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A Letter from the Chairperson



Welcome to the inaugural edition of YP Connect!

We are very excited and pleased to bring you the first ever newsletter dedicated to young professionals within the exhibitions and events industry. It is here where we hope to inform, educate, and inspire all young professionals to grow and be an active member of this great industry. As an extension of IAEE, the Young Professionals Committee is here to serve and represent you. Our hope is that we will become an inspiration and a guiding light to all young professionals.

As the current President and CEO of IAEE, David DuBois, CMP, CAE, FASAE, CTA, says, "Young Professionals are vital to the success and future of our industry. My hope is that they use the knowledge and experience from those individuals that have long inspired all of us to further this industry and take it into the next evolution. Before any young professional can accomplish this, they must listen, they must get out from behind their computers, they must experience the greatness that is face-to-face and all that we represent. This industry is not all keystrokes and mouse clicks and swipes across the screens. It is handshakes and smiles. It is talking and learning from every face-to-face encounter. I urge all young professionals to adopt a "life-long learning" attitude and continue to work hard through all the challenges and opportunities they may face. I urge them to attend more events, whether they are dedicated to young professionals or not. This is an ever-growing industry; an industry that brings together people of all interests and differences. It is my hope that young professionals today, and tomorrow, will continue to speak their mind and share their suggestions, to open dialogue with all and be catalysts to the continuing growth of this fantastic industry."

From the words of our president and CEO, to the words of your chairperson, to the hearts and minds of all young professionals – this is our charge; to be greater, to be active and to be the future of this great industry. It is our pleasure to extend our hands to yours to open this great line of communication and further the exhibitions and events industry. It is through all our hard work and dedication that we can inspire those that have inspired us before and those that have yet to be inspired.

I am proud to serve as your chairperson, and I am proud of all that has been accomplished by each and every young professional. Yet, I dare all to dream bigger and accomplish more and take us and this industry to the next step.

Sincerely,

Bill McGlade, CEM
Director, Strategic Accounts
a2z Inc.

Tips for Surviving and Thriving



Julie Smith, CEM, CTA
Senior Vice President of National Sales
Global Experience Specialists (GES)

When I stumbled into the exhibitions and events industry, I didn't have a mentor to steer me through the inevitable career potholes. Here are a few things I learned along the way that are still applicable.

1. Become a student of office politics. No matter how large or small your employer is, there are always internal dynamics that aren't reflected on an organization chart. When you join a new organization, remember to spend some time just observing....influencers, thought leaders, unofficial "consultants" to the leaders and decision makers.
2. Change jobs with class. If a new and improved opportunity comes along, remember the rules; give at least two weeks' notice, and no bad-mouthing your former employer. Another important rule – don't leave too close to any event you are planning. This is a small industry, and people do talk (a lot). Very bad form to leave your former team in a lurch.
3. Give every job your best. Again, being a small industry, your reputation for being motivated, energetic and positive will get around, and will open doors.
4. Love the ones you're with. I know how intoxicating those electronics can be. But if you are constantly checking your texts, email, Facebook, Instagram, Vine, etc., the co-workers and clients you are with will feel neglected. Frankly, it is insulting if you are meeting with a client or your boss, and are looking at your phone instead of them. Which leads me to the next tip.
5. Don't over share. A little mystery is good. In this age of posting every life event online, remember that people will make judgments. And if you are in a client-facing position, you could alienate someone through your politics or other activities. The same advice is applicable for office conversation; don't discuss anything you wouldn't want your CEO or biggest client to know.
6. Resist travel temptations. When you are young and traveling on an expense account, life is good. But this is a business trip, not a frat party. Drink with moderation, and keep your extracurricular activities quiet. Make sure you know what your organization will reimburse, so you don't end up with a rejected expense report. And if you are on the client side, know your group's policies for accepting gifts and other travel perks like mileage points and room nights.
7. Volunteer...with purpose. One of the best ways to get your name and reputation out there is to volunteer with industry organizations on both the local and national level. Join a committee, or help with a special event. But don't volunteer unless you have the time and intent to participate fully. Otherwise, your volunteerism will backfire, and you could get branded as someone who "doesn't show up." Volunteering is also a great way to network with industry players who might not be in your immediate circle.
8. A word about mentors. Don't despair if you don't have a designated mentor. I think you can have many "mentor-like" relationships in a long career; people you admire or want to emulate, or who give you advice or a boost at a particular time in your career. Be open to all types of interactions with peers, upper management, clients, sponsors, exhibitors, suppliers, and you will eventually decide what business style works best for you.

This is an exciting industry, and one starving for the next generation of leaders. Engage. Experiment. Participate. Have fun, but expect to work hard.

YP Spotlight



Kyle McMillan
Trade Show Planner
Produce Marketing Association

Q. What are your responsibilities in your current role?

A. I manage exhibitor logistics for our annual expos, making sure exhibitors have all of the necessary information in order to have a successful show. This includes managing vendors, event web pages, expo contests, and exhibitor communications.

Q. What was your most memorable IAEE experience?

A. As part of the 20 under 30 Program, recruitment experts and experienced planners gave us amazing career advice and success tips. They pointed out things that I wouldn't normally consider, and it's always helpful to hear the what-not-to-do's from people who learned from their mistakes.

Q. What are a few of the fun perks at your job/association?

A. I love the opportunity to travel. Our next show is in Anaheim, and it's always fun to explore downtown Disney and enjoy California once the show's over. I also get to see all the new and exotic types of produce-related items that I wouldn't normally see in Delaware.

Q. How did you get involved in the industry?

A. I can't remember a time when I wasn't involved in the industry. From the time I was old enough to work, I've been trying out positions in various parts of the industry until I found one I loved. After an internship at a country club, I knew I wanted to be involved in planning events; and then a course at Virginia Tech helped me realize that I preferred shows of a larger scale.

Q. Do you have any advice for other young professionals?

A. Get involved and ask questions. It's the only way you'll figure out what you love; and if you don't ask, you'll never know.

- IAEE Chapter affiliation: **Washington, D.C. Chapter**
- IAEE involvement (KLI, 20 under 30, committees): **20 Under 30**

Why CEM?



The CEM is a vital designation for any exhibition or event professional, and it's especially important for a young professional. The recognition, networking, and professional development obtained for earning a CEM will make it one of the most worthwhile commitments you can make towards your career. Planners, suppliers, those just getting on their feet in the industry to those hardened veterans, earning a CEM should be a priority for everyone in the industry.

What is the CEM?

The Certified in Exhibition Management (CEM) designation was created in 1975 to provide a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification. The International Association of Exhibitions and Events™ (IAEE) offers the designation. IAEE provides leadership, service, education and benefits to professionals in the exhibitions and events industry. The CEM designation was formed to raise professional standards and is recognized throughout the industry as the premier mark of professional achievement. Classes required to obtain the certification are available year-round at various locations across the country. The designation is attainable through classes that are offered online and on-location. To view the current course schedule online [click here](#). To begin the CEM Learning Program, new candidates must have three years of full-time experience in the exhibitions and events industry. Documentation of experience is submitted through a Work History Verification form prior to registering for the first course.

How does a CEM benefit me?

Through the CEM courses, you will not only learn all the facets of the exhibitions and events industry, but you will have the opportunity to network with so many people from all walks of the industry as well. Both the online and

on-site classes offer a great deal of interaction, and it is a perfect place to meet peers and mentors. Hearing other people's experiences are just as important as the printed materials.

"The CEM credential gives my exhibitors and employer confidence that I have the knowledge to get the job done well. Additionally, after earning my CEM, I've been able to utilize a lot of the knowledge and connections I made to become more involved with IAEE on a national level. I've served on national committees and even chaired the Young Professionals Committee in 2013."

Rebecca Orens, CEM
SHRM Senior Exhibits Specialist



I'm a supplier, why do I need my CEM?

"How do room blocks affect events? What is attrition? What "other risks" are on the show floor? These are all questions that most general services contactors don't spend too much time thinking about. So, why should they? With the CEM credentials and learning program these and many more valuable insights and lessons are learned and absorbed. All of the CEM courses are specifically tailored to help create a synergy in event management planning. I have become a better partner to my clients. We are not only servicing the trade show floor, but much more when we are able to offer ideas, solutions and understanding what our show managers are going through and working on. My CEM makes me the true partner my clients are looking for when they work with Freeman and me!"

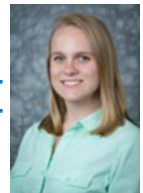
Brad Hobson, CEM
Freeman Sales Manager



How can I approach my company about my CEM?

"Letting your employer know ahead of time that you are interested in your CEM is a must. This shouldn't be an awkward conversation. I mentioned it in my interview with my current employer that I was going to achieve my CEM once I fit all requirements. Once I was hired, and now closer to the time I can apply for the CEM, I brought it up again. State that it's always been a goal of yours, and how it can help you become a better exhibits representative. Don't be afraid to ask if your employer can help in any way. If they say no, know that the price you pay out of pocket will have a high return on investment."

Molly Plummer
NACS Exhibit and Sales Coordinator



What if I can't get my company to finance my CEM?

"Obtaining your CEM is a huge step in advancing your career in the exhibitions and events industry. While it is ideal to have your organization finance this career milestone, it is important to recognize that even without their help, it is a worthwhile investment. I personally paid for my own CEM (and Expo! Expo! expenses) and it was worth every penny. I learned so many things in the CEM modules as well as made countless industry connections. When I was interviewing for a new job a few years ago, I know my CEM got my resume into a lot of doors. You have three years to complete the CEM, so when you hit the three year industry mark, I suggest beginning as soon as possible. CEM week will allow you to knock out multiple classes at once. There are usually local chapter scholarships available for a class or two. IAEE often offers discounts when you sign up for multiple classes, so it is worth contacting them to maximize your spend. If you invest in your career, it can help get you the salary and position you are seeking, so don't just sit back and wait for your company to pay your way."

Mary Higham, CEM
ASIS International Manager, Exhibits



How do I get started?

Now that you've decided to begin your CEM, you'll first want to check that you meet all of the requirements. Contact IAEE if you have any questions. Jennifer Potter is the CEM Manger, and can be reached at

jpotter@iaee.com. Discuss the plan with your employer or map out your financials to determine how to earn the designation in the allotted time. Check the calendar of events for classes in your area, or try to attend a CEM week to complete multiple classes at once. If you do not live near an on-site class being offered, there are always the online classes. If you require additional time for preparation, you can always take the class and then have your exam proctored afterwards so that you can spend more time learning the materials. Make sure that you have a fully worked out plan, and then, begin the next step in your career!

UPCOMING CEM COURSES

10 June - 8 July	CEM ONLINE	Event Operations
10 June - 8 July	CEM ONLINE	Housing & Registration Management
21 June	Co-Location with CAEM in Canada	Floor Plan Development
22 June	Co-Location with CAEM in Canada	Conference & Meeting Management
26 June	Co-Location with IAEE SE Chapter in Atlanta, GA	Event Operations
22 July - 19 August	CEM ONLINE	Conference & Meeting Management
22 July - 19 August	CEM ONLINE	Security, Risk & Crisis Management
22 July	Co-Location with IAEE DFW Chapter in Dallas, TX	Housing & Registration Management
18 August	CEM Week in Austin, TX	Exhibition & Event Sales
19 August	CEM Week in Austin, TX	Strategic Planning & Management
20 August	CEM Week in Austin, TX	Selecting Service Contractors
21 August	CEM Week in Austin, TX	Finance, Budgeting & Contracts
22 August	CEM Week in Austin, TX	Event Marketing

[To register for a class please click here.](#)

Questions? Please email cem@iaee.com or call 1+ (972) 687-9224.

Industry Events

Date	Events
29 May	IAEE Webinar: Retargeting to Increase Attendance and Engagement
5 June	Midwestern Chapter CultureCreation, Chicago
10 June	CEM Online Course - Event Operations
10 June	CEM Online Course - Housing & Registration Management
10 - 12 June	AIBTM, Orlando
11 June	CEM Co-Location with the NY Chapter - Event Marketing
14 June	SE Chapter's 13th Annual Jenny Melton Father's Day Run, Atlanta
16-17 June	Exhibitions Day, Washington, D.C.
19 June	BizBash Idea Fest, Los Angeles
21 June	CEM Co-Location with CAEM, Alberta Canada - Floor Plan Development
22 June	CEM Co-Location with CAEM, Alberta Canada - Conference & Meeting Management Principles
23 June	Central Texas Chapter Luncheon at George R Brown Convention Center, Room 360 in Houston - How Hybrid Works
25-27 June	ExpoNext, Baltimore
26 June	SE Chapter Educational Luncheon and CEM Event Operations, Atlanta
26 June	IAEE/PPAI Webinar: Promotional Products at Work: Trade Shows
9 July	Midwestern Chapter Industry Exchange at Navy Pier, Chicago
16 July	IAEE D.C. Special Events Bowling Event at Pinstripes
21 - 23 July	DMAI, Las Vegas
22 July	CEM Co-Location with the DFW Chapter - Housing & Registration Management
22 July	CEM Online Course - Conference & Meeting Management Principles
22 July	CEM Online Course - Security, Risk & Crisis Management
24 July	IAEE Webinar: Career Success
26 - 29 July	IAM VenueConnect 2014, Portland

Featured Articles

[Millennial Talks Tech - Kiki Janssens](#)

[Do You Hate Feedback? Learn How to Love It!](#)

[Six Networking Mistakes Ruining Your Career](#)

Job Postings

[Event Registration Specialist · Washington, D.C.](#)

[Senior Event Manager · Washington, D.C.](#)

[Convention Coordinator · Alexandria, VA](#)

How to Find the Right Mentor During a Career Transition

Engage a Mentor with a Short Term Project

Three Questions to Advance Your Career

If you would like to submit an article for consideration to be featured here, please contact Brooke Pierson: bpiereson@iaee.com

Exhibit Sales Manager · New York, NY

Manager, Event Technologies · Brooklyn, NY

Account Executive, Event Sales · Irving, TX

For more job postings please visit our Exhibition Industry Jobs site here: www.exhibitionindustryjobs.com

2014 IAEE Awards

Each year, the International Association of Exhibitions and Events™ (IAEE) recognizes and awards professionals in the exhibitions and events industry for their contributions. Industry professionals can be nominated for any of the awards as long as they meet the criteria outlined by IAEE. These awards represent IAEE's highest honors and will be presented at Expo! Expo! IAEE's Annual Meeting & Exhibition.

The IAEE Awards Program is designed to recognize those professionals who have made outstanding contributions to the exhibitions and events industry. **The deadline for submitting nominations is Friday, 13 June 2014.** As a member of the exhibition and event industry community, we value your opinion and invite you to nominate an individual for one of these prestigious honors.

Click on the links below to find complete information about the criteria and requirements for each award:

- [Pinnacle](#)
- [Distinguished Service](#)
- [Merit](#)
- [Educator of the Year](#)
- [IAEE Committee/Task Force Volunteer of the Year](#)
- [Outstanding Achievement in Industry Leadership](#)
- [Outstanding Achievement in Innovation in Business Solutions](#)
- [Outstanding Achievement in Marketing & Sales](#)
- [Young Professional of the Year](#)
- [Rookie of the Year](#)



This is your chance to recognize an individual who has forged new ground within IAEE and/or the exhibitions and events industry. Nominate someone who has dedicated his/her career to the exhibition and event industry, has attained outstanding achievement and/or has contributed significantly to the profession. Professionals may be nominated for any of the awards as long as they meet the criteria outlined by IAEE.

Once nominations have been received, the IAEE Awards Committee will discuss each candidate's qualifications in depth, and the final selection will be based on merit.

[CLICK HERE to go to the online nomination form.](#)

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