

Member Opportunity Partial Reimbursement ILEA Live 2017

ILEA-NCC will offer one (1) member a partial reimbursement to attend this year's ILEA Live conference. Winner will receive a travel reimbursement of up to \$550/USD and a free pass to attend the ILEA Live Conference (Value of \$795).

All you need to do is complete the application. The Board will select (1) recipient based on the applications submitted by **Monday, July 10, 2017**. Submit to info@ileancc.org

An Industry-Standard Event for Improving your Proficiency and Knowledge and Inspiring Innovation:

August 10-12, 2017 | Hyatt Regency Calgary / Calgary, Alberta Canada

Please complete the application below. If more space is needed for your responses, please attach additional sheets. Please include this application with your signature below. For more details on how to register, view the conference schedule, and much more, go to <https://www.ilealive.com>

1. How long have you been a member of ILEA?

I have been a member for 2 years. My 1st year with Key Events and rejoined with my new company FROSCH Global Conference & Events.

2. List the ILEA-NCC events you have attended in the last year.

- 6/20/17 ILEA NCC Members Only Networking Event
- 4/6/17 Global Meetings Industry Day (GMID)
- 3/14/17 Bi-Annual Vendor Showcase
- 2/21/17 ILEA NCC Networking Mixer
- 11/9/16 Educational Program at the Contemporary Jewish Museum
- 7/19/16 2016 ILEA NCC Gala and Fundraiser
- 6/21/16 ILEA NCC Members Only Networking Event

3. Please describe how you have contributed to ILEA-NCC.

I was on the Marketing Committee for the ILEA NCC Gala and Fundraiser 2016: Yugen - I put together the programs, created signage, created the media that was displayed on the screens during the reception, and some of the artwork/logos for the event. For the ILEA NCC Gala and Fundraiser 2017: Wanderlust I am a co-chair. I am managing the social media marketing efforts with our committee and leading the overall promotion of the Gala. I am also supporting the Gala Chairs on the run of show in coordination with media.

4. List all industry-related speaking engagements or articles you have written over the last 2 years (include clippings).

- FROSCH GC&E Newsletter: Spring 2017 Issue
<http://www.frosch.com/GCENewsletter/Spring2017/mobile/index.html>
 - Page 5 and 6: Deep Dive into Experiential Events
 - Page 11: Gala Dinner - WOW! Aligning Finale Gala Goals with Experiential Elements
- FROSCH GC&E Newsletter: Winter 2017 Issue
<http://www.frosch.com/gcenewsletter/mobile/index.html#p=1>
 - Page 15-16: IMEX America
- Key Events Blog
 - 7/27/16 3 Bay Area Festival Trends for Event Designers <http://keyevents.com/3-festival-trends-event-designers/>
 - 11/20/15 SF Travel Winter Mixer <http://keyevents.com/sf-travels-winter-mixer/>
 - 2/12/16 Key Events Top Picks for a Weekend Getaway <http://keyevents.com/key-teams->

- weekend-getaway/
- 11/24/15 'Tis the Season for Small Business Supporters <http://keyevents.com/tis-the-season-for-small-business-supporters/>
- 2/4/16 SF Biz Connect Teams Up Big and Small Players at Pinterest <http://keyevents.com/big-or-small-supporting-the-sf-community-is-key/>

5. Explain the professional and financial reasons for your application.

Currently, I know and work with the ILEA-Northern California Chapter but FROSCH GC&E is a global agency with events worldwide. I would love to attend ILEA Live, meet our global ILEA network, and learn how I can leverage them for our events beyond the Bay Area. My goal is to show my company that ILEA is beneficial beyond our local events and in turn increase my management's support in my involvement within this organization.

On a personal professional level, I am eager to gain stronger skills in leading and inspiring a creative team. There are some challenges that are unique to our roles as creative leaders and it would be extremely beneficial to hear how other professionals are managing these hurdles. I am also excited for the opportunity to meet other professionals in the creative industry and see what roles are possible in my future.

My company does not financially support my attendance to industry events over \$150 annually. I would also need to request a personal absence from work to attend ILEA Live. This scholarship would be the only way I could finance this experience and hopefully would convince my management to allow me to take the time off to attend.

6. List any other items of consideration in evaluating your application for scholarship.

"Creative Services" traditionally refers to multimedia and marketing creation but I want to clarify that my focus is on the development of live events. My primary role as "Creative Services Manager" at FROSCH GC&E is working with vendors to design events as part of a 3rd party event planning agency and working with my internal sales team to sell these designs to clients. I introduce new ideas and new vendors to my team, but most importantly I bring the creative edge that makes my team competitive to our clients. I hope to continue to grow with ILEA and make connections within this organization to excel in this industry.

I acknowledge that I have been an active member in ILEA-NCC for at least one year and I am a current ILEA-NCC member in good standing and have not received a chapter scholarship from July 1, 2012 through June 30, 2017. If awarded the partial reimbursement, I agree to provide proof of registration, and to **submit a recap of my experience at ILEA Live prior to the September 2017 ILEA-NCC educational program/meeting**, which will be posted on the ILEA-NCC website, at which point I will receive reimbursement for the fees as stated above. Please note: Recipients must report any reimbursement over \$600 to the IRS as self-reported income.

Signature: _____



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Deadline to Apply: Monday, July 10th, 2017

Questions: Call ILEA-NCC Headquarters at 925-355-1678 or email info@ileancc.org

Recipient will be notified by 5pm on Friday, July 14, 2017 and will receive details regarding registration. Membership Opportunity recipients are reimbursed up to \$550 post event when recap report and receipts are submitted to ILEA NCC HQ.