

## **Project Attrition**

The Latest and Greatest from CIC's Project Attrition – Does the (seemingly) never-ending issue of attendees booking outside the block or outside the contracted hotel have you ready to go sit in a dark corner and whimper? Hot off the presses are the results from CIC's Project Attrition, a study of why it happens and some strategies for dealing with it. Attend this session for an overview of the study, and a discussion on ideas to combat it. Come prepared with your own horror and success stories!

**Presenter: Susan R. Arts, CMP**

**Bio:** After graduating from George Washington University in Washington, DC, Susan moved to the New York metropolitan area and began working for Impact Communications, a medical marketing company. It was there that she was introduced to the wonderful world of meeting and event planning. In 1990, she moved back to the Washington, DC area and worked for various associations, including the American Society of Pension Actuaries. Starting as a Meetings Coordinator, within five years she was the Director of Education Services.

In 1997 (feeling her gypsy blood calling), Susan moved back to the New York metropolitan area and went to work as a Meeting Planner for the Institute of International Research, the world's largest conference organizing company.

In 1998, true love came along and brought Susan to Wisconsin. After a year working as an Independent Planner, she went to work for The American Club in Kohler as a Conference Service Manager. She has managed to survive four "high seasons" with her sanity (reasonably) intact.