



Be A Star

Get Connected with SGMP

GOSGMP 2010 Educational Annual Conference Program January 31st – February 2nd

Sunday – January 31st

2:00 – 3:00pm Registration
Lobby

3:00 – 3:15pm **Welcome & Introductions**
Huckleberry Room ***Nancy Ahlbin, GOSGMP President***

3:15 – 5:15pm **Social Media Strategy for Government Meetings**
Huckleberry Room ***Taylor Ellwood, Imagine Your Reality***

Many people are getting involved in social media without having developed an effective strategy to make it work. The key to success with social media is creating a strategy that allows you to harness the technology and use it to achieve targeted outcomes. This session explores how to develop an effective social media strategy before you even start using the technology, and looks at the first steps to take once you start using the technology.

- Develop a strategy that accounts for your ideal audience, both clients and power partners
- Define what success means when you use social media for your marketing.
- Learn the first steps to take when you start using social media technology.

6:00 – 6:20pm Group Photo

6:30 – 8:00pm **Welcome Reception, Dinner and Tradeshow**
Zig Zag/Wy East Room ***Hosted by the Resort at the Mountain***

Monday – February 1st

7:30 – 8:30am Breakfast
Zig Zag/Wy East Room

8:30 – 10:30am **Black Belt Relationship Selling**
Huckleberry Room ***Christine Richards, Black Belt Business Solutions***

Today's workforce and clients are growing increasingly diverse in their communication behaviors and needs. For some people, it's hard to accept that others have different styles of communication and that these different styles don't diminish the value of either of them. This fast-paced, inspiring and fun program will show participants how to work more effectively with all kinds of people and how best to sell ideas and services to each style.

Participants will learn how to:

- Identify their behavioral style and develop an awareness of how their style influences communication
- Read and adapt to their customers' buying preferences
- Anticipate and minimize potential conflicts with others.
- Gain insight into individual behaviors that influence decisions
- Identify what each person needs to know in order to make a decision
- Close more sales based on the various buying styles of customers

10:30 – 10:45am Break

10:45 – 12:45pm **Planning to Meet Stress Head-On**
Huckleberry Room **Leigh Ann Jasheway-Bryant, M.P.H.**

Demands for increased performance may leave you feeling overwhelmed. In this session you'll gain an insightful look at how laughter can save your life, your sanity and improve productivity. We'll focus on the physiological and emotional benefits of humor and practical steps for dumping the ping pong balls out of your bag of stress so you'll have the energy to handle the big things.

12:45 – 1:45pm Lunch
Zig Zag/Wy East Room

1:45 – 2:45pm **The Inner You**
Huckleberry Room **Leigh Ann Jasheway-Bryant, M.P.H.**

Enhance your professionalism by becoming more productive, creative and motivated. Learn how to interact more effectively by getting reconnected with your inner self through interactive exercises that will remind you of the importance of laughter and play in your everyday life.

2:45 – 3:00pm Break

3:00 – 5:00pm **Success is a Choice**
Huckleberry Room **Dana Barz, M.A.**

In this time of constant change and wide cutbacks, people need to draw on their leadership ability and inner potential to find success. Success in both our personal and professional lives is driven by a plan. Planning and its execution is a personal choice. The adage of "If we fail to plan, we plan to fail," is alive and well in many organizations and personal lives, but there is more to it than just having a good plan. Join this highly practical program to:

- Discover The Formula for Success
- Identify seven steps to achieve all your personal and professional goals
- Explore reasons why people resist change and strategies on how to overcome these barriers
- Discuss how to lead in times of constant change

6:00 – 9:00pm
Hunchback Room

Be A Star, Walk the Red Carpet
Social Hour, Dinner and Silent Auction

It's a Resort at the Mountain Premier and the *red carpet is waiting!* Attend the banquet as if you were arriving at the opening night of your favorite motion picture. Come dressed as one of the stars, or as a VIP fan. We could see the likes of Marilyn Monroe from *How to Marry a Millionaire*, Clark Gable or Vivian Leigh from *Gone with the Wind*, Princess



Leia or Chewbacca from *Star Wars*, Richard Gere or Debra Winger from *An Officer and a Gentleman*. It will be a star-studded night to remember!

Tuesday – February 2nd

7:30 – 8:30am Breakfast
Zig Zag/Wy East Room

8:30 – 10:00am **The Government Meeting Toolbox**
Hunchback Room
Tammy Baumann, Volunteer Services Coordinator, Oregon Parks & Recreation
This session will instruct the government planner how to build an RFP or Request for Proposal, how to be creative with food and beverage, and how to do an effective site inspection. The supplier or sales person will learn how to assist government planners with selecting food and beverage, what government planners look for during a site inspection, and how to provide the type of service that will make the government planner see the supplier as an asset and not just a sales person.

OR

Huckleberry Room **Your Little Black Book for Opportunity**
Kelly Stevens-Malnar, Training Coordinator, DAS

10:00 – 10:30am Break

10:30 – Noon **Another Meeting**
Hunchback Room
Tammy Baumann, Volunteer Services Coordinator, Oregon Parks & Recreation
This session gives the definition of a meeting and the questions one should ask prior to planning a meeting. Common meeting problems are shared and ways to solve the problems. Tips on how to deal with difficult meeting participants are communicated. Individual behavior styles are discussed. The participant will learn how to plan and lead effective meetings. After attending this session, the participant should be much more confident when asked to plan their next meeting.

OR

Huckleberry Room **Effective Presentation Skills**
Sandra Kalin and Nancy Ahlbin, Training Specialists, Oregon Department of Administrative Services
Participants will learn

- Highly effective ways to quickly organize your thoughts before you speak
- How to introduce a speaker
 Tips for controlling nerves
- Bullet points to remember to deliver effective presentations
- How to create great first impressions for workshops and training sessions

Noon – 1:00pm **Lunch, Drawing, Closing Remarks and Announcements**
Zig Zag/Wy East Room

