

WELCOME!

Don't Let the Ball Drop:
A Countdown to Event Success in 2018

00:00:10

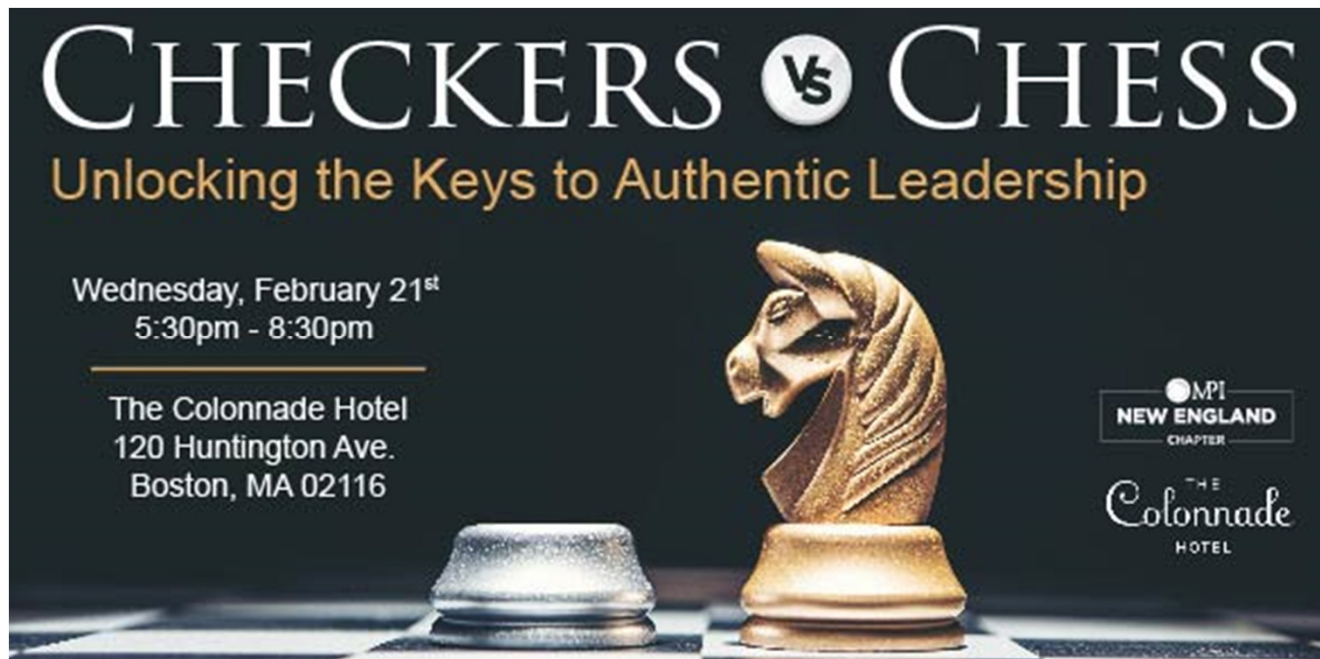
Tuesday, January 16th
5:30 PM - 8:30 PM

Harvard Club of Boston
374 Commonwealth Ave. Boston, MA


MPI
NEW ENGLAND
CHAPTER



Mark Your Calendars!



Mark Your Calendars!

“Live it up with MPI!” - Membership Event

Wednesday, March 21st

5:30PM-9:00PM



*****Complimentary Meeting*****

Mark Your Calendars!

April Global Meetings Industry Day Program

Thursday, April 12, 2018



**MEETINGS
MEAN
BUSINESS**



APRIL 12, 2018



Mark Your Calendars!

MPI New England @ Fenway Park!

Wednesday, May 16th, 2018





SPEAKER LINEUP

Neil Rogers - Vice President, Rogers Marketing

Shana Melcher - Event Installation Coordinator, Peak Event Services

Bob Russo -Executive Director, VDA Productions

Josef Messer - General Manager, Catering by Andrew

Adam Wiggin - General Manager, DPI Events

AC Anders, CMP - VP of Corporate Events, Fun Entertainment, Inc

Kim Todd - Executive Director, Dress for Success Boston

Peter Herman - Senior Account Manager, Best of Boston Events a Dav el | Boston Coach Company





Neil Rogers

Vice President, Rogers Marketing

Marketing, Engagement and Promotional Products



Tip # 1

Event Details are a Must (Save the date information)

- Date, Time and Place of the event
- Exact ship to location and contact person
- In hands date for Gift/Product delivery



Tip # 2

**The Promotional Budget for the event and the Quantity is a Priority.
Consider...**

- Pre-event Mailing
- Event Gift
- Post event Thank you



Tip # 3

What type of event and the demographics of the attendees.

- Sales meeting, Trade Show, Company Outing, etc.
- Number of Attendees, Demographics and Contact information
- Gear your gifts to the location, demographics , and type of event.



Tip # 4

Identify person with creative control of your gift choice.



Tip # 5

Communicate information on past event themes and past promotional gifts purchased.



Tip # 6

Theme of the current event



Tip # 7

Goal of the Current Event



Tip # 8

Indicate if there are Sponsors or Co-Sponsors.

- Are there co-branding opportunities on your gifts?



Tip # 9

Artwork for logo (s) that will be printed on gifts is needed in proper format.

- Vector format with all text converted to outlines
- Full color vs. 1 color printing vs. Multi color printing
- What PMS colors need to be printed on gifts
- Preferred print method; screen print, deboss, embroider, etc.



Tip # 10

Communicate approvals and/or changes to artwork, ship to addresses, product colors, quantities needed in a timely manner.

- Who receives the email proofs and the pre production proofs for your gifts





Shana Melcher

Event Installation Coordinator, PEAK

Event Production and Installation Management



Tip # 1

Order extra of China, Crystal, Silver, etc

You never know when that one person comes down with the Fear Of Missing Out



Tip # 2

Widen your delivery / pick-up windows for extra savings

Windows of 3 hours or greater often will save you quite a bit of money



Tip # 3

Order napkins pre-folded

Not only will they save you a bit of time on site – they will arrive professionally done and can add to a beautiful presentation



Tip # 4

Keep chair and charger size in mind when planning seating arrangements

A minimum of 2' per person when using chivari chairs – specialty chairs often have a much wider seat



Tip # 5

Consider vendor timing (floral, lighting, etc.) when planning delivery/removal of equipment

Tables should always go in after lighting is complete, and chairs placed after linens and china has been placed



Tip # 6

Consider permitting requirements

Some venues require permits for linen/drape. Cities can require permits for stages over a certain height. Propane is NEVER allowed indoors.



Tip # 7

Think about storage space during an event

Rentals often have shipping containers/moving pads to store and lighting crews often have cases – will save quite a bit of time on the load-out if these items can be stored on site



Tip # 8

Consider linen size for cake tables with wheels

Seeing the wheels is not pretty and a long linen can cause a catastrophe when the table is being moved



Tip # 9

Double check your rental orders 48 hours prior to delivery

Having someone to check-in your orders on site – mistakes happen – better to know in advance to allow time to solve any problems



Tip # 10

Check with venue for shared rental opportunity

Is the event the previous day also using a stage? Savings can be found in potential shared opportunities





Bob Russo

Executive Director, Strategy & Creative
VDA Productions

Experiential Event Design & Management



Tip # 1

Partners Over Vendors – Get More for Less

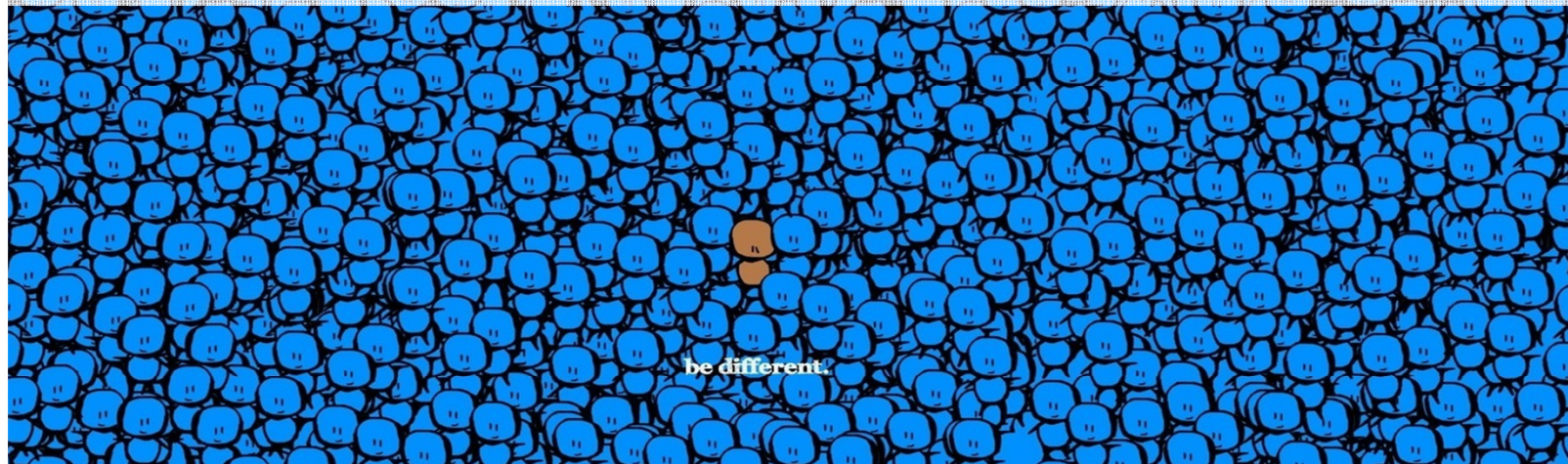


Tip # 2 Staging a Room Can Increase Impact, Making Less Seem Like More



Tip # 3

Sometimes Different is Just
Different – Not Better

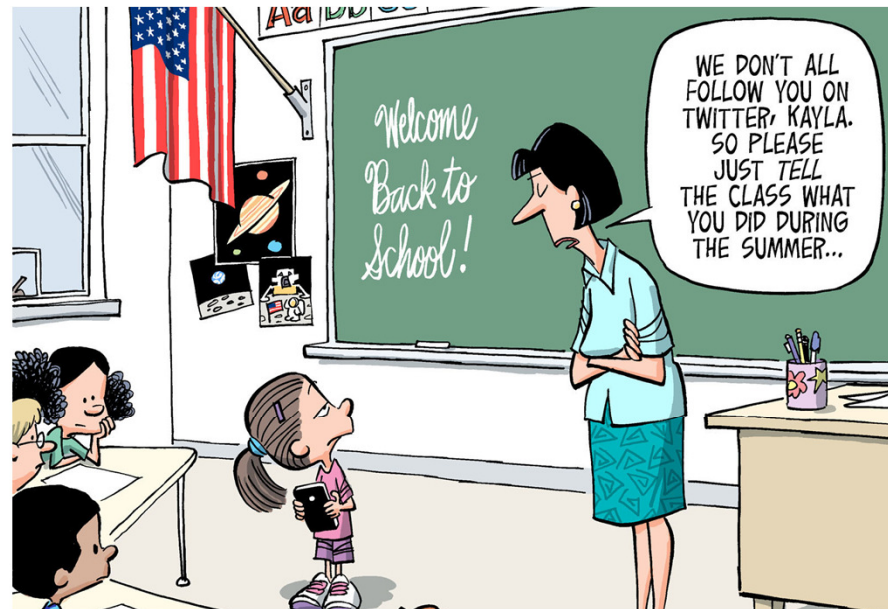


MEETING PROFESSIONALS INTERNATIONAL



Tip #4

Technology isn't Always the Answer



Tip # 5

Identify the Event Goal – Why Are You Doing It?



Tip # 6 Clarify Success and Build Towards it



Tip # 7

Social Media as an ROI Measurement Tool



Tip # 8

Consistency in Branding – Make the Event Your Own



Tip # 9

Leverage Existing Stock – Custom Costs Money



Tip # 10 Process is as Important as Product



MEETING PROFESSIONALS INTERNATIONAL





Josef Messer

General Manager, Catering By Andrew

Kosher Catering and Events



Tip # 1

Understand Kosher Is A Broad Term

Kosher guidelines are personal and can often be based on interpretation

Some clients who request a kosher party may not always follow all the guidelines in their daily lives

Remember your kosher caterer is held to the highest standards of kosher rules set by the kosher agencies that oversee them



Tip # 2

Know The Difference Between Kosher & Kosher-Style

Most commercial food service venues can accommodate a kosher style event, however true kosher events must be serviced by a kosher caterer that is overseen by a kashrut supervisory organization.



Tip # 3

Think About Dedicated Kitchen Spaces

Keep in mind – kosher events need their own separate space to work

This can be a kitchen, or area dedicated for a field kitchen with portable ovens and working space



Tip # 4

Keep Sabbath In Mind When Booking A Venue

When booking venue, keep in mind the logistics of the Sabbath
Everything delivered and kitchens koshered on Friday for a Saturday event



Tip # 5

What's The Koshering Process?

It's basically a deep clean, that begins by cleaning ovens and some commercial kitchen equipment



Tip # 6

Glass Is Always Ok For Drinks & Certain Cold Items

Certain Metal Items Can Be Koshered as Well





Tip # 7

Wood, Plastic & Ceramic Serveware Cannot Be Koshered & If Used Must Be New!



Tip # 8

Wines Served & Kosher Certified Events Must Be Kosher & Mevushal

This Is Typically Something That Needs To Be Special Ordered By A Venue For Kosher Events



Tip # 9

**Many Liquors & Beers That Are Served At Commercial Spaces Are Kosher
However, There Are Some That Are Not**

The CRC (Chicago Rabbinical Council) is a great resource for kosher liquors and beers.



Tip # 10

Don't Shake the Rabbi's Hand

Orthodox men and women do not have any physical contact with someone of the opposite gender – so avoid the awkwardness and say hello without a handshake!





Adam Wiggin

General Manager, DPI Events

DMC Services



Tip # 1

How Do You Like To Receive Information?

Email Junkie?

Calendar Queen?



Tip # 2

Effective Budget Allocation

Vocalize where your budgets are best spent

Creative proposal budgets

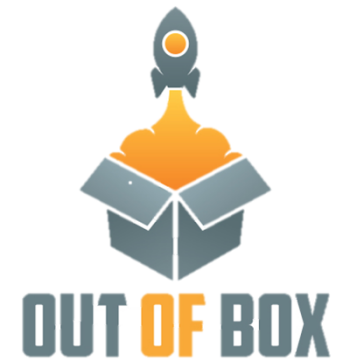


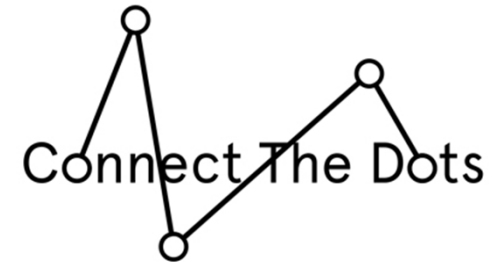
Tip # 3

Define Your 'Out of the Box'

Sharpen your definition

Prevent timely proposal revisions





Tip # 4

Connect Your DMC To All Aspects Of Your Program

Hotel / venue contacts

Prevent any miscommunication on execution day

Total scope of program





Tip # 5

Be 100% On Board With The Vision

Be honest about miscommunications

Prevent subpar results



Tip # 6

Pesky Union & Electrical Fees

Define who tracks / manages these program aspects

Prevent unexpected costs at end of program





Tip # 7

Local Experts

Utilize your DMC as a destination guide

Good eats and fun hangs



Tip # 8

Global Partnerships

DMC consortiums

Global connections



Tip # 9

Budget Cuts – We Get It, They Happen

Best bang for your bucks

Strategic program cutting



Tip # 10

RFP – Plan Accordingly & Set Expectation

Avoid quick turnarounds on proposals

Utilize design boards & taste menus





Anne-Celeste Anders, CMP

Vice President of Corporate Events

FUN Enterprises, Inc.

Entertainment



Tip # 1

Let your entertainment partner know who is your audience
(international, multigenerational, sales people, engineers...)



Tip # 2

Invite your entertainment partner to be part of the walk thru from the beginning



Tip # 3

If you are on a fixed budget a multi-skilled act can be the better deal



Tip # 4

Do not assume that your favorite local entertainment partner does not travel nationally/internationally



Tip # 5

Production Riders – Read them, please!



Tip # 6

Share as much information as you can about the other elements because they might affect entertainment (such as room lighting and décor)



Tip # 7

Share your theme if there is one



Tip # 8

Public bathrooms are never acceptable as a dressing room for entertainers



Tip # 9

One caricature artist cannot draw 250 people in a four hour period



Tip # 10

Never place a psychic or any entertainer right next to loud music





Kim Todd

Executive Director, Dress for Success Boston

Corporate Social Responsibility



Tip # 1

Find a non-profit with a mission that makes sense to your audience.



Tip # 2

Contact the non-profit of choice well in advance of the event to find out what they need, and to find out if it is the right fit.



Tip # 3

Work with the non-profit to ensure that both parties will truly benefit from the partnership.



Tip # 4

Be sure to review materials, invites, etc. with the organization before having them printed to be sure logos are used correctly, etc.



Tip # 5

Invite a representative from the organization to speak briefly about the mission, so the audience can make the connection and the cause doesn't get "lost in the shuffle."



Tip # 6

Raffles are very well-received, and provide much needed financial contributions to the organization.



Tip # 7

Be prepared to take responsibility for marketing the event. Many non-profits are small and do not have the resources to promote the event on their own.



Tip # 8

**Please be sincere in your efforts to support and promote the non-profit.
Don't involve a non-profit just to make your company look good.**



Tip # 9

Be very clear to the audience as to how the non-profit will benefit at the event

(for example: 100% of ticket sales will benefit XYZ Organization)



Tip # 10

If you are providing a financial donation to the non-profit, please be timely in sending the check.

(within 30 days of event is a good guideline)





Peter Herman

**Senior Account Manager, Best of Boston
Events a Day EI | Bostoncoach Company**

Transportation Logistics and Coordinating



Tip # 1

Don't hold information. We would rather get it booked and make changes than to book things last minute.

Standard vehicles & sizes you will see in most US markets:



2-Passenger Sedan



4-Passenger SUV



13-Passenger Sprinter



28 to 38-Passenger Mini Coach



54-Passenger Full Size Motor Coach



Tip # 2

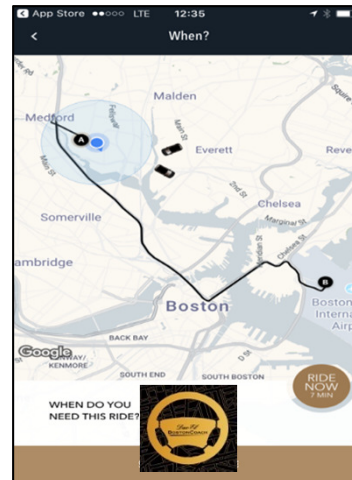
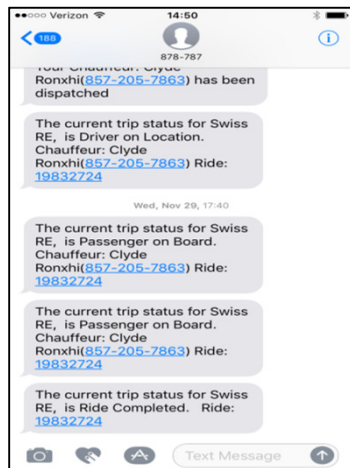
Please highlight changes. Don't make us dig through the manifest to find what you changed.

Reservation Number	First Name	Last Name	Pickup Date	Pickup Time	Airport	Airline	Flight Number	Drop-Off Location	Vehicle
19312839	Jordan	Guerrero	6/23/2017	22:34	LGA	AA	375	Ridgefield	SUV
19658000	Jordan	Guerrero	7/27/2017	7:21	ORD	UA	761	Hyatt Regency	SEDN
19661771	Briab	Ching	7/29/2017	12:41	ORD	UA	1403	1627 N Artesian Ave CHICAGO IL 60647	SEDN
19661771-2	Briab	Ching	7/29/2017	12:41	ORD	UA	1403	1627 N Artesian Ave CHICAGO IL 60647	MG
19662841	Askley	Stevenson	7/29/2017	16:06	ORD	AA	1559	Hyatt Regency	SEDN
19662841-2	Askley	Stevenson	7/29/2017	16:06	ORD	AA	1559	Hyatt Regency	MG
19662840	Gary	Stevenson	7/29/2017	16:17	ORD	UA	5351	Hyatt Regency	SEDN
19662840-2	Gary	Stevenson	7/29/2017	16:17	ORD	UA	5351	Hyatt Regency	MG
19661778	Jea	Maurillo	7/29/2017	18:02	ORD	B6	605	Hyatt Regency	SEDN
19662843	Dan	Courtemanche	7/29/2017	21:27	ORD	DL	4039	Hyatt Regency	SEDN
19662843-2	Dan	Courtemanche	7/29/2017	21:27	ORD	DL	4039	Hyatt Regency	MG
19661439	Greg	Garza	7/30/2017	11:10	ORD	UA	241	Hyatt Regency	SUV
19662957	Miguel	Almiron	7/30/2017	11:10	ORD	UA	241	Hyatt Regency	Sprinter
19661505	Paxton	Pomykal	7/30/2017	11:26	ORD	AA	1217	Hyatt Regency	SUV
19661511	Grakam	Zesi	7/30/2017	11:34	MDW	WN	2397	Hyatt Regency	SEDN
19661511-2	Grakam	Zesi	7/30/2017	11:34	MDW	WN	2397	Hyatt Regency	MG
19661514	Lenna	Brooks	7/30/2017	12:26	ORD	DL	1272	Hyatt Regency	SEDN
19662847	Kathy	Carter	7/30/2017	13:55	ORD	AA	390	Hyatt Regency	SEDN
19661521	Matt	Hedges	7/30/2017	14:36	ORD	AA	1233	Hyatt Regency	SUV
19663121	Ignacio	Piatti	7/30/2017	15:08	ORD	UA	5901	Hyatt Regency	SEDN
19661525	Luci	Gonzalez	7/30/2017	16:45	ORD	AA	2535	Hyatt Regency	SEDN
19662844	Erica	Allen	7/30/2017	19:42	ORD	AA	1598	Hyatt Regency	SEDN
19662845	Bill	Ordower	7/30/2017	20:08	ORD	UA	2015	Hyatt Regency	SEDN
19662624	Chris	Skewfel	7/30/2017	20:39	ORD	AC	515	Hyatt Regency	SEDN
19662623	Bart	Wiley	7/30/2017	23:43	ORD	UA	1792	Hyatt Regency	SEDN
19663513	Van Damme		7/30/2017	23:56	ORD	AA	2609	Hyatt Regency	SEDN



Tip # 3

Let us know from the beginning if you'd like a text or call when a passenger is on their way. Keep in mind drivers cannot call or answer phones while driving.



Tip # 4

With airport arrivals, combining multiple flights with one vehicle just doesn't work. Flights rarely come in on time and we can only track one flight per reservation.

Arriving From	Time	Airline	Flight	Gate	Status
Toronto	9:00PM	AA	3956	B6	ONTIME
Chicago O'Hare	9:05PM	BA	2459	B9	DELAYED
Dallas Fort Worth	9:05PM	BA	6945	C12	EARLY
Detroit	9:10PM	AA	6514	B4	DELAYED
Nashville	9:14PM	DL	3541	A8	ONTIME
Miami	9:15PM	WN	5281	A4	EARLY
Kansas City	9:20PM	AC	3678	B5	DELAYED
Atlanta	9:22PM	DL	3225	C13	ONTIME



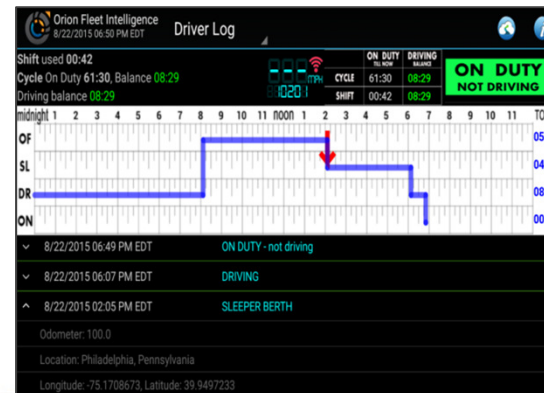
Tip # 5

When sending out agendas highlight that airport transportation is being provided and that they should proceed to baggage claim. This is where drivers must pick-up passengers regardless of whether bags were checked.



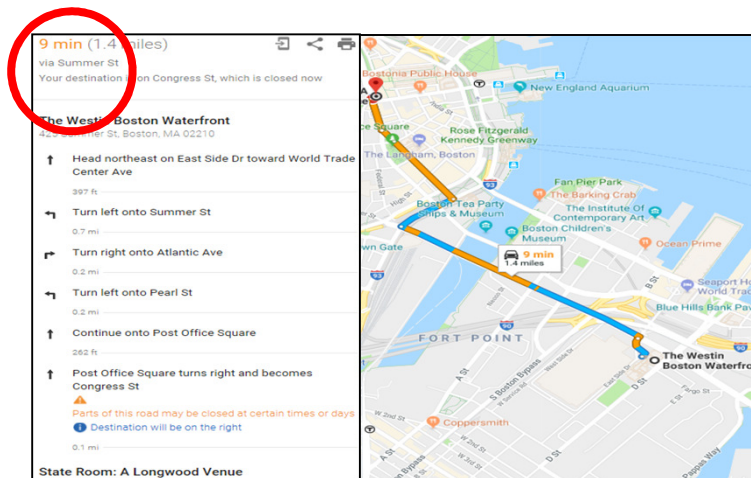
Tip # 6

2018 has brought us new DOT regulations with GPS tracking. A vehicle that requires a CDL licensed driver can only drive for 10 hours and be on the clock for 12 hours. That is garage to garage. There is no wiggle room.



Tip # 7

Google maps is wrong. I know it will say 10 minutes to get from Westin Waterfront to the Stateroom, but in a motorcoach at 5:00 p.m. it can take 20 minutes just to get to the end of Summer St.



Tip # 8

When getting quotes from different companies make sure you are getting “All Inclusive Rates.” Make sure you are comparing apples to apples; no one likes surprises at the end.

Date	Description	Charges	Credits
04/28/17	Res#: 19492476 PU : BOS 698 AM Drop : WESTIN BOSTON WATERFRONT BOSTON MA 02210 Pickup: 9:50 pm Dropoff: 10:46 pm Passenger: B[REDACTED] Event : BBE Executive RH Flat: Req By: PETER HERMAN Chauff: 1620 Extra Services Voucher# : 19492476 PROGRAM NAME RED48003 PROGRAM NUMBER RED48003	CEON 69.62 Massport Fee: 3.25 Tolls: 5.25 Admin Fee: 6.00 OCS: 9.05 Discount: <u> </u> Ride Total: 82.73 Trip Amount Due: 82.73	10.44



Tip # 9

Let us know your expectations, if it is okay for people to wait, then a few motorcoaches will do. If you don't want people to wait, then we better go with more and smaller vehicles.



OR



Tip # 10

Why do I have to pay a four (4) hour minimum when I only need the coach for 30 minutes? Unlike sedans and SUVs where the chauffer goes right to their next job, chauffer's for larger vehicles need to pickup and drop off the vehicle at the garage.

