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# Meetings Quest<sup>®</sup>

## Meetings Quest Programming to Focus on Growing An Organization And Liability and Risk Management for Meeting Planners

*Learning lab sessions will feature marketing veteran Harold Maurer and John S. Foster, one of the nation's foremost experts on meetings law*

Meetings Quest, the nation's longest-running series of educational and networking events for association, corporate, government and religious meeting planners, will be held April 21–22 in Providence, Rhode Island. Hosted by the Providence Warwick Convention & Visitors Bureau, Meetings Quest offers incomparable educational programming for meeting planners and meetings-industry suppliers.

On Tuesday, April 21, Meetings Quest attendees will have the opportunity to earn credits toward IAEE's professional certification program. The Certified in Exhibition Management (CEM) Learning Program—which leads to the CEM designation—emphasizes real-world learning to confront daily challenges. The day-long program will be administered by IAEE and taught by CEM commission-approved faculty. The CEM designation was created in 1975 to raise professional standards in the exhibition industry and is recognized as the premier mark of professional achievement for those who manage and host trade shows.

The following day, attendees will be treated to innovative meetings-industry Learning Labs and a panel discussion. The first Learning Lab, titled “The Realities of Legalities,” will feature attorney John S. Foster, one the nation's preeminent experts on meetings-industry law. Foster will provide clear explanations of the legal issues affecting meeting planners and ways to protect their organizations from expensive legal problems by using state-of-the-art risk management techniques.

In the second Learning Lab, Harold Maurer, managing director of account services at Marketing General Incorporated, will offer advice on how to grow an organization. In this session, attendees can glean key lessons and takeaways from Marketing General Incorporated's annual report, which yields a broad base of strategic and tactical information.

And in an exclusive panel discussion marking Earth Day, attendees will discover how Providence has grown into one of the top culinary destinations in the United States, with publications such as *Travel + Leisure* and *Saveur* praising the city's restaurant scene. The discussion, titled “Getting a Taste of a Destination,” will also examine models for sustainable meetings and a holistic approach to incorporating culinary culture into meetings and conventions. IAEE Executive Vice-President and COO Cathy Breden will moderate the panel, which features Lisa Boldin, owner of Samal Tal Ayurveda & Yoga; Kathy Masino, director of food and beverage at the Rhode Island Convention Center; and John Schenck, publisher of *Edible Rhody*.

For further information or to register, visit [MeetingsQuest.com](http://MeetingsQuest.com) or call (877) 577-3700. To watch the Meetings Quest video overview, click [here](#).

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For further press information, please contact Ann Shepphird: [Ann.Shepphird@SchneiderPublishing.com](mailto:Ann.Shepphird@SchneiderPublishing.com) or (310) 577-3700.

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