



Biography
Sandy Biback, CMP, CMM Principal

Sandy Biback, CMP, CMM has been a member of the meetings industry for over 30 year. Since 1990, she has owned and operated her own independent meeting planning firm—***Imagination+ Meeting Planners Inc.***-- managing a wide range of events from a national association annual conference to the opening of a large computer organization's new building. Sandy customizes and implements a basic meeting planning course for corporations, associations and hotel groups, based on curriculum she designed and teaches at George Brown College.

Sandy is an active member and has served as President of IMPAC (Independent Meeting Planners of Canada). She is also a member of PCMA (Professional Convention Management Association), having been a presenter at the 2006 conference.

Sandy has been an active member of MPI (Meeting Professionals International) since 1989, rising to the position of Vice President of the Toronto Chapter. She is a founding member of the Canadian Council Advisory Committee that published Meetings & Conventions: A Planning Guide. This publication has received worldwide recognition as one of the best industry resources and she was Project Manager for 2003 revision. Sandy was MPIToronto Meeting Planner of the Year 2000-2001.

As a teacher, Sandy teaches meeting planning and management at George Brown College of Hospitality, with curriculum based on the book. She sat on the task force that redesigned the Fall2000 curriculum and a task force with the Ministry of Training, College and Universities to help design an apprenticeship program for the Meeting & Special Events professions, and teaches courses on Educational Conferences within the Hospitality and Special Events disciplines at George Brown College. In 2003, Sandy received an Award of Excellence for teaching from George Brown. She is an adjunct professor at University of Nevada Las Vegas, teaching Meeting Planning through the Distance Education program. Sandy designed a two-day meeting planning course for Conestoga College, which she teaches quarterly.

Sandy received the CMM (Certified Meeting Managers Course) from Michigan State University, The School of Hospitality in 2000. She obtained her CMP (Certified Meeting Professional) in 1996.

As Co-chair of the Resumes and Work Orders Panel for APEX, Accepted Practices Exchange, an initiative of Convention Industry Council, Sandy participated in an initiative that is creating benchmarks in the industry, globally. Currently, she is a member of the APEX Glossary committee reviewing the 3500 word glossary.

Session Topics:

Site Inspections: What Should You Be Looking For?

In this interactive session, we will build a site inspection checklist to include many things you may never have thought of before, such as “when was the last time the vents in the bedrooms were

cleaned”? “Where is the meeting point outside the venue should the building be evacuated”. After the session, a full site inspection checklist will be emailed to all registered delegates.

The Request for Proposal (RFP):

What must be included? Why? What are the key phrases that will ensure there is less confusion when you get the proposal from the venue? When should you not accept a proposal? How can you ensure you can compare apples and apples? How can you use the RFP for a venue and alter it to use it for other vendors?

Objective Design:

How crucial is an objective to the meeting/event design? Objective setting is the key to program design, educational or networking component design and evaluation. By the end of this session, you will be able to design an objective, using the SMART principle and ensure you can measure the objective by creating evaluations that will lead back to the objective.

Who's Coming to Your Meetings:

Did you know there are at least 4 generations in the workplace today? And there are at least 3 different adult learning styles. Mix all this in with the various cultures and religions and you have no two people alike at your meeting/conference/event. How do you plan for this? What do you need to consider? How does this affect your food & beverage, your educational delivery style, your dates and so much more? This session will help you understand the importance of looking at your demographic before doing anything.