

Biography for Cris Canning, CMP

Cris Canning, CMP®, has a growing consulting business, Hospitality Ink®, to assist others in the hospitality industry with marketing communications. She has published a booklet entitled “199 Networking Tips and Tidbits.”



Her awards include the *Gold Key* from San Diego's Hotel-Motel Association (SDHMA) and Hospitality Sales and Marketing Association (SDHSMA), *Women Who Mean Business* from the San Diego Business Journal, *Supplier of the Year* from San Diego's Meeting Professionals International (SDMPI) and Meeting Professionals International's (MPI) prestigious *Tomorrows Leaders*.

She has been published in numerous magazines and newspapers, including a monthly column in MPI's *The Meeting Professional* and in *Convention South Magazine*. She wrote the curriculum for the marketing segment of George Washington University's certificate program in Event and Meeting Management. She also was a contributing editor of the Convention Industry Council's CMP Manual 7th Edition, Meetings and

Conventions: A Planning Guide 2nd Edition and Global Meetings and Exhibitions.

Beyond the course she teaches at UNLV, her teaching credentials include the University of California, San Diego's course in Meeting Management, Mira Costa College's certificate program in Meeting Management, Arizona State University's certificate programs in Meeting Management, and MPI's World Education Congress and Professional Education Congress, as well as aiding hundreds in the successful completion of the exam for the Certified Meeting Professional (CMP) designation.

An in-demand speaker, she has presented workshops for MPI's Professional Education Conference, World Education Conference, Institutes and is a Platinum Speaker for MPI as well. She has presented at The Exhibitor Show in Las Vegas for the past eight years and was an invited speaker in New York at Meeting World and at the Idea Factory. She has also been a featured speaker at various chapter meetings throughout the United States and even Mexico City.

Additionally, Canning is listed in Who's Who International and was on the Convention Industry Council's CMP Board. She is a founding member of The Mavens Network™ LLP.

She has published a booklet entitled “199 Networking Tips and Tidbits.” Soon to be published is a book and CD set entitled *Attendee Marketing – Marketing for Meetings and Events*.

Session Topics:

Buzz Marketing

Create new business opportunities by generating the “buzz” necessary to get noticed and get ahead. Marketing is all about perception and you can generate excitement about you, your meeting or business using creativity and cost-effective techniques. Take it from PT Barnum, the master of buzz, “There's nothing that attracts a crowd like a crowd.”

Attendee Marketing

Though competition for attendees is increasing, budgets are not. So open a new bag of tricks and learn how to increase attendance at your meetings and events with the new and renewed techniques. Draw on your creativity rather than your checkbook and break through the clutter of demands on your prospect's time and attention. This will be especially beneficial in attracting the new demographics you may be confronting.

Using Unique Venues for Your Events

Venture outside the comfort and constraints of the hotel and try hosting your next event at a more unusual venue. We'll discuss the challenges and opportunities with venues that do not offer all the comforts of home as well as what to consider when working offsite with a caterer.

How to Land Your First Job in Hospitality

Wondering how to land that first real job? Don't sit on the sidelines waiting for luck to make things to happen. Take control to increase your visibility within the industry. More than 70% of positions are filled without any public listing and you'll learn how to be the one people want to hire and promote!

Utilizing Social Media in Your Marketing

The World Wide Web now offers many new forms of Social Media and Social Bookmarking that can be successfully implemented to promote your meeting or event – and even yourself. Learn how to “fish where the fish are” using the latest and coolest techniques available on the Internet.

Creating Career Climbing Opportunities

Get noticed to get ahead! Are you satisfied with the direction and pace of your career? Don't sit on the sidelines waiting for luck to make things to happen. Take control to increase your visibility and credibility with your employer and within the industry. More than 70% of positions are filled without any public listing and you'll learn how to be the one people want to hire and promote!

Building a Buzz for Your Biz

Create new business opportunities by generating the “buzz” necessary to get noticed and get ahead. Marketing is all about perception and you can generate excitement about your meeting planning or supplier business using creativity and cost-effective techniques. Take it from PT Barnum, the master of buzz, “There's nothing that attracts a crowd like a crowd.”

Attendee Marketing with a Buzz

Though competition for attendees is increasing, budgets are not. So open a new bag of tricks and learn how to increase attendance at your meetings and events with the newest and coolest buzz marketing techniques. Draw on your creativity rather than your checkbook and break through the clutter of demands on your prospect's time and attention. This will be especially beneficial in attracting the new demographics you may be confronting.

Networking for Introverts

Networking is necessary – no matter what your job or where you are in your career! We'll cover some painless and creative techniques that even the shyest person can use to expand their circle. You never know where your next big opportunity will come from so stop making excuses and get out there.