



Wednesday, March 11, 2026

11:30 a.m. - 1:30 p.m.
Board Room

Board Meeting

2:00 p.m. - 4:00 p.m.
Pre-function Foyer

Registration

Sponsored by TBD

4:00 p.m. - 5:00 p.m.
Ballroom

Navigating Turbulence: De-Escalation Techniques for Volatile Situations

Jason Russell

This session provides essential strategies for calming tense and potentially explosive scenarios. Participants will learn effective communication tactics, body language cues, and psychological insights to ease conflict and promote safer outcomes. Ideal for professionals across various fields, this training emphasizes practical skills for real-world application.

Core Competency: Personal and Professional Development

Sponsored by Bay Pointe

5:30 p.m. - 9:30 p.m.
Broad Leaf Brewery &
Spirits and Pickleball
2885 Lake Eastbrook
Blvd SE, Kentwood,
MI

Out of this World Opening Reception

Blast off and make stellar connections at our Out of This World Opening Reception! Touch down at Broad Leaf Brewery and enjoy pickleball, trivia, craft brews and cocktails, and delicious bites while networking with the Michigan Chapter of SGMP. Set in the heart of Grand Rapids—Beer City USA, this cosmic kickoff is sure to be a universal hit. Don't miss this launch-worthy start to the conference! Transportation provided. Pick up and drop off at the hotel lobby starting at 5:30pm, last motorcoach leaving Broad Leaf Brewery at 9:30pm. *

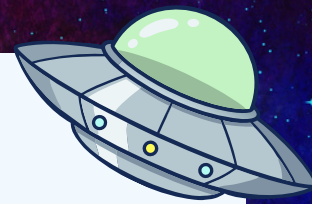
Sponsored by Experience Grand Rapids

*Casual attire is recommended if you'd like to partake in pickleball.

Turndown Gift Sponsored by TBD



Thursday, March 12, 2026



Wear your MiSGMP Apparel!

7:45 a.m. - 8:45 a.m.
Pre-function Foyer &
Ballroom

Breakfast & Registration
Registration Sponsored by TBD

9:00 a.m. - 10:00 a.m.
Ballroom

The Service Wrapper in Action: Connection, Clarity & Consistency in Every Interaction

Josie Ann Lee

Join us for a keynote session that will give you tools for strengthening professional interactions, creating a service connection, and creating higher quality meetings. Lead through the Most Important Person (MIP) lens, using tools that are teachable, repeatable, and human. Handle planning with more care, clarity, and purpose.

Core Competency: Leadership

Sponsored by Choose Lansing

10:00 a.m. - 10:15 a.m.
Ballroom

Beverage Break

Visit the Exhibits and Silent Auction tables. Bid high and bid often.

Sponsored by TBD

10:15 a.m. - 11:15 a.m.
Ballroom

PAWS for Access: Understanding Access Rights of Assistance Dog Teams

Michele Suchovsky

This session guides businesses on ADA access laws for assistance dogs, offering practical strategies for compliance and navigating challenging situations. Michele Suchovsky will address common misconceptions, provide resources, and share insights from her experience advocating for clients and shaping policy to promote true accessibility.

Core Competency: Facilities and Services

Sponsored by Explore Brighton Howell

11:15 a.m. - 11:30 a.m.
Ballroom

Beverage Break

Visit the Exhibits and Silent Auction tables. Bid high and bid often.

Sponsored by TBD

11:30 a.m. - 12:15 p.m.
Ballroom

Lunch

Thursday, March 12, 2026, continued

12:15 p.m. - 1:15 p.m.
Ballroom

State of the Chapter

Nick Stratton, MiSGMP President

1:15 p.m. - 2:15 p.m.
Ballroom

Lift-Off to Landing: Navigating Contracts with Confidence

Amber Feldpausch

Event contracts can feel overwhelming—but they don't have to. This session is designed specifically for event professionals who regularly review and negotiate hotel and venue contracts. We'll walk through the most critical clauses that impact your event. Attendees will learn how to spot red flags and understand what's negotiable (and what usually isn't). You'll leave with practical tips, real-world examples, and the confidence to navigate hotel contracts strategically—before you sign.

Core Competency: Financial and Contract Management

Sponsored by Destination Ann Arbor

2:15 p.m. - 2:30 p.m.
Ballroom

Beverage Break

Visit the Exhibits and Silent Auction tables. Bid high and bid often.

Sponsored by TBD

2:30 p.m. - 3:30 p.m.
Ballroom

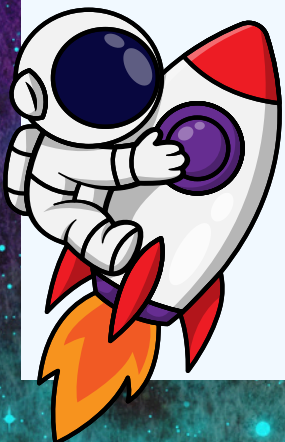
Atmosphere Is Everything: How Design and Décor shape Attendee Experience

Kalin Sheick

Design is not “the pretty layer”, it's a silent facilitator of how people feel, move, connect, and remember an event. In this session, planners will learn a simple, repeatable approach for making design decisions that elevate the attendee experience without blowing the budget. Using the same three-part system, Focal, Filler, and Flair, we'll translate florals into full-room impact. Focal becomes your intentional “experience anchors” (the first things people notice and photograph). Filler becomes the cohesive design choices that guide flow and comfort (lighting, linens, spacing, signage, texture). Flair becomes the small, strategic details that create delight and share-worthy moments (unexpected touches that feel branded and human). You'll walk away able to look at any room and quickly diagnose what's missing, what's distracting, and what will make attendees feel welcomed, oriented, and excited to be there.

Core Competency: Logistics

Sponsored by Discover Kalamazoo



Thursday, March 12, 2026, continued

3:30 p.m. - 4:00 p.m.
Ballroom

Beverage Break

Visit the Exhibits and Silent Auction tables. Bid high and bid often.

Sponsored by TBD

4:00 p.m. - 5:00 p.m.
Ballroom

Out of this World Communication: Bridging the Generational Gaps in Hospitality

Gabby Rosely

In hospitality, your success is a direct reflection of how well you're able to connect, and generational friction is costing you deals, straining team dynamics, and leaving money on the table. This keynote, Out of This World Communication: Bridging Generational Gaps in Hospitality cuts through the stereotypes to give you practical tools for building trust across Boomers, Gen X, Millennials, and Gen Z, whether you're closing a sale, managing conflict, or strengthening client relationships. You'll learn to read the room with confidence, tailor your communication style to what actually motivates people, and navigate hard conversations you've been avoiding. Walk away with a personalized strategy you can use immediately to turn generational differences from a pain point into your competitive advantage.

Core Competency: Leadership

Sponsored by Go Great Lakes Bay

5:30 p.m. - 6:30 p.m.
Pre-function Foyer

Reception

6:30 p.m. - 10:30 p.m.
Ballroom

Awards, Dinner, and Entertainment

AEC Dinner Drinks Sponsored by Meet Mt. Pleasant

AEC Entertainment Sponsored by Traverse City Tourism

Turndown Gift Sponsored by TBD



Mobile App Sponsored by TBD

Lanyards Sponsored by Destination Ann Arbor

AV Sponsored by Michigan Digital

Speaker Gifts Sponsored by Target Promotions

Friday, March 13, 2026

7:45 a.m. - 8:45 a.m.
Pre-function Foyer &
Ballroom

Breakfast & Registration
Registration Sponsored by TBD

9:00 a.m. - 10:00 a.m.
Ballroom

Artprize
Theresa Anderson

Description Coming Soon.

Core Competency: TBD
Sponsored by Experience Grand Rapids

10:00 a.m. - 10:30 a.m.
Ballroom

Beverage Break
Last opportunity to visit the Exhibits and Silent Auction tables.
Sponsored by TBD

10:30 a.m. - 11:30 a.m.
Ballroom

You Have the Power to Feel Your Best
Matt Johnson

Do you know what it feels like to feel your best? Have you experienced this before? Have you experienced this lately? Matt Johnson will help you unleash these answers creating limitless opportunities in your life and business! This intelligent and thought-provoking presentation will guide you on what to do and how to do it. You will learn the 3 pillars to feeling your best: RESTING, EATING and MOVING and how to rethink these areas! The Power of Feeling Your Best will leave you inspired to reach for higher levels of energy, fitness, and overall well-being, become invigorated and motivated to take better care of yourself and armed with the knowledge and practical tools to take immediate action. You will have people asking, "What is your secret?" "What are you doing differently?" Feeling your best will change everything, from job performance to how engaged you are at home and in your relationships. Let Matt guide you on what feeling your best feels like.

Core Competency: Personal and Professional Development
Sponsored by DoubleTree by Hilton Hotel Bay City - Riverfront

11:30 a.m. - 11:45 a.m.
Ballroom

Closing Remarks
Nick Stratton, MiSGMP President
Parting Gift Sponsored by Visit Gaylord

