

## SESSIONS AVAILABLE . . .

Food Services (continued)		Wedding Trends (continued)	
F6	<b>Creating Print Ads That Drive Leads &amp; Sales</b> Andy Ebon	W6	<b>Wedding Reality TV – To Do or Not To Do? This is the Question</b> Barbara Wallace, CSEP
F7	<b>Event Design from a Foodie's Perspective</b> Syd Sexton	W7	<b>The Elements of Linen Couture</b> Sharon Dexmier
F9	<b>Entrepreneurial Thinking</b> Cliff Chamber CPCE, CMP	W8	<b>The Difference Between Planner and a "Good" Planner... You Need to Know!</b> Elisa MacKenzie, CSEP, MBC™
F10	<b>Stand Out in a Crowd – Advancing Your Career Through the Industry's Professional Designation Programs</b> Cliff Chamber CPCE, CMP; Marni Ness, CSEP	W9	<b>WIPA Plenary Panel Discussion</b> Carolyn Garcia; Cherie Flores; Joyce Scardina Becker, CMP, CWC; Patrick McMichael; Stacy Failing, CSEP; Therese Cole-Hubbs
Sales & Marketing		W10	<b>What's Wrong with This Picture</b> Tara Guerard
S2	<b>How to Make Money Regardless of the Economy</b> Tami Forero	W11	<b>Effective Initial Wedding Consultations (Audio Only)</b> Linnyette Richardson-Hall
S3	<b>Selling Your Clients on You!</b> Michael Granek, CSEP	W13	<b>Beyond Granola and Recycled Paper (Audio Only)</b> Alexis Casella; Mary Litzsinger, CSEP
S4	<b>Winning With Words</b> Leslee Bell	W14	<b>Dealing with Difficult Clients/ When and How to Walk Away</b> Annie Revel, CSEP; Carolyn Gross; Geneene Thorton; Michael Patton; Sandra Chong; Sharon Cole
S5	<b>Need Some Attention? Top 25 Ways to Get Publicity</b> Shari Lynn Rothstein	W15	<b>Who Are the Next Generation of Brides? Learn Who She is and How to Reach Her</b> Bernadette Baillie
S6	<b>How to Create Award-winning Marketing on a Shoestring Budget</b> Drew Miller	<b>ISES</b>	
S7	<b>Seeking Corporate Dollars: How to Make Your Event Proposal Shine</b> Barbara Simony; Frankie D'Angelo	ISES1	<b>Introduction to the CSEP</b> Marni Ness, CSEP
Wedding Trends		<b>Michael Cerbelli / Masters Programs</b>	
W1	<b>Masters of Disasters – Wedding Emergencies Solved</b> Frank J. Andonoplas; Jane Skarosi; Teddy Lenderman	KEY1	<b>Michael Cerbelli's: Hot Event and Entertainment Ideas 2009™</b> Michael Cerbelli
W2	<b>Marketing 101.1</b> Nancy Liu Chin	MP1	<b>Masters Program: Retaining and Gaining Loyalty of Employees and Customers in Any Economic Environment</b> Dr. Deanna Geddes; Harith Wickrema
W3	<b>My Big Fat Indian Wedding</b> Therese Cole-Hubbs	MP2	<b>Masters Program: The Economic Times: Riding out the Storm of a Temperamental Economy</b> Cheryl Fish; Jaclyn Bernstein, DMCP; Joann Roth-Oseary; Mike Bjornstad; Tony Conway, CMP
W4	<b>Station Creations: Designing Dazzling Displays of Festive Food &amp; Beverages</b> Joyce Scardina Becker, CMP, CWC; Leighsa Montose, AIFD		
W5	<b>Wedding Etiquette Solutions with Peggy Post</b> Peggy Post		



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The sessions were recorded at The Special Event 2009. The recordings are professional, unedited, live recordings that are guaranteed for life.  
**PLEASE NOTE: Recording options may change. Some sessions may be omitted due to speaker or program revisions.**

## SESSIONS AVAILABLE . . .

Business & Professional Development		Design	
<b>B1</b>	<b>International Attendee Orientation</b> Kenneth Kristoffersen, CSEP, CEM; Romaine Pereira, AFMEA; Sally Webb	<b>D2</b>	<b>Ignite Creativity Workshop</b> David Fischette; Jayme LaForest
<b>B2</b>	<b>Schmoozing: The Art of Relationship Building: "Tricks of the Trade"</b> Carol Nader; Dianne Devitt, CSEP; Tony Conway, CMP; Kenneth Kristoffersen, CSEP, CEM	<b>D3</b>	<b>Hosting a Hollywood Event (Audio Only)</b> Hillary Harris
<b>B4</b>	<b>Building a Solid Network (Audio Only)</b> Ada Chan, CPA; Amanda Ma; Laura Ward-Elbyr	<b>D4</b>	<b>The Art of Fabrication</b> Joanne Hulme; Jonathan Cutler
<b>B5</b>	<b>Branding to Expand Markets</b> Karen Carpenter, PhD	<b>D5</b>	<b>Design Dawgs</b> David Merrell
<b>B7</b>	<b>Hitting Your Stride: Bringing the Best of Who You Are to Your Work</b> Nan Russell	<b>D6</b>	<b>Designers on Design... Designer Throw Down!... A New Game Show</b> David Halsey; Greg Jenkins; Joanne Hulme; Robert H. Hughes, CERP
<b>B8</b>	<b>Creating the Perfect Event TEAM (Audio Only)</b> Brian Acheson, CSEP; Heather Henderson, CMP, CSEP; Paul Creighton, CSEP; Robert Sivek, CSEP, CERP	<b>D7</b>	<b>The New Style of the American Gala</b> Dwayne Ridgeway; Evan Carbotti; Jordan Carbotti; Richard Carbotti
<b>B9</b>	<b>Oops! 5 Mistakes Businesses Make and Fail</b> Tracee Wright	<b>D9</b>	<b>The Creative Integration of Entertainment and Design</b> Evan Carbotti; Jordan Carbotti; Marc Gundersheim; Richard Carbotti; Steven Siagel
<b>B10</b>	<b>How to Enter the Gala Awards and Win!</b> Barbara Wallace, CSEP; David Merrell; Janet Elkins; Lisa Hurley	<b>D10</b>	<b>Trends in Design</b> Diane Butner
<b>B11</b>	<b>The Newbies Guide to Starting an Event Planning Company</b> Rachel Hollis	<b>D11</b>	<b>Mix Master: The Art of Blending Technical Elements and Design</b> Chris Clark; Greg Christy; Ruth Moyte
<b>B13</b>	<b>Marketing Your Business Better</b> Lena Malouf	<b>D12</b>	<b>The Indian Tiger and The American Eagle: Two Worlds, One Challenge (Audio Only)</b> Andrea Michaels; Michael Menezes
<b>B14</b>	<b>Woman Inc. Female Entrepreneurs (Audio Only)</b> Marley Majcher; Mona Meretsky, CSEP; Rachel Hollis; Tami Forero	<b>D13</b>	<b>Start Mini-Finish Mega for Event Designs, Part 2</b> Lena Malouf; Sharon Malouf
<b>B15</b>	<b>Beyond the Business Plan, Part 1</b> Lena Malouf	<b>D14</b>	<b>Meet the Masters</b> Chris Clark; Mona Meretsky, CSEP; Patti Coons; Tony Conway, CMP
<b>B16</b>	<b>Blogs: Why Your Website Is Not Enough</b> Robyn Bomar	<b>D15</b>	<b>Event Design A to Z</b> Diane Butner; Lenny Talarico, CSEP
<b>B17</b>	<b>...But Are You Making Any Money? (Audio Only)</b> Marley Majcher	<b>D16</b>	<b>Beyond Green - Earth Friendly Floral Décor (Audio Only)</b> René van Rems
<b>B20</b>	<b>DUH! Why Didn't I Think to Do That!</b> Linda Pope; Terry Singleton, CSEP	<b>D17</b>	<b>Design Inspiration, Design Perspiration... Design Success! (Audio Only)</b> Ira Mitchell-Steiman

Event Management		Event Tools & Resources	
<b>EM1</b>	<b>How to Eat an Elephant</b> Philip Richardson	<b>ET1</b>	<b>Events in Tents</b> Peter Van Zeyl
<b>EM2</b>	<b>Trends in Events 2009: The Hottest Consumer Trends from Europe, the Middle East and Asia</b> Colja M. Dams	<b>ET2</b>	<b>Audio Visual Basics</b> Michael Granek, CSEP
<b>EM4</b>	<b>Extreme Event Makeovers</b> Anthony Bollotta; Blair Farrington; Janice Dodge; Jim Lenox; Philip Richardson	<b>ET3</b>	<b>How to Green Your Event – The Rentals Perspective</b> Clayton Frech
<b>EM5</b>	<b>Doing Business with Universities and Public Schools...</b> Therese Cole-Hubbs	<b>ET4</b>	<b>Hollywood Style Special Effects for Your Special Event</b> Kevin Bilida
<b>EM6</b>	<b>Doing Event Math, Or Why I Hate ROI!</b> Ryan Hanson	<b>ET6</b>	<b>Lighting Basics</b> Michael Granek, CSEP
<b>EM7</b>	<b>Entertainment Producers: Your Partners in Event Production</b> Eddie Kertel; Jeff Enloe; Rick Stowe; Steve Thomas	<b>ET7</b>	<b>Story Boards: When, Why, and How!</b> Joanne Hulme
<b>EM8</b>	<b>RFP-Request for Psychosis</b> Andrea Michaels	<b>ET8</b>	<b>Information Download: Green Special Events!</b> Joella Hopkins, CSEP, CMP
<b>EM9</b>	<b>The Greening of Events</b> Andrea Michaels; Beth Stephenson; Pirjo Niemi	<b>ET9</b>	<b>Video As Scenery: LEDs Alternative Projection Surfaces &amp; Medi Servers</b> Jeff Brown
<b>EM10</b>	<b>Creation and Execution of Large Scale Public Events</b> Ralph Garrity; Randy Burke	<b>ET10</b>	<b>What Do My Vendors Think of Me... Or Do I Want to Know?</b> Brad Volsted; Brent Rogers; Matt Rogers; Nancy O'hearn
<b>EM11</b>	<b>80% Planning + 20% Execution = 110% Success Part II</b> Philip Richardson	<b>ET12</b>	<b>Got Lemons? Make Lemonade! Maximizing the Fundraising Experience</b> Deborah Elias, CSEP, CMP; Mia Monroe
<b>EM12</b>	<b>Raising the "Bar" in the Bar Mitzvah World</b> Lydia Krasner; Sherrill Kinsler	<b>ET13</b>	<b>Go Team! Creating One That Wins</b> Stacy Stern, CSEP
<b>EM13</b>	<b>What's the Big Idea?</b> Carol Dixon	<b>Food Services</b>	
<b>EM15</b>	<b>Academic Event Professional Forum</b> Jenny Jones; Jim Hooker; Nancy Hobbs; Rita Manning; Sally Webb	<b>F1</b>	<b>Three Weddings and a Bar Mitzvah</b> Joann Roth-Oseary
<b>EM16</b>	<b>Celebrity Entertainment Riders - Negotiating for Success</b> Brian Acheson, CSEP; Debbie Meyers, CSEP	<b>F2</b>	<b>Exploring New Social Media</b> Andy Ebon
		<b>F3</b>	<b>Wine Service and Tasting; Classical and Modern to Radical and Reactionary</b> Deborah Thomas, CSEP, CDP; Tracy Wallace Sommelier
		<b>F5</b>	<b>Incorporating "Locovore" Green Food at Your Experiential Themed Events</b> Allison Swank; Harith Wickrema; John Beaton