

Biography for Loretta Lowe, CMP

Since joining the meetings industry fifteen years ago, Loretta has worked as a meeting professional in various roles: destination management; incentive planning; trade show coordination; association management and corporate meeting planning. As a contract meeting



professional her clients have included: Nimsoft Corporation, First Financial, Apple Computers, Polycom Corporation, Cisco Systems, Kaiser Permanente, RiverSoft, LifeScan, Pfizer Pharmaceuticals and American Century Investments. She is an active member of Meeting Professionals International (MPI) and the Professional Conference Management Association (PCMA). In 2006, she helped co-found the MeCo list, an active online list service for meeting professionals. In 2000, she was honored as the Northern California Chapter of Meeting Professionals International "Meeting Professional of the Year".

As an accomplished professional, Loretta has facilitated discussions and presented for numerous meeting industry programs including, the San Francisco Visitors' and Convention Bureau, the CMP study week-end (NCCMPI),

local chapter meetings of the National Association of Catering Executives (NACE), the American Society of Association Executives (ASAE) and Meeting Professional's International. She has written articles on meeting planning for *South Bay Accent Magazine*, *Meetings in the West*, *Successful Meetings* and *Association News*. She teaches for the American Management Association and is a staff instructor for the San Jose State University extended education meeting management certificate program and a faculty member at San Francisco State University in Hospitality Management / Recreation and Leisure programs.

Session Topics:

Understanding Hotel Contracts

What does the all that legal jargon actually mean and how do I make sure it is fair? How do I review the contract for risk and how can I protect our company from excessive fees?

Hotel Contract Negotiations

What is reasonable to ask for? How does supply and demand affect hotel rates? How can our small meeting compete with larger corporate programs?

On Site Meeting Management

How the meeting manager's role changes onsite. How effective pre-planning can save you from last minute logistical nightmares. Learn to keep your cool and how to entice good service for your meeting.

Destination Management

What IS a DMC and how do they operate? This course looks at both the internal operations of a DMC for anyone who is considering working for a DMC and looks at the external factors a meeting planner should consider when looking to hire a DMC.

Association Meeting Management

How does association meeting management differ from corporate meeting management?
Understanding the legal issues that affect non-profit meeting management and how the dynamics of the association leadership impacts the meeting manager.