

WISCONSIN meetings

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EDITORIAL CALENDAR 2011

Hit your target market with a focused, powerful message in the pages of *Wisconsin Meetings*. Distributed to 15,000 Midwest meeting planners, you'll find informative features on great venues, interesting profiles of industry professionals and helpful advice to plan the perfect meeting or event.

SPRING ISSUE 2011 FALL ISSUE 2011

Roll the Dice -

How group experiences at casinos differ from those of individuals

Strategic Impact -

Aligning the goals of a planner with the company

Case Study -

Drawing national events to your community

For a Good Cause -

Tips for planning a fundraiser

Open Water -

Take your outing off-shore

Destination - Madison

Publication Date – April 2011

Ad Space Deadline – 2/11/11

Ad Copy Deadline – 2/18/11

Editorial Calendar is subject to change without notice.

Managing Risk -

Identifying possible problems in advance for successful meetings

Building a Team -

Great ways to bring groups together

Suppliers as Partners -

Create lasting relationships for longer mutual benefit

Case Study -

Madison Children's Museum incorporates meeting space into new facility

Open Invitation -

Planning open house events for your company

Destination - Door County

Publication Date – September 2011

Ad Space Deadline – 7/11/11

Ad Copy Deadline – 7/18/11

IN EVERY ISSUE

technology..... Master the tools to make your job easier.

catering..... Food for thought from industry experts.

speakers..... Sound advice on speaking professionals.

legal..... Unlocking the mystery of legal issues.

industry overview..... Hot topics in meeting and event planning.

in the news..... Round-up of news from around the state.

professional touch..... Advise from the pros to make you a pro.

profile..... Interviews with industry insiders.

unique venues..... Ideas for special meeting or event spaces.

memorable outings..... Off-site attractions around the state.

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