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Financial Expert Unveils Secrets on How to Produce Profitable Conventions

Kansas City, MO, July 12, 2007— Today renowned speaker and financial expert Gene Siciliano gave a compelling and humorous presentation to the Heartland chapter of the Professional Convention Management Association at their Educational event, titled “The Meeting Budget: Build it, Track It, and Make it Work.”

“What Gene really knows how to do is energize the audience,” said Melissa Neff, program chair for the event. “He even made the audience read the handouts aloud, making them laugh and making sure they were ready to interact and get the most out of his powerful planning tools.”

Siciliano’s presentation, held at the historic Kansas City Public Library, presented a clear and visually compelling 3-step process on how to financially manage an event. The program included groundbreaking tips that advise everyone involved in the planning of an event to also be involved in the budget process, from the budget checklist to the timeline. Gene advises regular progress meetings completely devoted to staying on track, making sure that everyone stays accountable and checks the budget *before* they spend, not after.

“What resonated most with the audience were the visuals. They were able to see clearly the overall financial scope of an event,” said Siciliano who is the author of *Finance for Non-Financial Managers* (McGraw-Hill, 2003) and owner of the trademarked “Your CFO for Rent” brand. “Team leaders were able to see a three step planning process on how to delegate responsibility for sections of the budget plan, and how to make sure everyone is on the same page.”

The audience, comprised of some 60 meeting planners, also got to glimpse corporate America’s best techniques for tracking expenses--all without a big staff or fancy technology.

An award-winning member of the National Speakers Association, Gene’s presentations are always praised as interactive, high-energy, content rich, and entertaining. In Kansas City, two audience members even won free copies of Gene’s book by solving problems presented to them during the program. Gene has spoken at hundreds of business associations and companies throughout the country, including Warner Bros, National Tour Association, National Pool & Spa Association, Young Entrepreneurs Organization, Credit Managers Association of California, American Society of Association Executives.

For more information or to book Gene for a speaking engagement, please contact Jenai Engelhard at (617) 840-4689 or email jenai@ictusinitiative.com.