




**Andrea Robinson, Founder of ARC Sustainability:
Corporate Social Responsibility and Event Greening
MPI Meeting Planners International – May 16, 2013 – Hyatt Century Plaza, L.A., CA**



The banner features the MPI logo on the left, which consists of a circle with a globe-like pattern and the letters "MPI". To the right of the logo, the text "SOUTHERN CALIFORNIA CHAPTER" is written in a large, white, sans-serif font. Below this, in a smaller font, is "MEETING PROFESSIONALS INTERNATIONAL".



A photograph of the Hyatt Century Plaza hotel entrance at night. The building is illuminated, and the "HYATT CENTURY PLAZA" sign is visible above the entrance. The sky is dark, and some greenery is in the foreground.



The Hyatt logo, featuring the word "HYATT" in a blue, serif font with a red swoosh underneath the letters.

Meeting Planning Basics and Beyond, Part 3 of 3 on May 16, 2013

Attend **Meeting Planning Basics and Beyond**, sponsored by Meeting Professionals International Southern California Chapter and Hyatt Hotels and Resorts of Southern California.

This three-part educational program is a unique opportunity to receive an in-depth overview of not only our industry, but also includes learning objectives beyond meeting planning basics. Hyatt Hotels is a Strategic Partner of MPISCC and, for the past 20+ years, has sponsored more than 50 seminars that have reached more than 1,000 planners.

This is Part III of a three-part meeting planning series. The final session will cover the following topics:

- **Higher Education & Meeting Standards:** discuss education, and the new MPI/CIC MBECS, and other opportunities for industry success.
- **CSR/Green Issues:** learn about corporate social responsibility issues, environmental issues, and stakeholder roles, responsibilities, opportunities to provide sustainable meetings and events, and the meeting professional's role in managing it all.
- **Social Media:** an exploration of social media, what it is, what it is not, and how to manage it.
- **Certification & Scholarships:** the different certifications (CMP, CMM, and others), scholarships both at the local and International level.
- **Strategic Meeting Management:** developing a systemized approach to meeting/event management by incorporating measurable business results that align with the organization strategic goals.