



**FOR IMMEDIATE RELEASE**

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## **Learn How to Make Your Emails More Persuasive**

Join the Arizona Sunbelt Chapter of Meeting Professionals International (AZMPI) on September 8, 2011, at Millennium Resort Scottsdale McCormick Ranch to hear Sue Hershkowitz–Coore with High Impact Presentations. Her message is Persuasive Email and she will identify two methods of reformatting messages to influence decision makers to act. Attendees will also learn how to eliminate common words and phrases that distract from clarity and prestige. Register for the event at [www.AZMPI.org](http://www.AZMPI.org). The cost for guests is \$40 before September 2<sup>nd</sup> or \$50 after that date. The luncheon runs from 11am - 1:30pm.

“AZMPI promotes excellence within the meeting industry through education, certification, advocacy and business-to-business networking opportunities for our members. We educate those who plan or support meetings in any capacity, whether an administrative assistant or a caterer,” said AZMPI President Rochell Planty, CMP, CTA. “This event will teach attendees simple changes to make to eliminate misunderstanding and build your reputation as a polished professional. By changing a few things your writings will move decision makers to action.”

The 400-member Arizona Sunbelt Chapter of Meeting Professionals International was established in 1979. Meeting Professionals International is the meeting and event industry's largest association for the \$102.3 billion meetings and events industry. AZMPI offers monthly events providing education, and networking opportunities. MPI membership is comprised of more than 24,000 members belonging to 80 chapters and clubs worldwide. To learn more about AZMPI visit [www.AZMPI.org](http://www.AZMPI.org) or call 602-277-1494.

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