



## Tips for Innovative Meetings and Events (T.I.M.E.)

Topic: Deja View II

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### Welcome

I am taking a retrospective look at the topics covered in past issues of Tips for Innovative Meetings and Events. This issue, arriving just in time before the new year, allows me to add to topics covered in the past.

So take a moment to experience the Deja Vu/View of past topics. As always, I encourage you to request a back issue if you want to see the original issue in its entirety.

Happy New Year. T.I.M.E. will be back in 2005!

Sue

[Sue Tinnish](#)

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### Top Tips for Travelers

In the October 2004 issue, I wrote that for our meeting participants, the meeting "experience" begins when they leave their home or office for the meeting. Planning meetings with travel necessitates that one focus on the nuances, ongoing developments and state of the travel industry.

Teri Curry shares these tips for travellers:

1. Tickets info in the ticketless world. In these days of ticketless travel it is

wise to carry your printed flight information and ticket numbers with you. They serve as your proof of purchase in case of airline computer crash.

2. **Combating Jet Lag.** Most people believe that Jet Lag happens as a result of a change in time zone. Not true, the change in time does contribute to your body's confusion. However, it is generally dehydration that causes Jet Lag. To combat this, drink plenty of non-alcoholic beverages before, during and after your flights.
3. **Combating Cancelled Flights.** If your flight is cancelled and you are told to go stand in a long line, don't! \* Get on your cell phone or pick up a pay phone and call your travel agent or the airline direct. Even if you booked your flight on-line, they can and should help you get protected on a new flight. It is generally quicker and carries a lot less stress than standing in the line. \*If you're A-type personality requires that you stand in line, at least do so while on the phone with your travel agent.
4. **Courtesy is Contagious.** Air travel has become a "hurry up and wait" scenario. Most people don't handle the stress of it well. Whether they are airline employees or the people in line behind you, someone is usually annoyed. Don't let it be you. Expect that you will need to be patient. Know that there will be lines and irate people. Remind yourself that getting angry will accomplish nothing. You won't get there any later than the annoyed people in line and your state of mind will serve you better. Pack a book (or 2) or chat up the people waiting in line with you. You might make new friends.
5. **Follow the Security Guidelines.** As much as it sometimes seems to be a waste of time security measures are there for our protection.
  - a. Never leave your bags unattended.
  - b. Never accept packages from strangers.
  - c. Know what you can and cannot take on as a carry on.
  - d. Never joke about Hijackers, Jail, Knives or other things. Airport security has no sense of humor about these things

Teri adds 2 tips for International Travel:

1. **International Info.** When traveling internationally it is wise to make sure you have all the documentation that you need. Most European countries do not require Americans to have Visa, but make sure well before you travel or you may end up being denied entry into a country. It's also wise to take a copy of your passport with you. Carry it in a separate place from your passport. This way if your passport is lost or stolen you have all the pertinent information to show to the consulate. It's also not a bad idea to leave a copy with someone at home; they can always fax it if necessary.
2. **Language Barriers.** When traveling to a place where English is not the spoken language here are a few things to consider; 1) learning even a few simple words in that official language shows an interest in the country you are visiting. Local respond to this. 2) Never assume that because you don't understand them, they can't understand you. Most countries around the world require English at some

point in the school curriculum; people dealing with American generally have some grasp of the language.

Teri Curry CMP CTC, [tlc24@earthlink.net](mailto:tlc24@earthlink.net), is the author of Teri's Travel Tidbits, a weekly newsletter full of travel news.

I learn something useful from every issue. Here's a sample of a great take-away. Don't smile the next time you have photos taken for your passport or visa. "USA Today" reports that new State Department guidelines enacted this past summer classify smiles and frowns as "unusual or unnatural expressions." "The subject's expression should be neutral (non-smiling) with both eyes open, and mouth closed," the guidelines say. A State Department spokesperson says smiling or frowning distorts facial features that may fool new biometric machines that accept machine-readable passports at airports.

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### Multiple Purpose Meetings

Meetings allow you to do many things. In my book, Meetings with Muscle (still a work in progress), I write that "Meetings are linked to your marketing, your brand, and your future."

I believe this, seemingly, grandiose statement. The January 2004 issue discusses the link between branding and meetings. The way we treat our employees or the members of our associations in meetings directly affects how those people will represent our organization.

This is the core reason that meetings are a strategic element in an organization.

Moreover, a recent article entitled "Double-Duty Events" by Michael Bassett appearing in Corporate Meetings & Incentives discusses that multi-purpose meetings will become the norm. For example, he writes that the inclusion of branding events in incentive programs -- as well as the addition of motivational events to marketing-oriented gatherings -- is a growing phenomenon. These new "multitiered" events not only accomplish dual purposes but also offer companies a greater value.

Think of ways that you can create multiple objectives, layered throughout the meeting as a way to increase value, drive branding and create a more complex experience for your participants.

This theme was also discussed in two other back issues: November 2002 -- incentive meetings and July 2003 -- Mobile marketing events.

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### ADA -- The Spirit and the Letter

The August 2004 issue dealt with Barrier Free meetings. Truly effective meetings for participants with special needs requires that your organization complies with the letter of the ADA law but also the spirit of the law.

TASH, an advocacy group formerly know as the Association for PersonS with Severe Handicaps, offers a program for various entities in the travel and hospitality industry

including lodging and airlines. The program, known as Code Plus, trains employees on the subject of equal access.

TASH is an international association of people with disabilities, their family members, other advocates, and professionals fighting for a society in which inclusion of all people in all aspects of society is the norm. [www.tash.org](http://www.tash.org)

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## Blogging is Basic

In the April 2003 issue on marketing, I wrote about the use of blogs or weblogs in business. Simply, blogs are a way to post text to a website. Blogs make websites interactive.

In their October 4, 2004 issue, Fortune ran an article "It's Hard to Manage if You Don't Blog" The article related how Jonathan Schwartz, President and COO of Sun Microsystems uses blogs. Customers, employees, and competitors read Schwartz's blog

The interactive nature and quick posting of information on blogs, in my mind, guarantees that they will have a place in meetings.

Consider this example from the Fortune article: During a recent Microsoft conference, top company executives huddled backstage reading up-to-the-minute blogs written by the audience to get a sense of how their messages were being received.

Not every company is a Microsoft. But I see interesting ways to use Blogs for meetings. Again, I encourage you to read the back issue or write me for more information on Blogs.

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## New Networking

The March issue talked about ways to make connections between meeting participants. Those connections are the essence of "networking".

I've investigated a high tech tool that promotes building a community and networking at meetings. The product, IntroNetworks, connects meeting participants before, during and even after the meeting based upon their interests. Participants complete a customized profile and based upon those answers, people can identify others who have similar interests.

I particular like the way IntroNetworks identifies people who are "like-minded". Everyone is graphically represented as a pushpin in a circle. The closer another pushpin is to me, the more closely we are aligned. One can roll the cursor over a specific pushpin and find out who that person is. IntroNetworks includes an internal messaging center to allow e-communication to occur.

Other networking sites work to create communities online. This is akin to the success of Yahoo! groups. Here are specific sites for business:

1. LinkedIn ([www.linkedin.com](http://www.linkedin.com))
2. Ryze ([www.ryze.com](http://www.ryze.com))
3. Spoke ([www.spoke.com](http://www.spoke.com))

#### 4. Zerodegrees (www.zerodegrees.com)

Watch for an issue on collaboration next year where I will also talk about tTag interactive badges.

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#### Future T.I.M.E.

I will be speaking at the following conferences:

[Minneapolis Chapter of Meeting Professionals International, February 2005](#)

[South Florida Chapter of Meeting Professionals International, February 22, 2005](#)

[HSMIA's Affordable Meetings, April 2005, Chicago](#)

I love to see familiar faces in the audience. Please come and see me!

I would really appreciate it if you would forward T.I.M.E. onto your colleagues, associates, and clients. Just press the forward button at the end of the newsletter.

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#### T.I.M.E. Gone By

If you are interested in past issues, please e-mail us with the month and topic and we will send you a copy of that newsletter. Here's what is included in past issues [Back Issue Request](#):

May 2000: [Teambuilding](#) and (Freebie) New York Times Reprint On Teambuilding

June 2000: [Green Meetings](#) and (Freebie) Resource List Of Exercises

July 2000: [Values](#) and (Freebie) Meeting Analysis

August 2000: [Minimum/Minimal Meetings](#) and (Freebie) Web Winners

October 2000: [Evaluations](#) and (Freebie) Sample Evaluation Questions

November 2000: [Politics](#)

December 2000: [Toys](#) and (Freebie) Brainstorming Ideas

January 2001: [Sales, Award Presentations](#) and (Freebie) Sales Tips

February 2001: [Change](#) and Communicating Change and (Freebie) Change Bombs

March 2001: [Open Space Technology](#)

April 2001: [Adult Learning Styles](#) and (Freebie) Learning Style Questionnaire

May 2001: [Trade Shows](#) and (Freebie) Trade Show Timeline

June 2001: [Emotional Intelligence](#) and (Freebie) EI Quiz

July 2001: [Presentation Tips](#) and (Freebie) Speaker Introductions

August 2001: [Ice Breakers](#) and (Freebie) Resource List

September 2001: [Facilitation](#) and (Freebie) Problem Personalities In A Meeting

October 2001: [Humor](#) and (Freebie) The Benefits Of Laughter

November 2001: [Customer Care](#) and (Freebie) Complaints

December 2001: [Slack](#) and (Freebie) Quiet Time

January 2002: **Teambuilding Options** and (Freebie)  
February 2002: **Promotional Products** and (Freebie) Case Study  
March 2002: **Multicultural Communication** and (Freebie) Multicultural Meeting Tips  
April 2002: **Outdoor Learning** and (Freebie) Justification Checklist  
May 2002: **Budgets, June, June, and ROK** and (Freebie) Budgeting Beyond Excel  
June 2002: **Creativity** and (Freebie) Building the Case for Creativity  
July 2002: **High Touch Technology** and (Freebie) Personal Technology Tools  
August 2002: **Economic and Business Cycles** and (Freebie) Investment Strategies for meetings  
September 2002: **Successful Environmental Factors/Conference Centers** and (Freebie) Learning Environments  
October 2002: **Return on Investment** and (Freebie) Balanced Scorecard  
November 2002: **Incentive Meetings** and (Freebie) Forum Synopsis  
December 2002: **Resource Recap** and (Freebie) Resource Lists

January 2003: **Everyday Meetings** and (Freebie) Meeting Quiz  
February 2003: **Diversity** and (Freebie) Survey Results  
March 2003: **Problem Solving** and (Freebie) Techniques Illustrated  
April 2003: **Marketing: Pre- and Post- Event** and (Freebie) Blogs  
May 2003: **Entertainment** and (Freebie) Storytelling  
June 2003: **Balance in Meetings and child caret** with (Freebie) Child Care at Meetings Tips  
July 2003: **Mobile Events** with (Freebie) Sponsorship  
August 2003: **Last Minute Ideas** with (Freebie) Audience Participation  
September 2003: **Training Meetings** with (Freebie) Kirkpatrick Challenge  
October 2003: **Unique Venues** with (Freebie) Experiential Checklist  
November 2003: **Data, Information and Number Crunching** with (Freebie) European Privacy  
December 2003: **Deja View**

January 2004: **Branding** with (Freebie) Identity vs. Brand  
February 2004: **Audio Visuals** with (Freebie) Speaker Guidelines  
March 2004: **Networking** with (Freebie) Networking Ideas  
April 2004: **Strategic Budgeting** with (Freebie) Budgeting Ideas  
May 2004: **Sensory Meetings** with (Freebie) Music's Impact  
June 2004: **Board Meetings** with (Freebie) Litmus Test  
July 2004: **Leadership** with (Freebie) Best Meeting Leadership Behaviors  
August 2004: **Barrier-free Meetings** with (Freebie) Avoiding the Digital Divide  
September 2004: **Time Management & Meetings** with (Freebie) More Timely Tips  
October 2004: **The Travel Experience & Stress** with (Freebie) International Travel Tips  
November 2004: **Voting Techniques** with (Freebie) Political Pitfalls

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