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A Letter From the Chair

Happy 2015! Each New Year marks the promise of something exciting. It provides 365 days to take advantage of opportunities, and experiences to make it better than the last. I am pleased to be serving as your Chairperson for the 2015 IAEE Young Professionals Committee, as I am presented with a full year of chances to serve you and create programs to benefit the YPs. The committee wrapped up a productive 2014 year at Expo! Expo!, where we were able to meet and hear from many Young Professionals about what they are looking for this year.

The 2015 Committee has great goals they are working to accomplish for the coming year. We want to help connect YP's with others, and create a sense of community for the young professionals across the country. Our hope is to not only provide opportunities and education for you, the young professionals, but to bring the industry together as a more cohesive and collaborative unit.

The President and CEO of IAEE, David DuBois, CMP, CAE, FASAE, CTA, found that YP membership grew 22% in this past fiscal year. Part of that is due to this newsletter, and the hard work of the Young Professionals Committee, but a large part is due to your participation in our programs and efforts. Our hope is to continue to grow our membership, and get as many young professionals involved as possible. If you would like to learn more about volunteering, or taking part in any of our programs, I encourage you to connect with us by emailing yp@iaee.com.

I am excited to see what this year holds for us, and I hope you are too.

Sincerely,



Kiki Janssens
Core-apps
2015 Chairperson
IAEE Young Professional Committee
kiki@coreapps.com

A Letter from the Editor

2014 brought such exciting new opportunities for young professionals, including the launch of this newsletter! The YP Connect is run by the IAEE Young Professionals Committee and is targeted to be a resource for professionals under the age of 35 in the exhibition and event industry. The

committee is currently chaired by Miss Kiki Janssens (Core-apps) and boasts approximately 20 members.

This newsletter is designed by young professionals, for young professionals. You can view past articles in the archived newsletters [here](#).

You do not need to sit on the committee to get involved! Interested in writing an article? Send us your article with a headshot and contact information! If you aren't a writer, send us what you want to learn. We welcome concepts, suggestions, and ideas. Additionally, we are always seeking photos of YP's in action, so submit your photos to us as well! All materials can be sent to yp@iaee.com.

We look forward to delivering the content that you can utilize to grow as a young professional and connect individuals with opportunities happening at a local and national level. Cheers to another exciting year!



Mary Hingham, CEM
ASIS International
2015 Editor, IAEE YP Connect
Mary.Higham@asisonline.org

2014 Young Professionals Committee Recap

Happy New Year to all of our IAEE young professionals and colleagues. I hope you had an outstanding 2014, a restful holiday break and are making 2015 another successful year both personally and professionally.

The IAEE Young Professional Committee has been hard at work over the past year providing a focal point on the needs of those who are at the beginning of their career paths, delivering beneficial programs and content that is especially valuable to those in career ascendancy and providing a social and professional support network specifically for young professionals. These individuals have spent countless hours volunteering their time, willingness and expertise to provide young professionals with a place to thrive among their peers and executives.

The committee members have accomplished many goals set forth at the beginning of 2014.

- Supported local chapters by attending local events and creating a young professional awareness
- Created and implemented the [YP Connect Newsletter](#), a newsletter designed specifically for those 35 and under and in the exhibitions and events industry, which has grown nearly 1,000 subscribers.
- Created and implemented a young professionals micro site
- Supported and promoted IAEE's 20 Under 30 Program held at Expo! Expo! each year which received a record number of applicants in 2014
- Expressed the value and ROI to individuals that were not members of IAEE which created a 22 percent young professional membership increase from 2013
- Secured multiple education institution memberships and new student chapters.
- Developed activities for YP's at Expo!Expo! including the YP Know Before You Go emails, #IAEEYP contest, and YP meetups, as well as worked to create YP appropriate education sessions
- Interviewed many veteran industry members

These amazing volunteers have paved the way for young professionals in the exhibitions and event industry and I can't wait to see what they deliver this year under the bold leadership of current chair, Miss Kiki Janssens.



Brooke Pierson
Education Manager, IAEE
Staff Liaison, YPC

Tips for Surviving and Thriving

Develop and Follow Principles to Guide Your Career

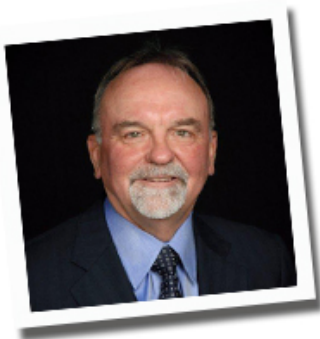
Early in my career I was very fortunate to have a mentor - someone I respected, looked up to and from whom I learned some of the basic tenets

that have guided my entire career. These basic principles still serve me well today. Acquiring specific skill sets and training is important but you also need a fundamental set of principles to guide your professional decisions and actions.

I was fortunate to have a mentor, and not everyone will find that one person they can identify as their mentor. But as I look back I realize that the principles that guide me have also been shaped by persons other than my mentor including clients, suppliers and other industry associates. I can't speak for other industries since I am one of those who have spent my whole career in the exhibition and event industry, but I find people in our industry very willing to share so don't be bashful about asking for advice and guidance from people you admire and respect.

Many of the principles I have adopted are typical of what you would expect (e.g., the customer comes first, deliver nothing but your best quality, integrity is everything, etc.). But if there were just two I could focus on that have benefited me most over the long run they would be:

1. Stay on the learning curve. My mentor had a saying that you "always have to be on the learning curve" meaning that life and work require life-long learning if you are to remain relevant, productive and successful. He worked until he was 75 and professed and practiced this until he retired. I think this principle is even more critical today with the rapid change we encounter in everything from technology to marketing. In my opinion this is one of the more important principles in order to avoid plateauing in your career. Continuous learning gives you the confidence and knowledge to challenge yourself, challenge conventional thinking and taking the calculated risks that are often necessary to get and stay ahead.
2. Get involved and give back to the industry. Contributing your time, talents and money to industry initiatives is more than just the right thing to do. Giving back reaps many rewards such as meeting new people, learning from others, developing leadership skills, generating new business opportunities, keeping current, developing life-long friends, generating new ideas, maintaining a competitive advantage, etc. My mentor was very generous with his time and encouraged and made a point of supporting the industry in any way possible. We continue to follow his example. He looked at it as an investment in our company and in our employees' professional development. Hard to quantify sometimes, but the value of participating and giving back was never questioned.



Skip Cox
CEO, Exhibit Surveys, Inc.
IAEE 2014 Chairperson of the Board

In case you are wondering, my mentor was Dick Swandby, founder of our company and recognized as one of the true icons in our industry. He was the winner of IAEE's Pinnacle Award (known as the William Hunt Eisenman Award in his day), elected to the Convention Industry Council's Hall of Leaders and winner of countless other industry association awards and recognition. In 2014 at 85 years of age (10 years after he retired), he was still remembered and recognized as EXHIBITOR Magazine's inaugural Legends Hall-of-Fame Honoree.

Not everyone will have the good fortune of finding a mentor like Dick Swandby, but if you do nothing else but follow his example to stay on the learning curve and give back it will go a long way to enhancing your professional development and career.

Professional Resolutions: Goals for the Year

Every new year heralds a fresh start. I, like many others, always make my list of personal New Year's Resolutions (lose weight, go to church regularly, be kinder to people, spend less money, etc.). What we often fail to do is to create Professional Resolutions for ourselves. The new year is a perfect time to reflect on what we want to accomplish professionally, and the perfect time to set achievable goals so that we can grow not just in our personal lives, but also our careers. I thought I would share a few of my own goals.

Meet Five New People: As a member of IAEE and Director of Communities and Outreach for the IAEE DC Chapter, I often attend networking functions, and it's very easy to spend my time at these events sitting in a corner with friends and familiar faces. Meeting people is easy, but it's difficult to find the time to follow up with people after the initial card exchange. It's not difficult to build up a large LinkedIn connection, but creating a true network of people that you have strong relationships with is not only rewarding, but great for your career. In addition to meeting new people, resolve to renew old acquaintances. Dig through your stack of business cards and follow up with people. You'll be surprised how relationships can blossom and change within a few years. I resolve to not only meet at least five new people this year, but to create five new relationships.



Mary Hingham, CEM
ASIS International
2015 Editor, IAEE YP Connect
Mary.Hingham@asisonline.org

Take on New Responsibility/Learn a New Skill: It's difficult to develop your abilities and experience outside of your immediate job description sometimes, but each year it is important to grow not only our networks, but our skill sets. This not only keeps me invigorated in the work I am performing, but also helps me grow as an individual in experience. If your superiors are not comfortable giving you new responsibility on your own, then ask them to teach you or let you shadow them on the task. Want to learn more about food and beverage? Housing and registration? Do a brown bag lunch session with your coworkers and ask them to teach you about the specific topic you are interested in. If you can't get the education/responsibility at the office, take a class! Buy a book on event planning! Continuous growth will keep you at the top of your game. I resolve to ask my boss if I can take on at least one new responsibility to my job.

Create a Flight Plan: As a young professional, it's extremely important to always be looking ahead. If you don't have a destination in mind, it is not easy to chart a path to get there. Every year, it is important to look over your accomplishments from the previous year, and then look ahead to what you wish to accomplish in the next few years. If you map out the next few years, it will become easier to achieve your goals. It is important to have 1-3 year goals (these should be easily attainable and achievable without too much difficulty), 5 year goals (these will involve a good deal of pre-planning, groundwork, and yearly follow up), and even 10 year goals. Every year it is important to revisit these and update and sometimes scrap them to start anew. I resolve to create and update my current goals, and check off my progress on achieving previously set ones.

Bring my Best Smile to the Table: Attitude is everything. It's very easy to get bored and complacent or sometimes overwhelmed and overly busy at work. If you've been at your job, it's very easy to settle in and come to work grumpy or snarky or act harried and curt sometimes. Even if you are stressed and impatient, or feeling apathetic, it's important to not let the negativity get the best of you. Bringing a positive attitude to your office and activities can seem insignificant, but it will help your personal interactions as well as will help to decrease your stress. I have found that even when I think I'm leaving my bad mood at my desk during meetings; it definitely comes out, even subtly to my colleagues. By bringing a positive attitude every day, it makes me feel better and people around me feel better. Therefore, I resolve to take a deep breath every day and bring a positive and enlightened attitude to the office each day.

Most of these are things that we fold into every day because they sound obvious. Unfortunately, if we don't make them a priority, they tend to disappear into the back of our minds and we don't always follow through. My list of professional resolutions is longer (write articles for industry publications, attend a non industry sector show, individually delegate to my chapter committee, etc.), but I wanted to share a few of the items in detail. Whether you make one resolution or 100, use the start of the year as a way to set goals for yourself and resolve to make them a priority. Your career will thank you!

2014 Expo! Expo! Recap

Being a 2014 recipient of IAEE's 20 Under 30 program was a tremendous experience for me. Not only was it an honor to be selected from the many deserving candidates but the knowledge and experiences gained have already helped me in my career. Through the 20 Under 30 program I was given the opportunity to be included in an ASAE article and appear on IAEE TV in a segment about young professionals. I also was able to talk to many industry veterans who approached me about the program.

My best experience from the program was meeting the other 19 recipients. It was nice having a group of peers with set itinerary for Expo! Expo! and to walk away with a shared experience. I hope that our relationships with each other will persist throughout our careers in this industry, and am looking forward to our continued growth as professionals.

My biggest take away from the program was to get involved in the industry at a national and chapter level through networking and education. Attending the chapter parties and IAEE info sessions were very helpful as I plan to start my CEM next year and have begun to regularly attend DC Chapter events throughout the year.



Mark Mayhew
ASIS International



Marissa Orr
American Association for Justice (AAJ)

Being that it was my first time attending the IAEE conference I didn't know what to expect. Everyone was so welcoming, and I made some great connections with my 20 Under 30 peers and with other individuals in the industry.

Attending the educational sessions and exploring the Exhibit Hall was great. I was able to take away new techniques and ideas that I will be implementing in my exhibit hall for our next convention! As a young professional, I really appreciate the opportunity given to me by the 20 under 30 program. I am so grateful that I was able to attend such a successful and informative event. I plan on attending the IAEE Expo! Expo! for years to come.

This was the first Expo! Expo! and the experience was far beyond anything I could have expected. While generally this is busy time in my event cycle, I have long-admired the event, and with this being my last year of eligibility for the 20 Under 30 Program, I knew I had to seize the opportunity to attend in 2014.

I've attended other shows for event organizers before, but this was a great opportunity to not only learn about the challenges and solutions in the events industry, but also and more importantly, to hear about them from a young professionals' perspective. I also really enjoyed the networking opportunities offered to 20 under 30 honorees and really loved the location. Being able to network and learn from other attendees at amazing venues like the Standard Hotel or LA Live was an invaluable experience. Not to mention, it was a great excuse to escape the cold Boston winter in LA!

The education was great but what really stood out was the quality of networking that took place. Everyone that was there was serious about making connections and putting in the time to develop relationships. It was also great to meet the New England Chapter of IAEE which I'm going to be more involved in.

There were so many things I brought back from the event. Highlights include:

- Learning about vendor solutions that can make our jobs as event planners easier
- Hearing all of the stats about the events industry, including the growth and how it contributes to the overall economy (from Skip Cox and David Dubois) has me encouraged to be a part of this industry and impact it even more
- Seeing Megan Tanel take the reign as the IAEE Chairperson has me inspired about my future as a woman in the events industry



Charlene Soucy
Questex Media Group LLC

I had a wonderful experience and look forward to Expo! Expo! next year!

Expo! Expo! App and Map of the Stars Winner

Congratulations Erika Ortiz-Ramos, it pays to participate!

One of the 2014 hot trends in mobile technology was "gamification" and IAEE didn't miss the memo by adding this new functionality to their official 2014 Expo! Expo! mobile app!

Users were able to mix business with pleasure by "gamifying" their path through over 38000 square feet of meeting and exhibit space. By visiting each participating Expo! Expo! location like the Conga Room for Humanity Rocks, GO & BE booths, the Meet-Up Pavilion, Fly By Sessions and more, users found and entered codes that qualified them to win a grand prize.

We would like to officially congratulate Erika Ortiz-Ramos on her win of the \$500 iTunes gift cards!

Thanks so much for participating!

The Core-Apps Team



YP Spotlight



David L. Cherry, CEM
Manager, Corporate Relations & Exhibits
National Hospice and Palliative Care Organization

Q: What are your responsibilities in your current role?

A: I expand membership and deepen relationships by connecting our vendors to our provider members through exhibitions and other corporate support opportunities.

Q: What drives your involvement with IAEE?

A: I stay involved with IAEE to keep current on trends in the exhibition industry in order to bring those to my particular industry which is end-of-life care.

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

A: Of course the local chapter networking opportunities are awesome as well as the national conferences like Expo! Expo!. I've met so many wonderful individuals that I still keep in contact with through these opportunities.

Q: What was your most memorable IAEE experience?

A: Completing my CEM designation in time for Expo! Expo! in Las Vegas, NV. What made the experience even more special was obtaining my CEM with the same group of other young professionals that started the same time as I did on the journey. We all supported each other until the end.

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

A: My association gives us Flex Days off. I call mine, flex Fridays because that is when I hit the gym harder and longer than my usual workouts throughout the week! I'm a full time exhibition manager and part-time gym rat.

Q: How did you get involved in the industry?

A: I've always had a passion for and was a natural fit for the meetings, events and exhibition industry.

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

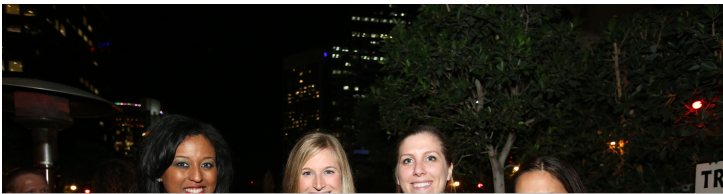
A: Be open to constructive criticism, learning new ideas or concepts as well as meeting new people outside of your normal view. I'm a strong advocate for mentorship. I suggest all young professionals find a mentor in the industry to go to for guidance and advice.

IAEE Chapter Affiliation: Washington D.C. Chapter

Young Professionals in Action



Young Professionals Enjoying the Closing Party



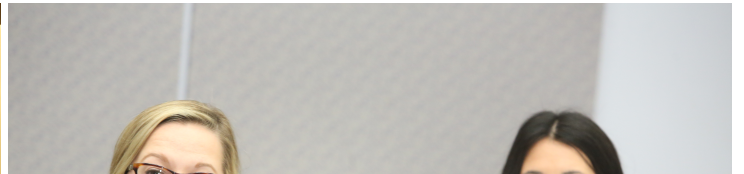
YP's from CoreApps and EPIC Registration



YP's at the YP.KLI Party



Students from the IAEE JWU Student Chapter



YP Committee Meeting

Katie Lamb and Samantha Lee

Laura Goodling, Alex Reddick, Kyle McMillan, Sarah O'Hanley

Megan Miglautsch

Juliana Yoon, Katie Lamb, Samantha Lee, Samantha Thompson

Mark Mayhew, Alex Land, Samantha Thompson, Megan Campbell, Juliana Yoon, Samantha Lee

Upcoming IAEE Events

Upcoming Chapter Events

- 10 Mar The New York Chapter presents *What's the Big Idea with Big Data*
- 11 Mar The Midwestern Chapter will hold a member mixer at Blackfinn
- 13 Mar Washington, D.C. Chapter Luncheon
- 18 Mar Rocky Mountain Chapter participates in the MIC Conference and Tradeshow
- 19 Mar Central Texas Chapter presents a luncheon program on Sponsorship and Exhibit Sales
- 26 Mar Dallas Fort Worth Chapter will hold a March Madness Networking Event at the Addison Ice House

Spring CEM Schedule

- 6 Mar Conference & Meeting Management
CEM Co-Location with SACEOS in Singapore
- 3 Mar - 31 Housing & Registration Management and Security; Risk & Crisis Management
Mar CEM Online
- 24 Mar Facilities & Site Selection
CEM Co-Location with Destinations Showcase in Washington, D.C.

- 24 Mar Conference & Meeting Management
Naasifir Solutions in Dubai, UAE
- 25 Mar Event Marketing
Naasifir Solutions in Dubai, UAE
- 26 Mar Event Operations
Naasifir Solutions in Dubai, UAE
- 27 Mar Facilities and Site Selection
CEM Co-Location with Northern CA Chapter in San Francisco, CA
- 7 Apr Conference and Meeting Management
Women's Leadership Forum in Washington, D.C.
- 7 Apr Floor Plan Development
Women's Leadership Forum in Washington, D.C.
- 8 Apr Selecting Service Contractors
CEM Co-Location with ASAE Springtime in Washington, D.C.
- 8 Apr Finance, Budgeting and Contracts
CEM Co-Location with ASAE Springtime in Washington, D.C.
- 8 Apr Event Marketing
CEM Co-Location with ASAE Springtime in Washington, D.C.
- 14 Apr Conference and Meeting Management
CEM Co-Location with CAEM in Toronto, Ontario
- 15 Apr Facilities and Site Selection
CEM Co-Location with CAEM in Toronto, Ontario
- 21 Apr Strategic Planning and Management
MeetingsQuest in Providence, RI
- 23 Apr Selecting Service Contractors
SW IAEE Chapter in Anaheim, CA
- 24 Apr Strategic Planning and Management
SW IAEE Chapter in Anaheim, CA
- 18 May Housing and Registration Management
CEM Week in Charlotte, NC
- 19 May Event Operations
CEM Week in Charlotte, NC
- 20 May Strategic Planning and Management
CEM Week in Charlotte, NC
- 21 May Floor Plan Development
CEM Week in Charlotte, NC
- 22 May Security, Risk and Crisis Management
CEM Week in Charlotte, NC

Featured Job Postings

[Sales Account Manager, Healthcare Sector - J. Spargo & Associates](#)

[Coordinator, Sales Communications - Freeman](#)

[Director, Conference and Event Services - Georgia State University College of Law](#)

[Exposition Manager - Professional Photographers of America](#)

[Conference/Meeting Research & Content Development Role - Q1 Productions LLC](#)

[Catering / Event Sales Manager - Ark Restaurants](#)

[Events Sales Manager - Provo Beach Resort](#)

[Events Manager - Carnegie Foundation for the Advancement of Teaching](#)

Featured Articles

[5 Tips to Help You Master a Second Job Interview](#)

[10 Good Ways to Tell Me About Yourself](#)

[Scared of Failing? Ask Yourself These 6 Fear-Killing Questions](#)

[9 Major Networking No-No's](#)

[How to Use Social Media to Advance Your Career](#)

[How to Get a Job When You Don't Have Much Experience](#)

[How to Lead in a Meeting When You're Not the Leader](#)

Quick reminder: Be sure to mark IAEE as an allowed sender so you do not miss future news!
