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23 June 2015

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Update From the Chair

I can't believe 2015 has flown by so fast. It's been a great 6 months so far for the industry, and for the IAEE Young Professional Committee. Since the last edition of YPConnect our committee has been hard at work on new initiatives to expand the reach of this committee to more YPs throughout the country.

We will be debuting a new section of the YP website dedicated to industry experts who can act as resources for all of your career questions. We are also working on bringing more face-to-face interactions to your cities. Our YPs are working as ambassadors to set up happy hours in Houston, Orlando, Vegas, New York, Milwaukee, and several other locations. Keep an eye out on the [YP Facebook](#) page and website to hear more about these meet ups. If you're interested in starting one in your city, [contact](#) the YP Committee for more information!



Kiki Janssens
National Sales Manager
Core-apps
IAEE YP Committee Chair

The YP committee was also asked to give input to the Education Committee for ExpoExpo!. David Saef of GES and Chair of the IAEE Education Committee asked our YP Education Committee to review the sessions to find out which would be valuable for YPs attending Expo! Expo!. We were well represented in Dallas at the Education Committee meeting and the committee picks that were presented. IAEE puts a huge emphasis on YP education, and I can tell you firsthand that Expo! Expo! in Baltimore is going to be chock full of great sessions for you to attend.

I'm excited to the roll out all of our new programs and expand our current offerings to make IAEE an amazing experience for YPs! If you have any suggestions or ideas for us, please reach out—we love your feedback!

Have a great summer, and I will be back with more updates soon!

Tips For Surviving & Thriving

I have been walking on show floors for a little more than thirty three years. A bit more than one-half of this time has been spent on the general service contractor side of the business. The rest of this time has been spent on the show organizer side of the business. I've spent equal parts of my career based in two great event marketplaces: New York and Chicago. I came into this industry with absolutely no idea of what I was getting myself in to. It all started because a dear aunt of mine and my uncle (at the time, the assistant general manager at McCormick Place) thought I could make a career in "show business." I was skeptical to say

Mike Ruberry
Vice President, Industry Relations
Metropolitan Exposition Services, Inc.
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the least. After all, I couldn't sing or dance and I didn't have a stand-up comedy routine. Little did I know that the "show business" that they had in mind would open up for me a somewhat secret and magical world of meetings and expositions. I soon learned that almost everyone who held a job, no matter what the profession, belonged to a group that would meet on occasion to enjoy social interaction with their peers, improve themselves through education and trumpet the importance of their particular field of endeavor. They came from all walks of life...You could be a dentist, plumber, real estate agent, funeral director and so on. The meeting and exposition possibilities were, and continue to be, seemingly endless.



201.362.0836

Board Member
New York Area Chapter of IAEE

At an entry level position for a general service contractor in Chicago I soon found myself assigned to events in the machine tool, packaging, engineering, office products, gift, sporting goods and various food and beverage industries (to name more than a few). It was a magical world indeed filled with movers and shakers/celebrities (I shook hands with the President of the United States)! There had to be magic involved to account for the "towns and cities" with carpeted "streets" that arose over the course of days, existed for about the same amount of time and then, in a relative "blink of an eye" disappeared to make way for the next event. It's been "Brigadoon" meets "Groundhog Day" day in and day out in convention centers and hotel properties throughout the country and I've loved every minute of it. The time has flown by and my having been on "both sides of the fence" for about the same amount of time has given me an understanding of the respective needs of the event organizers and the service providers. Of course, for an event to reach the highest level of success, all of us need to work together to meet the needs of our mutual customers: the event attendees and the exhibitors.

So...What has kept me going, what have I learned and what advice can I pass on to you? We are part of an industry that brings together buyers and sellers and session attendees and instructors. We are in the business of helping people and creating environments that facilitate educational and business pursuits. In my show organizer "life" we sported large green and white badges on the show floor with our names, our company name and the phrase "we are here to help." There was never any doubt that we were on the show floor to provide assistance to, and solve problems for, our customers (even if we weren't in the mood to be of assistance at a certain time etc. the slogan on our name badge got us back on track in a big way). Recently, I read an article about an especially successful youth baseball coach who imparts more than hitting, fielding and pitching wisdom on his charges. He tells them that the five most important words in the English language are "how can I help you?" What a great lesson for these kids and isn't this thinking the basis for everything that we do? Here are other lessons that I've learned along the way:

- **There is no substitute for hard work.** There was a production guru at one of my old companies who used to love to use the phrase after a service failure of some sort, "if you fail to plan, you are planning to fail." For most of us at the time hearing this statement from him was akin to fingernails on a blackboard moment. Looking back, he was right and this sentiment has stayed with me all of these years. You have to know your subject matter inside and out. Knowing all of the details associated with your event will instill confidence in you and in others and ensure a successful outcome or make it easier for you to adapt in response to unforeseen circumstances (despite all of the planning and due-diligence, there are always unforeseen circumstances in our world). It's like studying for the big exam and no matter how things turn out at the end of the day (or at the end of the event), you will be able to look into the mirror and say to yourself that you were prepared/you did your best.
- **"Murphy was an optimist"/overcoming mistakes.** Sometimes, you can plan and still fail. Sometimes things can spiral out of control and it isn't your fault. Sometimes, it is your fault. Why? You are human and humans make mistakes! Planning or failing to plan, I've made a ton of mistakes over the years. You will make mistakes. The important lesson in all of this is that you can't allow mistakes to bring you down/hold you back. It is important that we learn from our mistakes (and when it's possible even laugh about our mistakes), and move on. As Bono might sing, "let it go!"
- **Keep things in perspective.** We have a job to do and people are counting on us. We are paid to do this job etc. Once again, things will go wrong from time to time and there is a tendency (because we care so much) to take an end of the world view approach to any failures or obstacles before us. When things have gone south for me or when I've faced seemingly overwhelming problems I've been comforted by the knowledge that my setbacks or the obstacles in front of me are minor indeed compared to what, for instance, a Lincoln or a Churchill faced in their times. I'm not being asked hold Little Round Top at Gettysburg or storm Omaha Beach at Normandy. I need to snap out of it. I need to keep things in perspective. The "crisis" before me isn't a crisis or what I keep calling a "disaster" wasn't a disaster and once I've come to this realization I've been able to focus on the ways to overcome the "crisis" or position the "disaster" in my rear view mirror and move on.
- **Don't burn bridges.** We are all familiar with this tried and true recommendation. However, this has doubly important meaning in the meetings and expositions industry. Cats have nine lives and people in the event planning industry have eighteen lives. There have been so many times over the years that someone has left an industry position and the "conventional" wisdom at the time has been (especially in the case of an involuntary departure) "that's the last we'll ever see of him or her." The trouble with this "wisdom" is it never seems to work out that way in our industry. You never know where folks will end up and, take it from me, career paths aren't etched in stone. The person who has fallen on hard times may be the boss down the road. The list of amazing comeback stories is endless. Companies/events are bought, sold and go out of business. People switch roles over the course of their careers. The entry level person might become the big boss one day. I may need something from you now and you may need something from me later. You just never know how things will turn out. Don't slam a door shut or burn a bridge that might turn out to be a lasting obstacle to your career advancement. Play it safe and smart...Be professional in what you say and do and treat people in a respectful manner.
- **Take the high road.** In his 2009 book on Winston Churchill titled "Churchill", Paul Johnson attributes much of Churchill's success to lessons he learned over the course of his long life. It seems to me that we would all be better off if we followed Churchill's lead in taking the high road in all matters as spelled out by Mr. Johnson: "Churchill wasted an extraordinarily small amount of his time and emotional energy on the meannesses of life: recrimination, shifting the blame onto others, malice, revenge seeking, dirty tricks, spreading rumors, harboring grudges, waging vendettas. Having fought hard, he washed his hands and went on to the next contest...There is nothing more draining and exhausting than hatred. And malice is bad for the judgment."
- **Don't be a "Lone Ranger"/ask for help.** Even the Lone Ranger had Tonto. There are people out there who insist on going it alone in

everything they do. As they say in the movies, "maybe you know the type." There are countless people in our industry who've gone before you/"been there and done that" and it would be a mistake not to tap into the resources that are readily available. The meeting planners/show organizers, service providers and facility managers in our industry are a friendly and generous lot by nature. I've experienced "Lone Ranger" periods over the years ("Lone Ranger me") and I can't tell you the number of times I've said to myself: "I wish I'd known this ahead of time." In most instances, I wouldn't have been surprised if I'd picked up the phone or tapped out an email to someone in the know (undoubtedly someone I already knew through IAEE!) who would have been only too happy to provide me with assistance. Don't let "insecure you" or at the other extreme, "know-it-all you," get in the way of your ultimate goal: a job well done.

- **Win-win negotiations/agreements.** Of course, we live in an "everything is negotiable" world. Unfortunately, too many of us view negotiation processes as "winner takes all" exercises. I must win and you must lose. I get everything and you get nothing (and like it). We all want to negotiate a deal that puts us in favorable position. At the same time, there has to be something in the deal that allows the other party to be successful, too. There has to be wiggle-room in these deals that gives both parties at least a decent chance to attain their goals. In my show organizer days I found that when one of my service provider deals was a bit too severe for the other party it always came back to bite me (figuratively for the most part). When the other party's back is against the wall there isn't room for compromise or consideration when a favor is needed. There isn't enough flexibility (or profitability) in the deal to allow the other party to come to the rescue in the case of an unexpected development (in some cases, the other party might attempt to skimp on service to make ends meet). I've learned that win-win negotiations lead to win-win agreements that result in, more often than not, long-term and mutually beneficial partnerships.
- **Making friends on the show floor/getting to know the workforce.** Over the years, I've made it a point to greet and meet (whenever possible) the workers on our show floors. I've had a genuine interest in getting to know as many of the tradesmen by name as possible. If I don't know a worker by name I am quick with a "good morning" or "hello" or some other "time of day" acknowledgement that lets the men and women in the trenches/the people who do the heavy lifting to produce our events know that they are appreciated by me. Once again, these are small gestures. At the same time, these simple acts are well received by a workforce that sometimes feels ignored or underappreciated. It takes many hands to produce our events and, on occasion, you'll need all hands on deck to get to the finish line. When the chips are down, you'll have a better chance of getting that extra mile from the workforce if you ask for help by name.
- **Industry involvement.** We are in the meetings, special events and expositions industry. Therefore, it seems inconceivable that we (of all people) wouldn't be supportive of meetings, special events and expositions in our own industry. Just as the dentists, plumbers, real estate agents and funeral directors who meet on a regular basis, it is important that we meet regularly and take advantage of the opportunity to network with our peers, improve ourselves through ongoing education and yes, trumpet the importance of our exciting and ever-changing profession. It can be difficult to break away from the demands of work and life at home to attend an industry event. Often, after working on events throughout the year etc. the last thing that we want to do is travel to another event. I've experienced this feeling on too many occasions and I've missed too many opportunities to interact with my colleagues. At the same time, when I have attended an annual meeting, a local chapter educational session or even the holiday party I've always had an "I'm glad I came" feeling as I head for home. One meeting I will never forget was the 2001 IAEM Annual Meeting & Expo! Expo! held in Chicago. It was early December and our country and industry were still reeling from the attacks of 9/11. Then more than ever, it was imperative that we board airplanes and check into hotels and support an industry that was on especially shaky footing. It was an incredible, emotional experience that brought out the best in everyone who attended the meeting. My INDEPENDENT SHOW ORGANIZER badge with my NEW YORK CHAPTER ribbon from that meeting remains a prized possession on display in my office.
- **The importance of a written "thank you."** I experienced some early successes in my service contractor career and, occasionally, thank you letters from appreciative (and especially considerate) show managers began to arrive in the mail. Most of the letters were typed (all typed letters came from typewriters in those days!) on company or association letterhead and a few of the notes had the added personal touch of being handwritten. These "most likely to succeed" themed letters served as a record of my early accomplishments and I relished the fact that someone in an important role had taken time out to single me out for praise. This recognition helped me become more confident (maybe this was the career for me). I've kept these "records" tucked away in a safe place and I return to them from time to time (with Springsteen's "Glory Days" playing in the background). As I've moved up the ladder, whenever possible, I've tried to return the favor by thanking people in writing for outstanding performances. A few lines of praise can go a long way as the reactions from those on the receiving end range from pleasant surprise to unbounded joy. There's no getting away from the fact that all of us are racing around performing one task after another and it can be difficult to set aside time to gather thoughts and put them on "paper". Fortunately, email makes it easy to deliver a message of gratitude in an instant. It is better to give than to receive and I've found that thanking someone in writing is a way of giving back/a lasting reward for service excellence that will be cherished by the recipient.

I hope that all or at least some of the lessons I've learned assist you in your own careers. Good luck and see you on the show floor!

Women's Leadership Forum Rundown

The IAEE Women's Leadership Forum took place on April 8th in Washington, D.C. at the Marriott Marquis. More than 100 women in the industry took part in this year's forum, with an advance sell out.

The IAEE Women's Leadership Forum was such a wonderful experience. The program was structured in a way that provided great networking and learning opportunities. I really enjoyed meeting people, and was very thankful to be representing Anaheim/OC as one of the sponsors of the program!

The speakers at the 2015 WLF were very inspiring. Particularly, the caliber of the speakers was very impressive this year, and they came with valuable insights for the audience. Valerie Burton taught us that the power of positive thought can help us



Lindsey Walker
Anaheim/Orange County
Visitor & Convention
Bureau

through the tough times. It's not about how many times you get knocked down, it's that you have the courage to get back up and keep trying. Claire Shipman also gave a very thought provoking presentation on how confidence is a key to success and where confidence comes from. I had a lot of takeaways.

The 2015 WLF was a fantastic experience, meeting industry contacts of all experience levels and networking over a 2-day program. I am looking forward to next year's forum already!



Meghan MacLeod
Core-Apps

This was my second year attending the Women's Leadership Forum. I didn't think it was possible, but IAEE outdid themselves again. I love attending this forum because there's no pressure. It's such a great environment for women in the industry to meet, discuss issues, and collaborate in a relaxed atmosphere. It's so much more than the usual networking; we're sharing experiences and forming friendships. I've formed great relationships that began at this event.

Additionally, the WLF is incredibly well put together. IAEE does a fantastic job, and you can tell that a great deal of work went into putting this together. Every detail was perfect, from the afternoon snacks to the keynote speakers. I especially loved the focus on confidence and happiness this year. The messages Valorie Burton and Claire Shipman shared are still in the forefront of my mind every day. I also enjoyed the panel discussions and the lunch and listen. Can't wait for next year!

YP Spotlight

Q: What are your responsibilities in your current role?

We're a small startup, so we all wear many hats. I work with data every day--cleaning, consolidating, and analyzing data that has been generated by events and other association verticals like membership and social media. I also contribute to client relations, project management, and Bear Analytics' overall marketing efforts.

Q: What drives your involvement with IAEE?

IAEE is where the events industry comes together, so it's important to attend local chapter events and be a part of it all. Since I am on the consulting/supplier side now, the events are even more valuable—I can keep up with former clients, touch base with current clients, and network with potential clients all in one fell swoop.



Marissa Maybee
Director, Insights and Analytics
Bear Analytics

Q: What events or networking opportunities are most beneficial or appealing to you as a young professional?

There are so many new technologies that are being deployed in the events space and I value the opportunity to hear how they've worked for my peers and to take the temperature on "what's next." And I'm already looking forward to attending EXPO EXPO for the first time this year since it's taking place so close to DC. I'm helping put together a panel on event data and strategy, so I guess you could say I plan on diving in!

Q: What was your most memorable IAEE experience?

My company hosted/moderated one of our local chapter's luncheons. We were talking about millennials and event engagement, and the audience got really involved, sharing what had worked for their events, expressing common frustrations, and asking tons of in-depth questions. Since I am a millennial, I felt like I knew a lot about the topic already, but the collective event knowledge and experience in the room was pretty humbling.

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

We work in a start-up office space, so there is an arcade, beer on tap, and dozens of other small companies and start-ups to meet. Also, I'm inquisitive by nature, so I enjoy getting to dive in to different industries since our clients hail from the media to healthcare industries to everything in between.

Q: How did you get involved in the industry?

I didn't love my first job out of college (it was in PR), so I decided to explore my options and talked with a temp agency. The first interview they sent me on was for a coordinator position at an association that held events all around the world; even the junior staff were expected to travel. I was amazed that I'd found such a cool organization and that international travel could be a component of my job at that point in my career. Needless to say, I got the job and loved it. My experience there put me on the path to getting hooked on industry and event data, earning my MBA, and making the leap to join a data analytics startup my association coworkers had founded.

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

If you go out of your way to help people professionally—passing along opportunities, resumes, making introductions—it can help you ten-fold in the future.

And, don't be afraid to take risks. If you're never scared of failure or are never put in a position where you could fail, then you aren't being challenged enough. One quote that I find really inspirational is, "Everything you want is on the other side of fear."

IAEE Awards

IAEE Extends Award Submissions Deadline

IAEE has extended its deadline to submit candidates for this year's Young Professional of the Year Award! You now have until **this Friday, 26 June** to recognize great efforts done by a stellar YP. It's just an online submission form and a letter of recommendation - or even better, get others to submit letters too and really make your nominee stand out. Come on, you know someone who deserves to be an 2015 IAEE Young Professional of the Year so don't delay! [Find out more](#) about the award's criteria at or contact [Mary Tucker](#) if you have questions.

Dallas/Fort Worth YP Buzz

Young professionals from the DFW Chapter of IAEE gathered at the Yard House in Addison, Texas, on March 5, 2015 for the debut of YP Happy Hour. Such events, hosted by the DFW YP Committee, provide an opportunity for YPs to take advantage of a casual environment to engage with other like-minded YP professionals and build industry related relationships. The next DFW Chapter YP Happy Hour will be this summer. Check out the DFW Chapter [Facebook page](#) for more YP news and updates.

Members included: Amanda Padron, dmg, events; Elizabeth George, Informa; Brad Hobson, CEM, Freeman; Krista LeMoine, Informa; Amanda Shafer, dmg, events; Kayal Rajendran, dmg, events; Logan Crouce, dmg, events; Kristopher Martrin, The Expo Group; Jaylee Henkle, The Expo Group



A Message From CEIR

CEIR Online Research Library – Your Data Treasure Trove for Success



My Story and Excitement For You As You Embark On Your Careers

Before I give an overview on what CEIR offers to help you be successful in your jobs, let me share a little about my career journey. Today, I am a trade show junkie and data geek. I didn't plan to be in this industry, I fell upon it. Over 20 years ago - that's as far as I am willing to admit - I listened to a guest speaker, a market research consultant, at a lunch and learn session at the law school I was attending. He captivated my imagination. I interned at his firm and decided to leave law school and never looked back. Over 15 of those years in market research have been in the trade show business. This industry just doesn't get old for me, it has magic. It is a tremendous privilege to conduct trend studies that provide insights useful to organizers, exhibitors, venues, and other suppliers to help them position their offerings for success in this dynamic and ever evolving channel.



Nancy Drapeau, PRC
Research Director
Center for Exhibition
Industry Research (CEIR)

You have chosen an amazing field to launch a career and the timing is ideal. The exhibition channel brings people together to achieve a wide range of business objectives. It is the place where business worlds convene face-to-face. And in today's global economy, that means it connects business communities together worldwide. IAEE has expanded its global reach as an association, a fun opportunity for you. It's an exciting time to be a part of the industry! Welcome and enjoy the journey!

CEIR As Your Resource

So, what can the Center for Exhibition Industry (CEIR) do for you as you begin or progress in your job roles? As a member of IAEE, most reports are available to you at no cost. There is something here for you whether you are an exhibitor or supplier or are in marketing, exhibit sales, or operations. CEIR does two broad categories of research:

Market level studies: These are available to members at a discounted rate. The CEIR Index and Census are our most known reports. The Index is like the Dow Jones Industrial Average of the industry. It tracks the business-to-business exhibition industry's performance on key metrics – number of attendees and exhibitors, net square footage of paid space and exhibition revenues. It also provides a three-year forecast. It does so overall as well as by 14 CEIR industry sectors. The study is done annually with quarterly updates. This is a useful tool for benchmarking an event's performance, planning, business development and more. The Census provides a count of the number of exhibitions taking place in North America. It is a major endeavor and so is done every five years. It serves similar purposes as the Index. Many destinations also use this data to assess their position in the market place as it profiles event activity on a regional basis.

Micro level studies: Ok, that may sound fancy and isn't meant to. It aims to describe studies that evaluate and monitor trends among different players in the exhibition industry that can influence changes in attendance, exhibiting and event content. Any and all of these can ultimately impact the performance of the exhibition industry overall. Some of these reports offer statistics that can be used to make the case for exhibiting – statistics of value in selling exhibit space or making the case to upper management to justify exhibiting. Other reports offer compelling statistics to make the

case for attending, information that can help attendees justify to their bosses why it is important to visit. This collection of reports is useful to organizers, exhibitors and suppliers to:

- Guide content development of an event from an organizer or exhibitor perspective;
- Guide marketing content and tactics for either attendee or exhibitor efforts;
- To understand how exhibition organizers and exhibitors need to change or adjust approaches to meet the needs and preferences of young professional attendees and exhibitors;
- Assess opportunities inherent in new technologies and trends, such as integrating digital into exhibition marketing efforts or using data analytics to enhance business outcomes for exhibition organizers.

Reports written by industry experts: Besides these research efforts, CEIR also has a library of reports written by industry experts available in the Guru series. This is a collection of articles written by industry experts offering advice to help exhibitors position their efforts for success. These reports are a great consultative selling tool for organizers to share with new exhibitors and exhibitors have a great resource to use for their own planning.

This gives you a snapshot of the general categories of research. I am also providing a link which lists CEIR reports by the years of publication. You can see the report titles. If you're in marketing you will immediately see which topics are of relevance to you. And if you're in exhibitor sales and other roles, other topics will pique your interest. [CLICK HERE](#) for the list of reports.

The fastest way to access a report from this list is to type a few words from the report title into the [KEYWORD box](#).

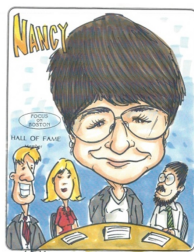
How Can You Get Involved With CEIR?

Are you passionate about data relating to the exhibition industry? Have a drive to help CEIR in reaching young professionals in the spaces where you search for this type of information? Or perhaps have ideas on how best to report research results to meet the needs of young professionals? Then send me an email! CEIR is very interested in engaging with young professionals to assure our content is reaching and resonating with you. My email address is ndrapeau@ceir.org.

Also, feel free to reach out to me if or when you have questions or have an information need and want to know if CEIR has a report that can help. We are here to help. Just ask!

Thanks for reading the article to this point. Wishing you much success and hope to meet you at Expo!Expo! 2015. Come visit our booth!

Have you set up your login to give you access to the CEIR website report library yet?



Even though you're a member of IAEE, to get direct access to CEIR's online library, a separate login needs to be created. Once you do, reports are quick clicks away. Most downloadable for free!

Go [here](#) to create your user name and password.

After you do this, wait to receive a message that your login info was approved. And then, go hunting for reports to help you shine in your job!

Young Professionals in Action







Please submit photos to be included in the YP Connect Newsletter

Upcoming Courses

25 Jun	Exhibition & Event Sales Atlanta, GA
29 Jun	Strategic Planning Management Singapore
30 Jun	Floor Plan Development Singapore
14 Jul - 11 Aug	Facilities & Site Selection Online
14 Jul - 11 Aug	Event Operations Online
21 Jul	Event Marketing Dallas, TX
22 Jul	Floor Plan Development Oakland, CA
23 Jul	Consumer Show Management Houston, TX
27 Jul	Consumer Show Management Sao Paulo, Brazil
28 Jul	Security, Risk & Crisis Management Sao Paulo, Brazil
29 Jul	Selecting Service Contractors Sao Paulo, Brazil
18 Aug – 15 Sept	Conference & Meeting Management Principles Online
18 Aug – 15 Sept	Housing & Registration Management Online

CEM WEEK IN LAS VEGAS | 10-14 August

CEM Week provides participants the only opportunity to take five courses and complete five exams in one week. Along with being able to complete over half of the program in a condensed timeframe, previous attendees have said, "The interaction with other classmates is what makes this worthwhile." Group discussions and class exercises are structured so students actively participate and gain practical knowledge of the course material.

CEM Week 2014 completely sold out so make sure to register now to secure your spot in class! You can take one class or all five classes – it is up to you and what your schedule allows.

Date	Location	Course	Instructor
10 Aug	Las Vegas, NV	Event Marketing	Nancy Milani, CEM, CMP

11 Aug	Las Vegas, NV	Finance, Budgeting and Contracts	Steven Hacker, CAE, FASAE, CEM
12 Aug	Las Vegas, NV	Consumer Show Management	Dan Darby, CEM
13 Aug	Las Vegas, NV	Selecting Service Contractor	Eric Hoffend, CEM
14 Aug	Las Vegas, NV	Facilities and Site Selection	Charlotte Pearson, CEM

REGISTER HERE

Upcoming Chapter Events

24 Jun	New England Chapter has summer kickoff event at the Hard Rock Cafe
25 Jun	Southeastern Chapter presents Best Practices for Maximizing your Room Blocks
08 Jul	Midwestern Chapter participates in Industry Xchange at the Navy Pier
16 Jul	Central Texas Chapter holds educational luncheon
22 Jul	Rocky Mountain Chapter holds Member Appreciate Day at the Ballpark
23 Jul	Central Texas Chapter holds CEM – Consumer Show Management at the University of Houston
4 Aug	New England Annual Golf and Volleyball Tournament
12 Aug	Southwestern Chapter has All Industry Cruise Aboard Inspiration Hornblower – San Diego, CA
20-22 Aug	Southeastern Chapter holds 24th Annual Southeastern Classic – Tampa, Florida
26 Aug	Rocky Mountain Chapter Annual Golf! Golf! Tournament

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[Show Director, Irving, TX](#)

[Exposition Show Manager, Carol Stream, IL](#)

[Attendee Development Specialist, CA](#)

[Meetings and Travel Planner, Irving, TX](#)

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