



## **FOR IMMEDIATE RELEASE**

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### Learn to Maximize Meeting Productivity and Minimize Costs

Keshena, WI – The Wisconsin Chapter of Meeting Professionals International (MPI-WI) will host a unique learning opportunity on **Strategic Meeting Management** on February 9<sup>th</sup> at the Menominee Casino Resort in Keshena, WI.

This stimulating program will present an overview of strategic meetings management which includes eight basic steps that were developed by MPI's Global Corporate Circle of Excellence. These steps cover important topics such as maximizing meeting productivity, minimizing costs, improving business processes, and more! Many organizations have used these steps to develop their own strategic meetings management programs. These steps have received high praise from the industry and can be used as a launching point to begin personal investigation into strategic meetings management. This exciting session will be facilitated by Barbara Taylor Carpender, CMM, CHSC.

**Meeting Professionals International (MPI)**, the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For a more information, visit [mpiweb.org](http://mpiweb.org).

The 320+ member Wisconsin **Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI Wisconsin, please visit [www.mpiwi.org](http://www.mpiwi.org).

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