

# 2019 LOUISIANA SGMP ANNUAL EDUCATION CONFERENCE



OCTOBER 9-10, 2019  
CYPRESS BEND RESORT  
MANY, LOUISIANA

[WWW.SGMPLA.NET](http://WWW.SGMPLA.NET)



# SGMP

## RECEPTION & DINNER

Just for fun:

Join us in your Halloween Costume!

10/9/19 @ 5:30PM

GIFT CARD GAME

Play the Gift Card Game with us for some extra Trick or Treats:  
Bring any Gift Card (\$25 value or more) and Get One in the game.

## YOU ARE INVITED!

# LOUISIANA SGMP ANNUAL EDUCATION CONFERENCE!

Join us at Cypress Bend for a great day of training with Becky McCrary, CSP. Becky will be leading a full day of education, focused on developing key business relationships that will create results and long-term outcomes. She will keep you laughing and learning all day!

## FIRST – AND LASTING – IMPRESSIONS

Are you confused? Has someone told you that diversity is about age, race, gender and more? Are you trying to find a hole in which to place everyone? Checking the boxes? Does it impact every decision you make? Well, that is NOT Diversity!

Diversity is the creation of a respectful environment for everyone you meet and those with whom you work. Turn that great first impression into a lasting impression “on purpose.” You can be gracious toward others and accept them as they are, regardless of banter, birthplace or bravado.

Let’s spend our time prospecting, instead of socializing. Let’s turn those moments of awkward silence into an exchange of best practices. Let’s expand our circle of influence and our opportunities. From preparation to follow up, there is much effort to be made. The South has long been known for its hospitality. Let’s get it up front and personal and turn that great first impression into a lasting impression!

## BECKY MCCRARY, CSP:

She’s called the Carol Burnett of Conventions, the Energizer Bunny in high-heeled shoes, a redhead Amy Poehler, and Southern Sass. A highly sought after speaker, trainer and facilitator, Becky McCrary is an internationally recognized expert on building relationships through REAL Customer Service – relevant, engaging, authentic and loyal. Using personal experiences, hold-your-face humor, and unimaginable insight, she guides audiences to a profound belief in their own purpose, passion, and power.

She is the author of *Relationship Networking “On Purpose!”* a guide to move you from the comfort of the wall to the power, action and business found in the center of the room.

Becky inspires individuals to deliver fabulous service, build lasting relationships, and have more fun. One of her core messages is, “People are going to talk about you. The good news is you get to write the script.” Participants rave about her stories of life’s slip-ups and successes because they transcend business and personal relationships.

Becky has earned the prestigious Certified Speaking Professional credential, one of only 232 women **in the world** to hold this designation. The speaking profession’s international measure of speaking experience and skill, the CSP is conferred by the National Speakers Association and the Global Speakers Federation only on accomplished professional speakers who have earned it by meeting five years of strict criteria.

Becky combines her exquisite wit with her 20 years of experience in the business world. Boost morale. Energize. Inspire. Receive solid business content. She is fun, relevant, insightful and risk free. You are just going to love her!





## REGISTRATION INFORMATION

**Register Today! Go to the Louisiana SGMP website: [www.sgmpla.net](http://www.sgmpla.net).**

*Registration will close at 5pm on October 1st.*

- **Member: \$50**
- **Non-Member (including guests): \$75**
- **Non-Member Government Planner Joining SGMP: \$135\***

*\*This fee includes a 1-year membership in SGMP and admission to the conference.*

*For more information on becoming a member of SGMP, please visit our website at [www.sgmpla.net](http://www.sgmpla.net).*

*Dress Code: Please dress in business casual attire for the conference training day.*

*Dress in layers—be prepared for cold or warm meeting spaces.*

### SCHEDULE AT A GLANCE:

#### OCTOBER 9, 2019

- 3-5PM BOARD MEETING  
5:30-7PM RECEPTION HOSTED BY  
CYPRESS BEND RESORT  
7-9PM DINNER

#### OCTOBER 10, 2019

- 7:30-8:30AM BREAKFAST  
8:30AM-12PM MORNING SESSION  
12-1PM LUNCHEON & AWARDS  
1-3:15PM AFTERNOON SESSION  
3:15-3:30PM WRAP-UP



### CHAPTER AWARDS

The **SGMP LA Planner of the Year Awards** and **SGMP LA Supplier of the Year Awards** are the highest distinctions offered by our chapter.

Please nominate members whose service to our chapter over the past year has significantly contributed to the chapter's growth and development. We are also including a few "fun" awards to recognize the value of our membership.

Submit your nominations [here](#).

(<http://bit.ly/SGMP-LA19>)

*Nominations close at 5pm on October 1st.*

## CALLING ALL SUPPLIERS:

We are now accepting donations to be included in swag bags and handed out to conference attendees. This is a great opportunity to feature your business and/or property to the perfect audience. Ideas for things you might donate include:



- Tote Bags or Trick or Treat Bags
- USB thumb drives
- Travel battery chargers
- Earbuds
- Popsockets
- Bluetooth anything
- Screen cleaner
- Branded apparel
- Coffee mugs
- Water bottles
- Mouse pads
- Planners / Journals / Notebooks
- Smartphone credit card pockets
- Device stands
- Calendars

*The possibilities are limitless! Think about items you might want as a meeting professional. We are happy to include printed materials for your property or business along with your donation. Anticipated attendance = 40*

**To commit to donating or for questions please contact Susan Shaffette, CGMP at [programs@sgmpla.net](mailto:programs@sgmpla.net) or 985-624-3514x1.**

**All donations must be received by October 4th. Contact Susan to make arrangements for donations so that bags may be stuffed for the conference.**

## CHAPTER ENGAGEMENT:

**MEETINGS ARE  
2ND THURSDAY  
EACH MONTH**

**INFO AT:**

**[WWW.SGMPLA.NET](http://WWW.SGMPLA.NET)**



<https://www.facebook.com/sgmpla>



<http://instagram.com/sgmplachapter>



[sgmplachapter@gmail.com](mailto:sgmplachapter@gmail.com)

## HOTEL ACCOMMODATIONS:

A block of rooms has been reserved at the:

***Cypress Bend Golf Resort, Spa and Conference Center***

2000 Cypress Bend Parkway, Many, LA 71449

318-590-1500



A special **\$93 per night rate** has been reserved for our group plus the prevailing occupancy rate tax. If you wish to stay additional nights before or after the conference, up to three days on pre-event or post-event may be reserved at the conference rate.

**Reservations must be made by September 25, 2019 to obtain the conference rate.**

**Call 877-519-1500 to make your reservation and reference the Society of Government Meeting Professionals Conference.**

**Check in: 3pm      Check-out: 11am**

SGMP has been offered a discounted golf rate of \$35 (Monday-Thursday) and \$65 (Friday-Sunday) to include all cart and green fees. Reservations required. Golfing dress code prevails.



# SPONSORS INVITED!

To help keep our registration costs low and be able to provide the best educational program for our members at our annual education conference, we are seeking supplier sponsorships.

As a Supplier Sponsor your company will receive many benefits at the different levels of support. Please contact Susan Shaffette at [Programs@sgmpla.net](mailto:Programs@sgmpla.net) for details, any questions or additional information.

## Saintsational Sponsor: \$1000 +

All Creole and Pelican sponsorship perks plus:

- Registration for one person to attend the conference
- Host a meal, plus the opportunity to speak and provide information on your property/organization
- Complimentary Banner Ad on Chapter Website for 6 months (October 2019–March 2020)
- Sponsor recognition in an individualized post on our President's Twitter page promoting your property

## Creole Sponsor: \$500 to \$999

All Pelican level sponsorship perks plus:

- Your company literature will be prominently displayed during the conference on a special sponsorship table along with your business cards
- Recognition at the Opening Session by the Chapter President during the conference
- Ad in the September, October, and November 2019 newsletters
- Sponsor recognition in an individualized post on our Instagram page promoting your property

## Pelican Sponsor: \$200—\$499

- Logo and company name posted at the conference registration table
- Logo recognition on the conference agenda
- Sponsor recognition at September education luncheon
- Sponsor recognition (slideshow of logos) at conference opening reception
- Sponsor recognition in an individualized post on our Facebook page promoting your property

