



Michael Lyons

Michael Lyons is a Professional Speaker, Actor and Hospitality Industry Consultant. Most recently, he served as Exhibition Director for Reed Exhibitions, the world's largest trade show organizer, responsible for the management of IBTM America, a global exhibition which takes place each June. Mike is a highly respected veteran of the meetings/travel industry. His diverse background, spanning more than four decades, includes senior level posts with some of the industry's best known names. Besides Reed Travel Exhibitions, he has worked for the likes of Carlson Wagonlit Travel, EGR International and McGettigan Partners (now Maritz). He was also the President and CEO of Global Events Partners, Philadelphia, the premier Destination

Management Company (DMC) in the greater Philadelphia region which he co-founded and ran from 2002 through 2009.

Over the years Lyons has been an active participant in hospitality industry organizations including PCMA, MPI, GBTA, ISES, HSMIAI, SITE and ADME. He served two terms on the Philadelphia chapter of MPI's board as VP Finance, and was named *Supplier of the Year* in 2006, and also received the chapter's *Partner Award* in 2006 and 2008. He served on the Board of Directors of the Philadelphia CVB from 2004-2012 as well as their Marketing and International committees. During those years he was also a member of the Advisory Board of Visit Philadelphia. On the academic front, he was an adjunct professor at Temple University from 2010-2012, teaching in their Event Leadership Executive Certificate Program.

Mike earned industry certification as a Destination Management Certified Professional (DMCP) and has spoken at dozens of industry events. He has also authored a number of articles in both industry trade journals and consumer magazines, and is frequently sought out by the media as one of the experts in the meetings/travel business. He co-wrote the chapter on *Marketing Strategies* in the book "Best Practices in Destination Management" as well as the chapter entitled *Making ROI-based Decisions in Today's Business Environment* in the business book "Improving the Profitability of Your Company".

As a professional actor, Mike has numerous credits in major feature films, TV shows, commercials and more than 350 live appearances on home shopping network QVC as a product host. His credits include speaking parts in "The Sixth Sense", "All My Children", "Veep" (HBO), "What Would You Do", and "Arrest & Trial", among others, and he will be

seen in Season 4 of the popular Netflix series "House of Cards" playing the Speaker of the House when it is released in February, 2016.

A motivational speaker since 2009, he has given talks to numerous groups across the U.S. on how to achieve goals, pursue your passion and craft a strong Personal Brand.

Over the years, in both his personal and professional life, Mike has given freely of his time for charitable causes including trips to Togo, West Africa and the Dominican Republic, where he participated in programs to help underprivileged children. On the domestic side, he has volunteered for organizations such as Philabundance, Tourism Cares, and Missionaries of Charity, the order founded by Mother Teresa. He is active in his church where he has served as a lector and in the parish choir for many years.

On the home front, Mike is a resident of suburban Philadelphia and has been married to wife Lorie for 41 years. They are the proud parents of three children – Mike, Erin and Aimee - and are doting grandparents to 5 girls and 2 boys.

Speech Topics

Connections Matter: *How to Maximize Networking Opportunities*

Building strong relationships & friendships is crucial to our success. Belonging to a community such as the meetings industry, gives us a sense of identity and helps us understand who we are and feel part of something larger than ourselves. Learn how to make the most out of networking opportunities.

- Outcome # 1: Learn how to better prepare for networking events.
- Outcome # 2: Learn how to overcome the fear of entering a large room and initiating conversations
- Outcome # 3: Learn new tips on how to follow up with the new people you meet

Good Boss, Bad Boss: *What we can learn from the best & the worst*

In this highly interactive session - part therapy, part leadership development - audience members will identify and discuss the traits and characteristics of both good bosses and bad bosses they have had in the past and how to apply those learning experiences in a positive way.

- Outcome # 1: Share examples of positive and negative supervisory experiences that will help guide future development as a leader
- Outcome # 2: Learn the things you need to focus on to become a positive role model and mentor to people who work for you
- Outcome # 3: Identify and take back to the workplace leadership techniques that can be put in place immediately that will foster a better work environment

Leadership Development: *Enhancing and Positioning Your Personal Brand*

The meetings industry is looking for the next generation of strategists and thought leaders. In addition to honing your meeting management chops, you must focus on developing your personal skill set. This session will teach you to enhance and sustain your personal brand and set you up for success.



- Outcome # 1: Learn to identify your points of differentiation and how to capitalize on them
- Outcome # 2: Learn how to delineate the do's and don'ts of self-promotion
- Outcome # 3: How to link your personal story to your professional experience to create your own value proposition

