



FOR IMMEDIATE RELEASE

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**MARCY DWYER OF MEETING COORDINATORS, INC. WILL BE SPEAKING AT THE MICHIGAN SOCIETY OF ASSOCIATION EXECUTIVES OPERATIONS CONFERENCE**

**TROY, MICH. – January 13, 2020** – Marcy Dwyer, VP of Administration at Meeting Coordinators, Inc., will be a presenter at the Michigan Society of Association Executives Operations Conference that is being held at The Henry Center at MSU in Lansing, Michigan. The conference takes place on January 27<sup>th</sup>, 2020, from 8:00 am – 3:00 pm.

Marcy Dwyer, Lori Birman and Sarah Miller will be speaking on:  
**“Developing Personas to Enhance Member Recruitment, Engagement and Retention”**

The panelists are:

- **Marcy Dwyer, MBA, CAE, CMP, VP of Administration at, Meeting Coordinators Inc.**
- **Lori Birman, CAE, Vice President, Membership and Development, Small Business Association of Michigan**
- **Sarah Miller, Vice President, Marketing & Strategic Communications, Small Business Association of Michigan**

A persona is a composite sketch of a key segment of your membership. Personas are needed to help deliver relevant and useful content to both members and prospective members which should lead to increased membership sales, benefit participation, and overall engagement with your association. This session will provide a general overview of what Personas are, how they are used, and how they can enhance member recruitment, engagement and retention.

More information about Michigan Society of Association Executives Operations Conference can be found at: <https://www.msae.org/operations>

**About Meeting Coordinators, Inc.**

Meeting Coordinators, Inc. has been the leading association and meeting management firm in Southeast Michigan. Many of our current clients include Autoline, Detroit Society for Human Resource Management, Marketing & Sales Executives of Detroit, Michigan Council for the Society of Human Resource Management, Project Management Institute, Great Lakes Chapter, SAE International, SAE Foundation, Wings & Wine Society, and Women in Defense-Michigan. For more information, visit [www.meeting-coordinators.com](http://www.meeting-coordinators.com).