

May/June 2014

OnSite

NEW JERSEY
CHAPTER



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PRESIDENT'S MESSAGE

I have been a member of the MPI-NJ Chapter since 2003 and feel blessed to be part of this great meeting industry.

National Volunteer Week, which was April 6-12, was about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities and in our industry. This reminded me of how I got started volunteering at the NJ Chapter. While attending an education program, Joanne Dennison said to me, "I think you would be great as an Ambassador." I took her advice and the rest is history.



The friendships and business relationships I have formed with members are a blessing. Watching how our industry has evolved and changed over the years has been an amazing experience. I am thrilled to watch our students and potential future leaders take the industry to the next level.

Our NJ Chapter would not be what it is today without the dedication, talent

and generosity our volunteers have bestowed upon our chapter and members – and for that I Thank You!

With that being said, there is still so much to explore and experience. This year, as President of the Chapter, I am inspired and thankful to have had the pleasure to collaborate with a great Board, Chairs, Co-Chairs and the many Committee Members that manage our Chapter.

As spring is in the air, thoughts about renewal and regrowth seem appropriate. I encourage you to experience personal growth and take time to renew friendships with family and friends. After all, our industry is all about reinventing ourselves!

Happy Spring!

Julia Ramos, CMP

MPI NJ Chapter President
2013-2014

2014 MPI-NJ Events

May 14, 2014

Lawyers Are In - Part II

Palace at Somerset Park
[CLICK HERE TO REGISTER](#)

June 4, 2014

After 5 Networking

Woodcliff Lake Hilton
5:30 PM – 7:30 PM

June 26, 2014

Annual Golf Outing
Royce Brook Country Club
Hillsborough, NJ

[CLICK HERE TO REGISTER](#)

OTHER INDUSTRY EVENTS

May 20 - 22, 2014

IMEX

Frankfurt, Germany

June 10 – 12, 2014

AIBTM

Orlando, FL USA

August 2 – 5, 2014

MPI 2014 World Educational Congress (WEC)

<http://www.minneapolis.org/WEC2014>



What's New At MPI-NJ?

It is hard to believe that this is the last issue of OnSite for Fiscal Year 2013-2014, and what a year it has been! When I think back at all we have accomplished this year, I would be remiss not to mention our esteemed President, Julia Ramos, CMP.

Julia's dedication, hard work and commitment to the MPI-NJ chapter are evident in all that she has accomplished throughout the year. She found solutions to our challenges, brought organization to the chapter by creating internal forms that proved useful to the Board and Committee Chairs, and she attended every event with a smile on her face and a hand extended to our members and guests. Julia engaged with new chapter members and successfully recruited individuals to bring their special talents to MPI-NJ. Julia's contributions to MPI-NJ and the meeting planning industry are not only note-worthy, but they are endless.

Julia might be stepping down but she is definitely NOT stepping out. Even though Julia will be passing the gavel on to Pamela Wynne, CMP, CMM on July 1, 2014, she will stay on the Board as Past President and continue to offer her insight and expertise to the Board, Committees and Members of MPI-NJ.

Our next program, and last program of this year, is on May 14, 2014. [The Lawyers Are IN – Part II](#) will be held at The Palace at Somerset Park in Somerset, NJ. For more information or to register please click here:

On June 4, 2014, MPI-NJ After 5 Networking will be held at the Woodcliff Lake Hilton, Woodcliff Lake, NJ. More information will be posted shortly.

Last but not least, June 26, 2014 is the day for the MPI-NJ Annual Golf Invitational. Every year this event gets better and better! Come join close to 200 meeting professionals at the BEST (and last) event of the year!

As a reminder, MPI-NJ is offering COST EFFECTIVE ways for YOU to reach meeting planners looking for exciting properties, unique venues, excellent meeting services, new products, technology and more!

The MPI-NJ office is here to assist you if you have any questions regarding your membership or if you are interested in joining MPI-NJ. Please do not hesitate to contact us at rmarion@mpinewjersey.org or call 201-875-2476.



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CMP

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Onsite Articles

If you have an article idea that you would like to write about for a future issue of Onsite, please send an email with your concept to Carol Malinky, CMP at Tmalinky@aol.com. If you have any announcements that you would like shared, please forward them to Paula Dellaluna at pdellaluna@gemlimo.com
Thank you.

TECHNOLOGY TERMS THAT EVENT PLANNERS SHOULD KNOW



Imagine being in a foreign country and not speaking the language. How would you feel? Lost? Confused? Overwhelmed? Now imagine if you had a translator who helped you to understand what was being said and what it meant. It would completely change your experience.

The same things can be said about technology. Understanding what the lingo means can help alleviate some of the anxiety and confusion that can accompany technology selection. Here are some terms that you might encounter when looking at technology, especially at is relates to events.

MOBILE TECHNOLOGY TERMS

Native Applications: These are mobile applications that are built specifically for a smartphone operating system and need to be downloaded from the app store. In today's market, we generally see native applications being built for iOS (Apple iPhone and iPad) and Android.

Web-Based Application: These aren't really apps, but mobile websites that can be accessed through a smartphone. In most cases, they can be stored as a short cut on a phone's home screen so that people can use them as easily as a native app. A popular trend in building these sites is to use a programming language called HTML5. What you should know about HTML5 is that it allows a lot more information to be stored directly on a phone, helping a mobile website act more like a native app. This is especially important when an internet connection is not available.

ONLINE MEETING TERMS

Virtual Meeting: This type of meeting is held where participants are all located in remote locations. The scope of virtual meetings is quite

broad and can include the use of video, audio and/or chat features. These events can be highly-produced with professional camera crews and top-notch recording and streaming equipment, or can be as simple as using a tool like Google Hangouts.

Hybrid Meeting: This is a popular trend in meeting formats where there is both a face-to-face audience and an audience who is participating through an online platform. The online component may include video, audio or simply a chat-based feature where people can participate in the discussion.

Streaming: This means that information is being continually sent from one location to another over the internet. For example, during the Olympics, you could visit NBC.com and watch the events as they were happening instead of waiting for the recording to be shown at a later time. Streaming events allows people in other locations to watch the action in real-time.

Google Hangouts - This is a free tool that is part of the Google+ platform. Google Hangout can be used to hold one-on-one video conversations with people or allow up to 10 people to video chat together. In addition to the group conversation, Hangouts can be broadcast at a specific time (where people can login and view an event, interview or presentation) or can be archived for later viewing.

The next time you hear a tech term that you don't understand, take a step back and ask for it to be translated or google the term yourself. You don't have to be a techie to buy tech. You just have to take the time to understand the language.

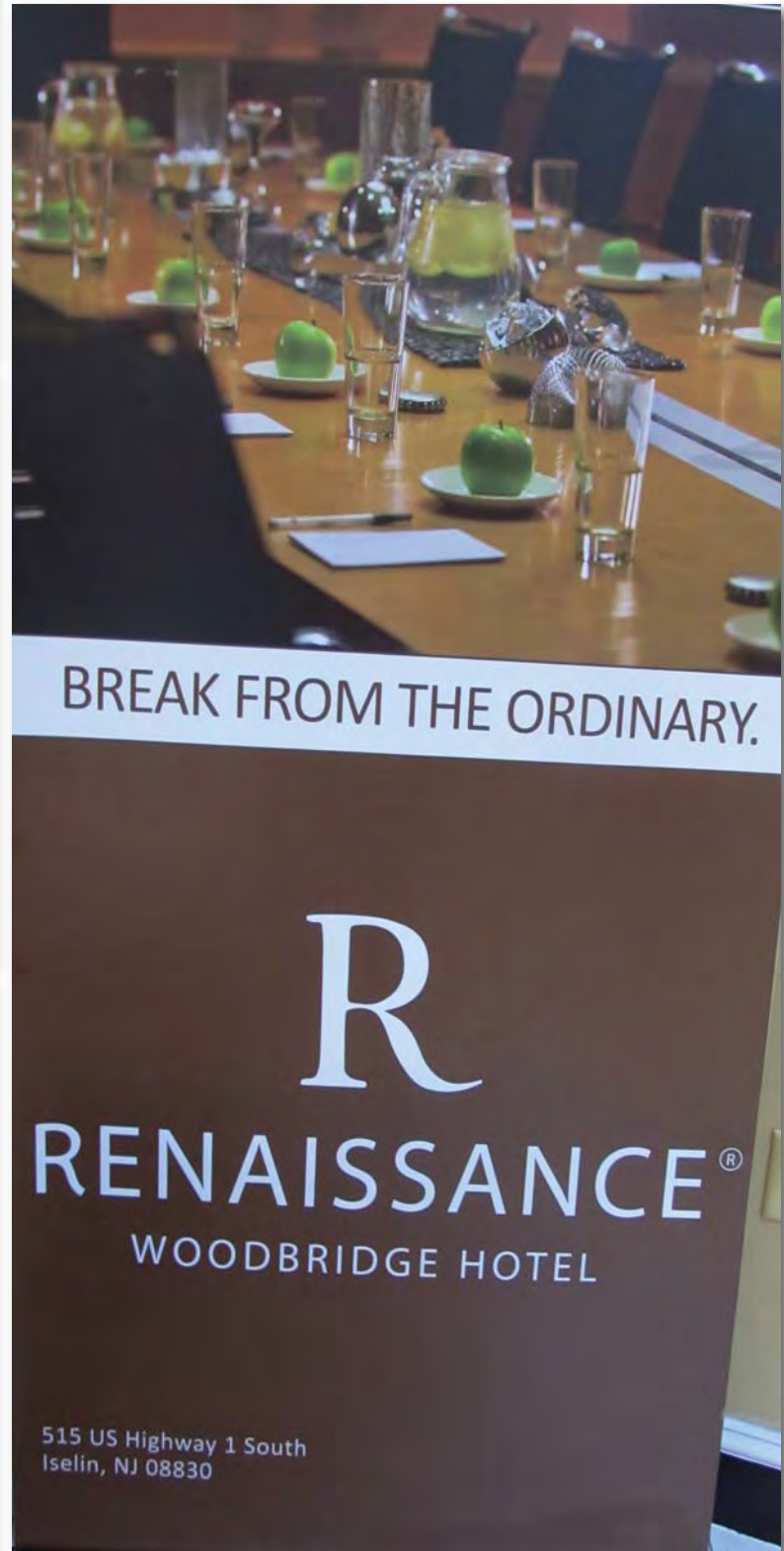


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A great time was had by all at the MPI Meet Up, April 10th, at the Renaissance Woodbridge Hotel. Many thanks to our very generous sponsor.



APRIL 2014 MEET UP



EVENT PROFESSIONALS FROM AROUND THE WORLD

When I attended the World Education Congress in Las Vegas last year, there were wonderful educational sessions. There was one that truly inspired me and all the other Event Professionals in the room. The session was called, "Sipping on Ideas at the World Café." This session was about sharing ideas in various areas of event planning. There were 4 locations in the meeting room that had different topics and every 20 minutes we were given the opportunity to move to another topic in the room. I, along with many others, stayed in the same topic almost the entire time as we all shared our favorite venues and creative ideas for meetings. In fact, the conversations continued as we left the room.

I contacted a few people from that session and other Event Professionals from around the world to share their creative ideas in this article. As an industry, it is important that we learn from each other about how we can incorporate new ideas into our events, find a great venue, and keep up to date with the latest trends that will help us produce successful events and meetings.

Let's take a look at what Event Professionals from around the world have to say about their events.

I asked the same three questions to all the contributors...

V What are a few venues (i.e. hotels, conference centers, museums, unique venues, etc.) in your geographic location that you like to hold your events/meetings and why.

C Please describe your favorite creative event.

T What are some new trends (i.e. technology, registration systems, mobile apps., etc.) you are recommending to your clients and/or are incorporating into your events?

CALIFORNIA



Sandy Fischler
Producer

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V I like outdoor events more than indoor, so I'm more likely to want a nice, clean parking lot to commandeer with tents. I enjoy the logistics part of event planning, so the more "stuff" to manage and orchestrate the happier I am. Building out a location from scratch is like building a small city, so it's always a bit more challenging because you have to consider restroom facilities, power distribution, weather plans, etc.... It's just more fun because of the complexity!

Indoor events feel a little like cheating. In fact, writing this just made me realize that the reason I prefer outdoor events is the same reason I enjoy "live" anything – there is a certain energy when the house lights go down on a live show that isn't there with a show that's been edited or had multiple shoots. With "live" you only have one shot to get it right – maybe I just like being on the edge of my seat (or would that be edge of my walkie-talkie?)

C The events that I've enjoyed the creative process on the most were ESPN X Games and NFL Experience. Both of them were big, outdoor events that were enormously complex in terms of space planning, literally building out full physical plants including trash planning, water, electrical, lighting, audio, crowd flow, parking, and security. The fun part was always planning the layout of our little city and then layering in the aesthetic details that shape how an event goer will perceive your brand and experience the day through sight and sound.

When we were done with the very last event on my final X Games I had my DJ roll "Time of Your Life" by Green Day as walkout music and even though it was a little hokey, that was really what we wanted the audience to walk out with – we genuinely hoped that they DID have the time of their lives. That song is still sentimental for me because I really and truly hope that's what their X Games experience was.

T I'm really excited about 3D projection mapping and the ability to create elaborate scenic elements without having to actually build them. There lots of entertainment technology that I'm excited about but I haven't seen any front end communication trends that I think are game changers yet.



THE WORLD SHARE THEIR CREATIVE IDEAS

CANADA



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V Toronto is truly a world-class city for hosting events. We have a knowledgeable tourism board (Tourism Toronto) that is a huge resource for venue recommendation.

To name a couple of Toronto venues:



The 5-Star Shangri-La Hotel - A very unique mid-size property. Enchanting ambiance ... sleek & stylish event space. An easily accessible outdoor terrace abutting the meeting space, over-the-top multiple crystal chandelier event room

and specialized DVD screening theatre. The enchanting ambiance of the Shangri-La Hotel is an ideal venue for entertaining our very special clients!

Corus Quay Entertainment - For an entirely different venue, the Corus Quay Entertainment building is a new, waterfront venue that screams "Functionally Playful!". Located directly on Lake Ontario, this state-of-the-art glass building offers clients the opportunity to hold their event in a television and radio headquarters, with a beautiful view of the lake. Guests can cruise around our Toronto Islands on a Mariposa Cruise Yacht and dock in front of the Corus building, enjoy a cocktail in their indoor atrium lounge or outdoor boardwalk terrace. In addition to this relaxing waterside ambiance, the venue is open to working with your own preferred suppliers! This provides we Planners with a sense of calm knowing you can work with your own suppliers and not have to pay an additional service fee to the venue!



C FULL OF FOOT FUN! There have been so many memorable events we've had the privilege of creating. To describe one, I would have to say – everything to do with feet! One of our pharmaceutical clients asked us to launch a therapeutic prescription foot cream to an intimate size sales force. They wanted it relevant, targeted & fun! We launched the product at Toronto's Bata Shoe Museum with the conference theme, "Setting the Pace". The meeting opened up with live vernacular dancers dressed in white tees and pants with matching bright red Converse dance shoes (the product logo colours). After the opening dance set, the President of the company "got his groove on"



in his matching red Converse while dancing towards the podium. The crowd roared at his "out of character" participation! After the successful kick-off, the delegates were whisked off to a high-end Yorkville club to "dance" the night away while delegates took turns having their personalities read by our incredible psychic shoe-readers! The entire product launch was a huge success that was relevant, targeted & full of foot fun!

T For Cocktail and Dinner Receptions - Reception-style dinners are becoming more of a trend.

Lots of Cruisers, couches, casual mingling and lots of Face-time Space! It's relaxing, it's inviting, and it works. It's a recommended must!

3D Mapping with Panoramic Screens - If you have the budget, we highly recommend!

Breathtaking opening conference visuals, mind-capturing presentation support and better time management control. We are recommending clients relinquish the reigns and have one of our qualified Producers create your presentation visuals with savvy technological style! By using this format, it will definitely make your event stand apart from the others!

FLORIDA



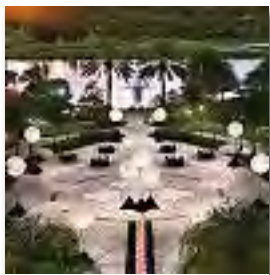
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V Steele Meetings, Inc. is a performance driven meeting and event planning company based in South Florida. Many of the properties here capitalize on our good weather and have created both indoor and outdoor spaces. One of my favorite places is the Loews Portofino Bay Hotel in Orlando where some of the outdoor space includes a recreation of the Mediterranean seaside village of Portofino, Italy. They have 42,000 square feet of meeting space and several outdoor function areas. They also offer exclusive packages with Universal. Ragtops Motorcars, located in West Palm, is a fun location to have a dinner or reception. Your attendees can network and dine amidst automotive memorabilia and vintage cars. It has two 4,000 square foot rooms that can be combined for a larger event. The JW Marriott Orlando Lakes is a nice draw for Association meetings where



EVENT PROFESSIONALS FROM AROUND THE WORLD SH

Florida (continued)



family members attend. They have over 100,000 square feet of meeting space and 65,000 square feet of outdoor event space. For meeting agendas that build in free time, incentives, or family members that attend, they have a heated outdoor Lazy River and offer access to the Ritz-Carlton Club and Spa.

C One of my favorite creative events was the opening reception for a global sales meeting with representatives attending from 59 countries. We had a limited décor budget and set-up and tear down time so we decided to enlist the help of the attendees. The theme for the evening was based on the United Nations and we asked all the attendees to come in their native dress. It was so colorful and a great ice breaker for the 500+ attendees. Several of the Latin countries came dressed as their countries' soccer team. The Korean team came in the traditional Hanbok dresses and formal suits. There was an air of color and excitement as the attendees moved around the courtyard sharing a bit of their culture and learning about their counterparts. They had such pride and energy and at the close of the event, my décor just walked out the door!

T Working with our clients over the years, Steele Meetings has found that there is not one product or system that addresses all our clients' needs. We therefore decided to design and develop our own proprietary housing and registration platform allowing us to customize for each client and each of their events.

GEORGIA



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V Due to the size of our show, we typically use a Convention Center although our favorite venue is the Gaylord Opryland in Nashville due to the hotel and meeting space being self contained as well as the great event venues that can be used for receptions. The feeling of being at a resort for a convention is a lot more appealing.

C This would have to be the Georgia Aquarium in Atlanta for our 2013 Closing Party. The backdrop of the Aquarium could not top any décor and we were able to place food stations around the location and have a DJ. It was definitely our most talked about and memorable event.

T We have utilized a mobile app for the last two shows and have improved capabilities each year. We also have Tweet walls on-site at our show for real time social media updates. Our push notifications were very useful to advise our attendees of changes and updates. We are always looking into new ways to improve our technology in regards to registration and the onsite experience.

ILLINOIS



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V Hyatt Regency Chicago – great location for my attendees.
Ritz Carlton – excellent hotel meeting staff.
Gleacher Center – very responsive.

T We use the Evernote app on iPads to collect table discussions.



Carolyn Paradowski
Senior Corporate Events & Meeting Planner
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V Chicago is lucky to be home to some amazing venues. My favorites include the Field Museum, Union Station and the Art Institute. To be surrounded by such history while networking is truly a unique experience.

C I personally have two types of choice creative events; small intimate gathering and huge blow out bash. A much loved small gathering took place at RM Champagne Salon. The space is dark yet inviting, rustic yet elegant, it includes high end cocktails and fancy food. With a rolling 20's theme incorporating live music, dancers and a silhouette artist the attendees left with an unforgettable memory.



One of my preferred bashes took place at the Shedd Aquarium. It's astonishing and remarkable to be surrounded by wildlife swimming around you, creating a surreal experience.

SHARE THEIR CREATIVE IDEAS (Continued from page 9)

T Currently we are just starting to introduce mobile apps to our clients and are looking forward to helping them take their meetings to the next level of excellence.

MASSACHUSETTS/NEW ENGLAND

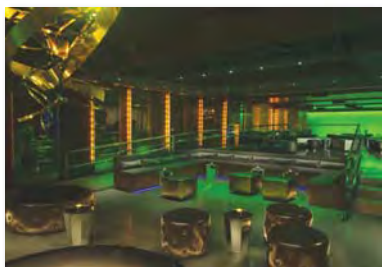


Michelle Johnson
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V In the Boston area unique and different venues are often the best kinds. The Boston Aquarium Theater makes for a great general session on a low budget, the venue itself has a great experience for the attendees and also has all the technology inside it to not have to supplement.



Making things seem larger than life! Another great location that is hot and upcoming is the Revere Hotel. Great rooms and accommodations for travelers but the adjunct space and raw meeting venues really give you the ability to be creative with your events!



C My favorite type of creative event is not limited to one client per say but more the opportunity to think outside the box and really bring to life what the attendee needs to walk away with for success. Whether it's a raw space where you can bring it to life all on its own or using a

venue/ballroom to just re-imagine the way one has always done it... making a masterful moment of engagement where the attendees have changed the way they look at things and can bring to life the goals and objectives they came to learn about.

T Just a few things come to mind. Mobile apps are hot right now, but educating the client that there is a lot of background work that you need to really deliver on to make it successful is so important. Those things have a lot



of detail and require attention beyond the agenda. Online registration is a great tool as well and often one I recommend for ease of the attendee registration, specific sizing, meals etc. My favorites to work with are QuickMobile and Reg online. But more importantly from the perspective of the planner (me or my team), is to be able to garner specific

information for arrivals and departures as well as transportation, activities etc. It's a hub for it all. When working with clients I try to make sure we don't introduce too much at once and too many elements that will prohibit them from success. Crawl, Walk, Run....and if they are not even crawling yet....we keep the spreadsheets for one more year!

MISSOURI



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V We are very fortunate in St. Louis to have many unique venues to host events, all suitable for corporate, association and social events.

City Museum is a very popular venue, it is a venue like no other. It originally housed the International Shoe Factory. City Museum offers four floors of venue space and consists largely of repurposed architectural and industrial objects from the St. Louis area. It features a three-story slide, caves, aquarium, shoelace factory, children's circus and a Ferris wheel on the roof of the building.

Forest Park, a St. Louis public park houses many venues and was the site of the 1904 Worlds Fair. Venues include the Missouri History, Saint Louis Art Museum, St. Louis Science Center, Saint Louis Zoo and World's Fair Pavilion.

St. Louis is known as a great sports city. Another popular venue is Busch Stadium, home of the 11-time World Champion St. Louis Cardinals. Busch Stadium offers many options for events, including the Cardinal's Clubhouse or even dinner on the field.

C We produced a Black Tie Awards Dinner for a corporate client at the Peabody Opera House, which had recently re-opened after a \$79 million renovation. As guests arrived, they were greeted by a 20-foot Red Carpet Lady and Champagne Girl, whose skirt held over 150 champagne glasses. During the break in service of the 5-course dinner, guests were treated to different entertainment, from a contact juggler, opera singers and aerialists. At the conclusion of dessert, the house lights went out and a violinist descended the staircase playing a LED lit violin and bow. He then lead them outside to awaiting horse & carriages. Guests were transported to the Gateway Arch for a fireworks display for the event finale.



EVENT PROFESSIONALS FROM AROUND THE WORLD SH

Missouri (continued)



T I don't do a lot of the items mentioned above. But one of the trends I am seeing with corporate clients is Corporate Social Responsibility (CSR). Clients are looking for ways to give back to

the St. Louis Area. Some of the CSR events we have produced included building bikes for children, painting murals for local hospitals and attendees spending the day at local charities, helping as needed.



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V At Maritz Travel, we do meetings and events throughout the world. We are always looking for venues that allow us to create a unique experience for our client – something they couldn't do on their own. For example, we've done some really spectacular events like brunch on the Great Wall of China, VIP experiences at the NCAA Basketball Tournament and an urban street party in the middle of Orlando. The key is making an event a personal experience for each and every guest.

We partner with venues all over the world to deliver this experience. Many times we are looking to partner with specialized event teams that help provide an over-the-top event look and feel. Some of the higher-end hotels – such as St. Regis, Ritz Carlton, Four Seasons and Montage – are really good at this. Recently, we've had very successful boutique events at Bernardus Lodge in Carmel, El Encanto in Santa Barbara and Blackberry Farms in the Smoky Mountains.

The top venues tend to depend on our client, their budget and the demographic of the group. If we have a group that has a more limited budget, we tend to recommend venues that have standard party options and run as a "well-oiled machine". Universal Studios or Disney Theme Parks do this very well – something in Orlando that is always appealing. If our client has a group that is a little more well-traveled or has a higher budget, we try to find something that is a specialized, unique experience for them in a destination they may not travel to on their own.

C We create such a wide range of events for our diverse roster of clients, so it truly depends. The important thing is to make the event – whether small, large, tight budget or luxury – as memorable and personal as possible. My favorite events are when we take a space that is "nothing" and change it into something our guests will never forget.

A few events that come to mind are:

Vintage Fishing Village – we planned a beach party that was themed like an old vintage fishing village. Everything at the party was customized to the company, with the vintage props including company logos. All of the entertainers and staff were costumed to the period theme. We also had a themed gift gallery set up as a Tommy Bahama boutique.

Seasons Events – We've done a lot of these progressive events, where the evening starts out themed to one season and progresses through the other three seasons throughout the night. For example, a cocktail hour started in "summer" with drinks, food, entertainment and temperature in line with the summer season. The dinner was "fall" with temperature getting cooler and different food and drinks. So on through the evening. It really plays with everyone's senses, and it is a lot of fun to create.

T I really think the biggest trend right now is providing unique and personal experiences. We are seeing more desire to connect the program – from the promotional campaign, through operation and even in post-communications – to the company's messaging and identified theme. We are mindful in making every element a personal experience.

Another trend is extending the experience for guests. Too often, people say goodbye at the end of the program, without ever reconnecting after they get home. We are really trying to extend that memorable experience once they get back home - two examples include a recent event in Santa Barbara and a program in wine country. In Santa Barbara, guests were able to design their own bouquet of flowers in a makeshift floral market we put together. A few weeks after they returned home, they received a bouquet of flowers that we replicated from their original. At a recent program in wine country, we bought a wine membership for each guest and they received a shipment of wine every three months for a year from one of the wineries they visited during their trip. Every time they received a new shipment we were able to take them back to that experience.

NEW YORK



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ARE THEIR CREATIVE IDEAS (Continued from page 11)

V **The Allen Room at the Jazz at Lincoln Center** – With its huge glass windows and spectacular view of Columbus Circle and Central Park, there isn't a more dynamic and versatile space – it can be great for a gala dinner, sexy product launches, or just a good old fashioned party! Launching Samsung's Galaxy Note 10.1, it was the perfect spot to blend creative types for fashion displays, education seminars, and a DJ set by ICONA POP.



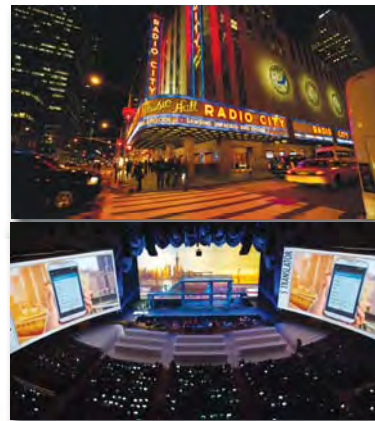
IAC Building – The building is known across the city for its WOW impact for all passersby on the west side... but the real wow for me is



that the office building lobby –turned event space is truly a special place... and its anything but typical. It's got a long quirky layout that doesn't work for every kind of event, but it did for the Design Leadership Network's Annual Summit we

produced there. The massive built in video wall is a crowd pleaser every time.

Radio City Music Hall – There are no words to describe this place except WORLD CLASS. There are very few venues in NYC that can accommodate 6000 people... and even fewer that can do it with the style and history of this space. Working here last year for the Galaxy S4 launch was a career highlight for me.



The new Whitney Museum – it's not open yet, but it's being built on top of the highline with killer views and in the heart of the meatpacking district – the highline area is one of my favorite additions to the city because it represents revitalization, innovation, and the sense of discovery that NYC is all about.

We can't forget Brooklyn! There are so many exciting venues there. We are currently in the pre-production stages for a Digital NewFront happening this month at **Duggal Greenhouse**. It's a scalable venue so you can host 100 – 3,000 guests. You fall in love with NYC all over again when you see the sweeping views of the skyline and the bridges... and personally, I love that it's where Lady Gaga held her ArtRave!

C How can you ask me this? Choosing one is like picking your favorite kid! If I had to answer though, I'd say my favorites are the programs where we are able to start from the end. Where we develop a clear identity and message that supports the end result our clients want to achieve. This is when we are best able to weave them into every touch point for the attendees. When the creative tone is set, when it supports the business intentions in the right way, and when it is consistently reinforced, that's when your attendees walk away changed for the better... in the way you wanted them to be.

One that stands out was a global sales meeting we produced in London. Throughout the pre-production process our client did an exceptional job in identifying what the key messages needed to be and they fully supported the creative through-line that we helped them develop. We then connected all the pieces: invitation, to app, to video content, to meeting sessions styles, to signage and room key graphics, to culinary experiences, to teambuilding, activities, to post event cascade... That connection is what helps brands move the needle and shift a company culture.

T The list changes every day!

The boom of photo booths in all their varieties at more networking and activation events has been almost overwhelming. With every individual being able to take selfies and share them instantly... events have to offer something that individuals can't do themselves. I love the new idea of getting animated GIFs or 360 photos (matrix style!) So cool.

Apps – Its almost a given that since they are prolific in our lives and the cost of adding them to event can be on par with printing costs of the past. There are new solutions every day – and the ones that will succeed are the ones that keep updating and enhancing their services.

EventMobi – This is our go to solution for most clients needs – Its all HTML5 – so it doesn't matter what your device.... You can access the information. It's by far the best manager-user experience as well. Making changes and updates is incredibly fluid... and their support team is exceptional.

DoubleDutch – The social aspect of this platform feels like a private FaceBook. It can be fun for internal sales teams (or other large internal meetings where attendees want to socialize with their coworkers)... and when you add gamification elements to it... prepare to have a hit on your hands.

I think the biggest trend in technology will be to MERGE all of the technology systems into one platform. I'm looking for the tools that seamlessly integrate registration, pre-event app experience, the on-site app experience and the post event experience equally well. I haven't found one platform that is doing all of those things perfectly yet... but the winners of this battle will be those that succeed in doing just that.

The Photo Credits: Radio City shots & SLM shots - Chris Pearce; IAC shots - Robert Mitra.

EVENT PROFESSIONALS FROM AROUND THE WORLD SH

NORTH CAROLINA



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V One of my favorite events is our Rally in Raleigh reception that we hold at the NC Museum of History for our members and our legislators. The caterer does a great job with linens, flowers and food and the museum is great to work with. It's just a fun event!



Our annual meeting is typically held at the Hilton North Raleigh/Midtown Hotel. We've been holding it there a long time, but each year gets better and better. Between the hotel sales and catering staff, the continual updates to the hotel, the great a/v team, and great location, it's a win-win every year!

C We don't have too many creative events, but we have tried to step it up at our annual meeting with interesting speakers, different a/v staging, and different food and beverage menus each year. Their chef "Nic" is wonderful to work with to make sure our members love the menus. This year we're adding chicken and pastry to the list of new things to try for the board lunch—southern comfort food at its best.



With our Rally in Raleigh, we try to change it up every year. I always challenge the caterer to do something our members will like (not too "out there"), but make it fun and interesting year after year.

We've had Fried Oysters on the Half Shell, Sweet Potato Ham Biscuits, Down East Crab Cakes and Roulade of Pork Loin with Black-Eyed Peas. They are southern dishes with a uptown twist!

T We are now using iPads for our board meetings and the members are getting used to them and how to work them. I've also started using countryman microphones for the women who make presentations at our board meetings; the wireless lapel microphones we've used for years, just never seems to work on women's clothing unless they're wearing a suit. With the countryman fitting over their ears, we don't lose the words when they turn their heads. Maybe the men will eventually get to the point of liking them too!



PENNSYLVANIA



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V Grand Ballroom at the Park Hyatt at the Bellevue for its classic, grand feel.

C A new hospital was opening to the community. We were hired with just 11 weeks' notice to design and produce a 1,500 person VIP event on April 16, 2011 and a 10,000 person, two day Community event on April 30 and May 1, 2011. Both events were significantly different while using the same outdoor structure.

We were inspired from our first meeting. The hospital was designed to heal and the natural stone décor with tranquil gardens and organic ambience was important to highlight.



We designed a 46,344 square foot structure that consisted of a large main area, plus add-on structures for valet, registration, coat check, luxury restroom trailers, kitchen prep and walkways into the hospital.

For the VIP event, the massive air-conditioned main area was divided into two rooms - a reception room with a clear top that provided a stunning night-time view of the hospital, and a white topped presentation room.

The 100% waste-free VIP event experience began when guests arrived on campus where red sailcloth flags marked the entrance. From there they pulled up under the valet tent and went up the red carpet stairs to check in and enter the reception tent. Inside there was a combination of high and low cocktail tables dressed with natural and paprika burlap cloths. There were four different centerpieces incorporating various containers, black river rock, orchids, fragrant micro greens, candles, fresh potted plants, wheat grass, reclaimed tree bark and mood moss.



The custom illuminated four sided central bar was topped with a terrarium filled with bamboo, living grass, river rock, and orchids. Curved truss flanked each corner where plasma screens projected the hospi-

ARE THEIR CREATIVE IDEAS (Continued from page 13)

tal's construction video. A three tiered circle with floral and green accents was suspended over the center.

The presentation side of the tent was illuminated with blue and amber color tones which played off the black drape and showcased the two presentation screens. For stage-area decor we created a very clean design of trimmed boxwood, ficas and ferns that doubled to conceal the stairs.

We designed a delicious menu with Sodexho - the hospital's food-service provider, who called in their top national Chefs to prepare the food. There were multiple food stations – both stationary and action – and passed hors d'oeuvres. Above each station was a suspended Lucite shelf with hanging vines and faux pillar candles. Once guests entered the presentation, several of the food stations transitioned into sweets tables.

After the presentation, guests were escorted through walkway tents into the hospital for tours that featured more than one mile of custom bound red carpet to guide them along the route. These tours spanned 3 floors and required key staff throughout to act as wayfinders and knowledge experts to share important information about the hospital.

T Most recently we took our clients meeting from a traditional talking head meeting to one where it was a BYO iPad to access all the meeting materials and presentations during the sessions, if the guest elected not to bring their iPad, we would rent one on their behalf, this enabled the client to have the guest install their custom app on the attendees iPad prior to the conference. Gaining further reach prior to during and then post conference. During this same conference we incorporated live two way video streaming for a presenter in a different state to join the meeting and interact with the audience during the session. It was not the one way feed that is most typical, but we had a two way feed that enabled the presenter to see the audience as well. Therefore enabling the presenter to gage the vibe and interact personally with the audience rather than just showing him live on screen. The feedback was an overwhelming success and the attendees loved the ability to interact.

SPAIN



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V I would like to use my new region's parliament to hold a meeting, first to be able to make a different use of the venue, second to host a first time non-political event, and thirdly to show that the investments are also for citizens and not just for politicians.

C A creative event was the generation of an international soccer tournament for children under 9 in a small village of 4,000 inhabitants with a large unemployment problem and to use the

event as a motivational event for the population, showing that everything is possible if the illusion and effort of people mix. The event is the Iscarcup. www.iscarcup.com



T For us, the key to our business moves from logistics to strategy, so we are offering our clients for this, the new trend Meeting Design and our knowledge about working closely with the



goals of the stakeholders of the event and aligning with the strategy of the Meeting Owner, modifying behaviors and activities that had been repeating for many years.

UNITED KINGDOM



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V There are a few iconic buildings in London that are references for me as I really enjoy a great view. The London Eye, The Shard and 30 St Mary Axe (The Gherkin) are some of the great ones and I have had the pleasure of hosting an event at the Gherkin. The 360



The Gherkin - Photo courtesy of CGPGrey.com.



The Shard - Photo courtesy of Tambako the Jaguar.

degree views over The City are unique and certainly a great pull for attendees. As I now live in Brighton, the Brighton Pavilion would be my venue of choice with its one of kind look and rich regal history. The Banqueting Room with its spectacular wooden chandelier is one of the most lavish locations on the planet and a truly unique venue.

EVENT PROFESSIONALS FROM AROUND THE WORLD SH

United Kingdom (continued)



The Brighton Pavilion - Photo courtesy of [huygens](#).

C One of my favourite events of the year is the annual Mistletoe Christmas Party that MPI UK & Ireland hold with ISES UK Chapter and the Site GB Chapter. Each year we showcase a new London venue and we include plenty of new musical and creative talent as well as culinary delights. It's an event that brings together the industry and showcases the best and newest from the supplier side. Around 300 attendees come together and the results are always spectacular.

T Apps have now become commonplace for events above a certain size, but we are seeing new types of apps that are taking the technology integration further. iBeacons and other location technology will change this over the next few years, but we are not quite there yet. We will be working with CatchBox, the throwable microphone to make audience interaction fun and tactile. This is a great way to add technological innovation. We are also keen to work with Sli.do, which provides audience feedback via a webpage instantly with some unique features including "up voting" of the most popular audience questions. I believe both of these innovations can really change the feeling of general sessions and large seminar settings and I am looking forward to working with them.



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V CWT Meetings & Events loves being based in London, because it's rich with incredible event spaces; mixing heritage and architecture with top-class facilities. Technophiles will never turn down an invitation to the Novotel London Blackfriars. This tech-ready 4-star hotel's credentials make it sound like a Gadget Show competition; with self-check-in and check-out, an interactive information system

and a Microsoft Surface table, an iPad dining table, Smartboards in two meeting rooms and an indoor swimming pool with digital art.

Another high-tech venue with features designed to stimulate creativity is The Pullman London St Pancras, created by designer Mathieu Lehanneur.

This venue works well for corporate meetings, and access to the Eurostar makes it a perfect choice for events with international guests. Delegates will love the venue's quirky details, including a meeting table designed like a poker table, and a cabinet of curiosities.



In Manchester, one of team's favourite local venues is The Monastery. Designed by Pugin in the 1800s, The Monastery has benefitted from a £6.5 million restoration, transforming it into an impressively versatile space.



The lofty building's acoustics are outstanding so it works well for a range of events like product launches, fashion shows, and parties for up to 600 people. It is complemented by its beautiful

garden, adding an extra dimension and flexibility with space.

C CWT Meetings & Events' commercial director for the UK, Jane Baker, favours the creative events that take place during Fashion Weeks. She says: "Fashion houses use so many attention-grabbing production techniques, both on the catwalk and in-store, and they continually push the boundaries of event design. Business-to-business events can learn a lot from these leading fashion events."



Referencing retail spaces such as the new Burberry World store in London, she

ARE THEIR CREATIVE IDEAS (Continued from page 15)

continues: "these emporiums of wonder make a shopping experience almost a mini event in itself. Smart mirrors show pictures of chosen items on the runway, 500 loud speakers, 100 digital screens displaying pre-recorded and live Burberry shows, a live music stage as well as concierge-like services."

Karl Lagerfeld is also renowned for weird and wonderful fashion shows. This year his team created the 'Chanel Supermarket', which shows how much the event space, decor and theme can really grab attention and put the product in the spotlight in an innovative way. In the past, Lagerfeld has also used merry-go-rounds and windmills as part of his catwalk shows, all brought to life by an incredible events team.

T There are so many new trends at the moment; it's hard for event managers to know which ones to choose. We've selected a few of the things that really make a difference when planning and delivering an event.

Registration software takes the pain and the margin for error away from using manual processes, opening up huge potential for efficiency and savings with one centralised place for event information, FAQs, ability to update the agenda and assist with delegate engagement. It can be used for meetings and events of all size, large or small. Whilst it sounds obvious, you'd be surprised how many event planners still rely on spreadsheets.

Centralised data management allows for tailored reports to be produced in real-time, on-site registration, name badges and self-check-in can

all be managed from one place. The same system can communicate pre-, during and post-event, and can store important information such as feedback surveys, information about the next event and also link to rich media like photos and videos, as well as other event content.

Increased use of virtual events and live event streaming is also a big trend. The ability for people anywhere in the world to join an event with no travel time has huge potential to bring a larger audience together and can also assist with boosting social media efforts. When organising a hybrid event, organisers need to ensure that the space works for both those there in person, and the guests looking through the small screen.

Event organisers are seeing increased use of social media at many internal and external events – it's a key tool in the event manager's kit. Initially to promote the event and increase delegate awareness, but also on-site, when information can be shared and gathered from attendees.

A huge 'Thank you' to all the contributors for taking the time to be part of this global article.



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MEET FUTURE EVENT PROFESSIONALS - MPI-NJ'S STUDENTS

Recently, Melissa Winfield had the opportunity to spend time with a special group of students who are the newest Student Members of MPI New Jersey in a class taught by Student Leadership Co-Chair Linda Santangelo-Mosley at County College of Morris (CCM) in Randolph, New Jersey.

The course "Meeting and Event Sales, Planning and Management" is being taught by Santangelo-Mosley, an adjunct faculty member of the Hospitality Management and Culinary Arts Department. One aspect of the course is the use of MPI NJ publications and materials in the curriculum. The students can become members of MPI NJ and learn to use the MPI website and resources, as well as meet with MPI members to enhance their learning experience.

The drive, vision, and new ideas from the students were refreshing as we spent time with the group discussing their career goals. Four students, Alanna Magill, Veronica Paterno, John Lucey Lucek and Matthew Fisher, shared their experiences and insights on a few key topics. Alanna's goal is to start her career as a wedding planner, Veronica's goal is to work for a major hotel chain. John is a hockey coach and started a company to host hockey events for his young athletes, and Matthew is looking forward to a corporate meeting planning career.

Melissa Winfield, Linda Santangelo-Mosley: "Why did you choose the hospitality, meeting planning industry and your career path?"

Alanna Magill: "I have always been interested in the idea of 'helping others', but I didn't know exactly how I wanted to follow my dream to do so, until I began an internship assisting a wedding planner with responsibilities of planning a wedding, and instantly knew this is the way I would want to help people. It's filled with creativity and moments that warm your heart, yet there are challenges that make you grow to love being a part of the industry even more."

Veronica Paterno: "Event planning is a growing industry with many job opportunities for someone with my personality traits. I needed a field of choice that would be able to engage me, fill me with passion, and immerse me in a social setting. A wonderful friend influenced me to involve myself in this specific industry. My parents also met each other as co-workers for the Hilton Hotel, so it was only natural for me to grasp it."

John Lucey Lucek: "I've chosen the hospitality industry because I'm looking for the knowledge of how to bring powerful people together in one place to achieve great things."

Matthew Fisher: "I went to a vocational high school and was enrolled in the culinary program. Eventually the curriculum added hospitality as part of our studies. I immediately took an interest in the hospitality portion rather than the cooking. My class got the opportunity to hold events for the community and I enjoyed every minute of it."

MW, LSM: "What have you learned about the industry and how has that helped you shape your goals?"

AM: "Being engaged in the hospitality program at college, I have learned not only things I didn't know before, but I learned that this is one of the most inspiring industries to be a part of, and I just can't wait for the future."



Pictures from left to right: Student John Lucey Lucek; student Alanna Magill; MPI Student Leadership Co-Chair and CCM Adjunct Faculty member Linda Santangelo-Mosley; student Matthew Fisher; and student Veronica Paterno.

STUDENT MEMBERS FROM COUNTY COLLEGE OF MORRIS

VP: “My field of choice is adventurous and exciting; it leaves me an opportunity for success. That great success is not going to be attainable without some hard work. I have learned since beginning college that the time put into your degree is well worth it. College is the best investment possible because an investment in your future will never leave you empty handed.”

JL: “Up until today, I have learned many ways to plan an event, what elements are needed and where to make contact with people who are interested in attending.”

MF: I have learned that the hospitality industry encompasses a broad category of career fields. This has helped me shape my goals by giving me flexibility in where I can get my career started, whether it is in a hotel, resort, casino, or with an event planning company.”

MW, LSM: “That is great that you’ve taken the initial steps during your time at CCM. What are you doing now to prepare for your future?”

AM: “I am currently interning as a wedding planner’s assistant for a company based out of Millburn, New Jersey called Pumpkin Coach Events, and continuing my studies in the Hospitality Management program at CCM.”

VP: “My ‘dream job’ of being an event planner for a hotel has educational requirements. I am currently enrolled at County College of Morris, and working toward an associate’s degree in hospitality management. To further my education I will

ultimately transfer to a university and fulfill my goal of achieving a bachelor’s degree.”

JL: “Right now, I am building a client base, establishing a brand for myself and making plans to build a company that not only helps people but uses its profits to create great things too.”

MF: “I am currently working towards my Associate Degree in Hospitality Management.”

MW, LSM: “Thank you all! Lastly, as we all know there are many different outlets that fall under the Hospitality / Meeting Planning umbrella. What is your favorite part of the industry?”

AM: “My favorite thing about the hospitality industry is the satisfaction of being able to help others. To see that you made someone else’s day better by helping them with a need or desire that they might have, while being able to express yourself in a way that’s not only fun, but professional too.”

VP: “My favorite part of the hospitality industry is being able to make a career out of what I enjoy doing. I will have a career that I am never going to grow tired of. I desire a career in which all of my personal goals can be achieved, and that is certainly possible as an event planner.”

JL: “ My favorite part of the hospitality industry is probably event planning and conventions and hotels and resorts. I like events and conventions because they bring people together and stimulate creativity. I like hotels and resorts because they

are fun - kind of like a moving work of art - they’re constantly changing and creating new events in life for all of the people staying in them. When something new and exciting can happen in a person’s life, it happens in a beautiful setting.”

MF: “My favorite part of the hospitality industry is getting to contribute to creating memories for people. Each event is a one-of-a-kind experience that leaves a lasting impression on the attendee and it is an honor to be a part of that.”

We want to thank Alanna, Veronica, John and Matthew for their participation in this article as well as their enthusiasm in being active new student members of MPI NJ. Each student brings different ideas and talents to our chapter and we look forward to their time with MPI NJ.

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APRIL 6-12, WAS NATIONAL VOLUNTEER WEEK!

As President of the NJ Chapter, I would like to take this opportunity to thank and recognize all our NJ Chapter Volunteers. You make a difference every day for all our members!

As Paul Van Deventer, MPI President and CEO, stated in The Meeting Professional, April 2014 issue... "Performing acts of service can deliver great returns."

Our Chapter is run by Volunteers that give their time, expertise, talents and energy to the betterment of us all.

Get involved! A great way to advance your membership, grow your network, and enhance your leadership skills is to get involved as a Volunteer in your Chapter.

As a Volunteer, you have the opportunity to network and increase your connections in the chapter. In addition, by working directly with chapter members on a committee, they get to know you and your skills and can be a great reference for potential job opportunities.

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Julia Ramos, CMP
President NJ Chapter 2013-2014

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MPI-NJ CHAPTER would like to thank Peter Yesawich, PHD. for a fabulous educational program on March 20, 2014 – Meet The New American Traveler – at the Hilton Hasbrouck Heights/Meadowlands Hotel AND for his very generous donation to the MPI-NJ Scholarship Program.



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NEW JERSEY
CHAPTER



MEETING PROFESSIONALS INTERNATIONAL

***Don't Forget to mark your
calendars and make your
reservations for our
Annual Golf Outing
on June 26th.***

