



**FOR MORE INFORMATION:**

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## **MEDIA RELEASE**

### ***KANSAS CITY MEETINGS INDUSTRY COUNCIL HOSTS ANNUAL SPEAKER SHOWCASE***

**January 30, 2012:** If you're charged with finding that perfect speaker for your organization's meeting or convention, mark your calendar for the Kansas City Meetings Industry Council's Speaker Showcase, Wednesday, February 29, 2012, at the Overland Park Marriott. This annual event allows you to sample a series of presentations from a great lineup of nationally known speakers who live in the Kansas City area.

The half-day event begins at 7:00 a.m. with registration and breakfast while the program begins promptly 8:00 a.m. Eleven brief presentations are on tap for this event including speakers such as Dave Armstrong, the voice of the Big 12 Conference, Ed Hearn, catcher for the World Series Winning New York Mets, and Jeff Lanza, former FBI agent and frequent contributor to local and national media. The Speakers Showcase also will feature a keynote address by nationally recognized branding expert, Bruce Turkel as he delivers "Defining Your Issue". Admission to the showcase is \$25 and includes breakfast and access to all Showcase activities.

Now in its third year, the KC MIC Speaker Showcase is sponsored by the San Diego Convention and Visitors Bureau. Designed to help volunteer and professional meeting planners alike, the Speaker Showcase spotlights speakers who are nationally known but just happen to be locally based, says Kansas City Meetings Industry Council President Teresa Hellman. "The Showcase is an exceptionally affordable half-day event to help meeting and event organizers find innovative meeting venues and national caliber speakers in the local area," she said. "In 2011, ten speakers provided a collective \$45,000 in content---in 12-minute presentations, all under one roof, for one price, in one morning!"

The Kansas City Meetings Industry Council was founded in 2007 to provide a forum for Kansas City meeting industry professionals to strengthen the relationships among participating organizations through increased communication. Today, eleven different organizations are represented within the Council and pool resources to offer industry events and networking functions.

**KCMIC member organizations:** Hotel and Lodging Association of Kansas City • Kansas City Convention & Visitors Association • Kansas City Chapter – Meeting Professionals International • Kansas City Regional Destination Alliance • Kansas City – Society of Association Executives • Society of Government Meeting Professionals – Kansas City Chapter • National Association of Catering Executives • National Speakers Association – Kansas City Chapter • Overland Park Convention & Visitors Bureau • Professional Convention Management Association – Heartland Chapter

To register for the Speaker's Showcase on Wednesday, February 29, 2012, at the Overland Park Marriott, or to learn more about the KC MIC, please visit [www.kcmic.org](http://www.kcmic.org).

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