS:

Michael Owen, Eventgenuity, llc

With decades of experience as a provider of entertainment and event management services, Michael shares a wealth of knowledge gained through his career in the often unique and always exciting business events industry. His company, EventGenuity, LLC, produces business events throughout North America, providing an integrated set of meetings and events capabilities for corporate & association clients.

Michael is the recipient of the 2018 MPI Global RISE Award for Meetings Industry Leadership and recently was recognized for lifetime achievement from the MPI Tennessee Chapter.

A meetings industry activist, Michael has served on MPI International Board of Directors, TNSAE Board of Directors, NATD Board of Directors, and on PCMA Global Advocacy & Independent Planner Task Forces. He currently serves as past Chair of Convention Industry Council APEX Standards Committee, and as a member of The Meetings Industry Wi-Fi Coalition.

Michael is a frequent presenter at industry conferences & learning institutions, speaking on what's now & what's next in meetings & events. He has published articles in Meetings and Conventions, Convene, Meeting Mentor Magazine, Connect Magazine, Meetings Today, Plan-It Tennessee, The Meeting Professional, Meetings Focus and Successful Meetings magazines & as a guest columnist for The Tennessean and Nashville Business Journal.

Michelle Johnson, President, The Anchor Group, llc

Michelle is the champion of community and brand building at The Anchor Group. Her background in both Human Resources and Event Management taught her that shared purpose makes a community — and a successful gathering. Michelle's true expertise is getting clients to start with a vision and carry it through to the end — a task requiring collaboration on a wide scale with seamless execution and guiding with a purpose. Her professional career started at The Timberland Company as the Director of Global Events and today successfully owns The Anchor Group, an agency specializing in events and engagements.

Event Management is where Michelle truly excels. Her ability to start each client off with a vision of what they want their event to be and then uses her skills to insure that what the attendee is to walk away with at the end of the week gets met is why they keep coming back to her with every event they do. Her strengths in the gathering of what they need to learn and how to create an experience for them is the key to her success as an owner and a producer. Michelle manages an amazing team of event planners and partners under the Anchor umbrella to produce events all over the world with clients that have been with her since she began in this industry.

In addition to managing events, Michelle leads the engagement side of Anchor Group. She is a public figure and seen as a leader in the industry of meeting professionals globally. She works with several chapters in the Meeting Professionals International community as their business partner and coach. Similar to that of her events, she works with Board of Directors to help them build their annual business plans, create synergy among new and returning team members and

drives them for operational effectiveness and financial stability. Michelle is also an Emcee and a public speaker. Her audience engagement has become widely known and respected with repeat conferences and industry events.

She's an indispensable teammate because she urges individuals and companies to step outside their comfort zones and push their creativity and expectations.

AUDIO VISUAL REQUIREMENTS:

- (2) Wireless Lav Microphone and handheld for audience participation
- Adequate sound system for venue
- LCD Projector with HDMI/VGA cable and appropriate screen size for audience
- Preferable presentation size is 16:9 format
- Table for computer in front of room, or podium - Presenters will be using MAC computer, dongle adaptor and slide advancer