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In this Issue

- [A Letter From the Chair](#)
- [Expo! Expo! is approaching](#)
- [Tips for Expo! Expo!](#)
- [Expo! Expo! Show App](#)
- [2015 20 Under 30 Honorees](#)
- [Past 20 Under 30 Honorees](#)
- [2015 YP of the Year](#)
- [YP Spotlight](#)
- [Young Professional Meet Ups](#)
- [Young Professionals In Action](#)
- [Upcoming CEM Courses](#)
- [Upcoming Chapter Events](#)
- [Featured Job Postings](#)
- [Featured Articles](#)

A LETTER FROM THE CHAIR

It's hard to believe an entire year has gone by since Expo! Expo! 2014 in LA. Last year's Expo! Expo! was where I met (some) of my 2015 YP committee members in person, several students from JWU's IAEE Student Chapter, and a host of new connections who were looking to get more involved in IAEE, especially as Young Professionals.

I'm pleased to say that the past 12 months have produced some amazing accomplishments from our committee. We have added a total of 15 new educational institution memberships, and have hosted 10 local IAEE meet ups in 9 cities. We're introducing a tool to give YPs access to industry veterans to navigate the waters of their job, and we have had numerous young professionals involved at the local board and committee level.

I came in to the role of Chair of Young Professionals with incredibly lofty goals and a great committee ready to work. They also recognized the need for YPs across the country to connect online and face to face. We worked hard to implement as many of my goals as possible, and I am incredibly proud of all the new initiatives we have created.

2016's committee will be in the hands of the incredibly capable Alex Land, CEM. He will also be leading the IAEE DC Chapter YP group, and I know he has some great ideas ready to be introduced.

Thank you all for a great year, and I hope to see you at Expo! Expo!



Kiki Janssens
Sales Manager
Core-Apps
2015 Young Professionals Committee Chair

EXPO! EXPO! IS JUST AROUND THE CORNER!

Young Professional Sessions and Events Offered at Expo! Expo! IAEE loves its YP Community. We have provided a brief overview of items we think

you will find of interest when experiencing Expo! Expo!

EDUCATION

- **1 December**
 - 20 Under 30 (Selected Applicants) | 8:30 a.m.
 - One-on-One Resumes (Separate Registration Required) | 9:00 a.m.
- **2 December**
 - Campfire: Contracts Best Practices | 12:35 p.m.
 - Campfire: 10 Tips for a Killer LinkedIn Profile | 2:25 p.m.
- **3 December**
 - Think Like a Negotiator – How to Create Win-Win Results by Understanding the Pitfall to Avoid | 8:30 a.m.
 - Career Management 2.0: Building a Long-Term Career Strategy | 9:45 a.m.
 - The Science and Art of Selling: The Building Blocks of Professional Selling | 9:45 a.m.
 - Tech SwimUp Bar & Sessions: Using LinkedIn to your Advantage | 9:45 a.m.
 - How to Move from Communication Breakdown to Breakthrough | 11:00 a.m.
 - One-on-One Resumes (Separate Registration Required) | 11:00 a.m.
 - Change Management | 3:15 p.m.
 - Tech SwimUp Bar & Sessions: Feed Your Social Media Calendar in 25 Minutes | 3:15 p.m.

NETWORKING

- **30 November**
 - YP Party | 7:00 – 10:00 p.m.
Sponsored by GES
- **1 December**
 - Meet Up: Young Professionals | Meet Up Pavilion on Show Floor | 3:40 p.m.
 - Meet Up: Young Professionals | Hilton Lobby Bar | 5:00 p.m.
 - Opening Reception | 7:00 – 9:00 p.m.
- **2 December**
 - Meet Up: Young Professionals | Hilton Lobby Bar | 5:30 p.m.
 - Humanity Rocks (Separate registration required) | 9:00 p.m. - 12:00 a.m.
- **3 December**
 - Meet Up: University Students & Faculty | Meet Up Pavilion on Show Floor | 12:35 p.m.
 - Expociety Closing Reception | 4:30 – 6:00 p.m.

SOCIAL MEDIA CONTEST – Win a Ticket to Humanity Rocks!

Get Social at Expo! Expo! Snap a photo with a YP Ambassador at a Meet Up or the YP party and tag #IAEEYP for your chance to win a ticket to Humanity Rocks!

YP Ambassadors will be wearing buttons designating them as a YP Ambassador at the following events:

Monday, November 30, 2015

7:00 PM – 10:00 PM

Location: Mosaic Nightclub and Lounge at Power Plant Live!

IAEE Young Professionals Party

Tuesday, December 01, 2015

3:40 PM – 3:55 PM

Location: Meet Up Pavilion: Booth 245

Meet Up: Young Professionals

Tuesday, December 01, 2015

5:00 PM – 5:30 PM

Location: Hilton Baltimore Lobby Bar

Meet Up: Young Professionals

Wednesday, December 02, 2015

5:30 PM – 6:30 PM

Location: Hilton Baltimore Lobby Bar

Meet Up: Young Professionals

TIPS FOR AN EXCITING EXPO! EXPO!

DRESS CODE

The dress code for Expo! Expo! is business casual. Slacks and casual dresses are encouraged for wear throughout the meeting. A sweater or jacket is recommended, as the meeting rooms may be cool. In Baltimore, the average temperature for December is 46°F in the daytime and 27°F in the evening. Neckties, business suits, or other business attire are acceptable, but not necessary.

1. Establish goals prior to leaving for Expo! Expo!
2. Pack sensible – only bring clothes you would wear in your "real life"
3. Keep your identification documents, reservation and confirmation number handy when traveling
4. Hang, iron and organize your outfits as soon as you arrive so you don't have to think about it each day (Roll, don't fold!)
5. Consider packing a wrinkle removing spray or take a steamy shower as a last-minute rescue for wrinkled clothing
6. Don't forget to pack your chargers after labeling each one with your name and phone number
7. Bring a jacket or sweater as it does get cold in the meeting rooms and on the show floor (it's December!)
8. Wear comfortable shoes that are in it for the long haul (We can't stress this enough!) You will be walking A LOT!
9. Bring an abundant amount of business cards
10. Open a conversation with a new person by asking a question or complimenting them on something unique
11. Download the Expo! Expo! App to stay connected and for the latest information
12. **SMILE & HAVE FUN!**

DON'T FORGET TO SHARE ON SOCIAL MEDIA:

#iaeeyp
#expoexpo
@IAEE_HQ

EXPO! EXPO! SHOW APP

As an IAEE green initiative, the traditional printed show guide will be replaced by the mobile app. Expo! Expo!, an early adopter of show apps with an app program since 2009, has experienced near 100% usage during the last few years. Thanks to all of you for making this significant change possible. This year IAEE introduces a new App partner, Eventbase, which made headlines for its extensive beacon program at South by Southwest. Beacons will be placed throughout the Expo! Expo! show floor and conference areas to enhance your experience. Be sure and download the Expo! Expo! show app to receive all the latest news and updates on the upcoming show. Meet fellow attendees, map out your days, build your itinerary for education and networking events.

Go to the app or play store and search for "IAEE Expo Expo"

CONGRATULATIONS TO THE 2015 20 UNDER 30 HONOREES



Sharae Bennett
Convention Marketing Coordinator
National Association of
Broadcasters



Lindsay Berezan
Administrative Assistant
ConvExx



Justin Courtney
Exhibits Coordinator
Society for Mining
Metallurgy & Exploration



Catalina Damian
Sponsorship Manager
Corcoran Expositions



Brittany Doyle
Project and Event Manager
Solar Energy Trade Shows LLC



Elizabeth George
Digital Product Specialist
Informa Global Exhibitions



Alexandra Gonzalez
Show Manager – Latin Auto
Parts Expo
Latin Expo Group, LLC



Tiffany Hale
Events Manager – Expo
National FFA Organization



Jackie Horn
Exhibitor Services Coordinator
NBM, Inc.



Catherine Hunter
Events Coordinator
SmithBucklin



Jordan King
Operations Coordinator
dmg::events



Krista LeMoine
Associate Operations Manager
Informa Exhibitions US



LaShanna Mackey, CMP
Exhibits Associate
American Association for
Cancer Research



Megan Miglautsch
Latin America Marketing Manager
Association of Equipment
Manufacturers



Fabian Quinonez
Marketing & Operations Asst.
Premiere Show Group



Melanie Shanfield
Event Coordinator
SmithBucklin



Kaitlin Simonfay
Associate Manager
Trade Show Operations
Global Pet Expo



Becca Sizemore
Convention Operations Coordinator
National Association of Broadcasters



Lisa Trinh
Operations Coordinator
Emerald Expositions



Jessie Wolfe
Marketing Coordinator
National Trade Productions, Inc.

WHAT DO PAST 20 UNDER 30 HONOREES HAVE TO SAY?

Since the 2014 IAEE Expo Expo a lot has happened. I became a mom of a beautiful baby boy Elijah Wolf and I was promoted to Show Director for Style & Beauty at ASD! As show director I have been a part of the team at ASD that is working to elevate and improve the skill set of our sales team. We brought in Dan Cole (formerly led sales at CES and now at Hargrove) to work with us on sales training. As a result of our improved sales training initiative I have instituted new one on one role playing sessions with my own team to heighten the teams closing ratio.

I was elected to serve on the internal brand committee that is rolling out our new CRM to help improve productivity and efficiency and will be a lead on the sales management side on this new tool.

Recently, I attended the LinkedIn Sales Connect conference in Las Vegas and am working to increase our use of Social Media among the sales team to aid in our prospecting. I was lucky enough to join the Exhibitor FastTrack conference in San Diego and then followed that with an East Coast client tour and competitive show analysis.

My experience as an IAEE 20 under 30 last year was a great opportunity to network, learn from my peers and also become more informed about different facets of the tradeshow industry, it also gave me a sense of community and a great peer group to reach out to, from the mixers, to the seminars I learned a lot and was able to apply much of what I learned to our business at ASD.



Tomel Lora
Show Director
ASD Market Week

I was promoted right before last year's event to Assistant Manager, Tradeshow & Sponsorships but after I was selected for 20 Under 30 program. I have recently started working towards getting my CEM, I am currently involved in the IAEE Midwestern chapter Young Professional committee and in 2016 I will be on the national IAEE Young Professional Committee.

Being a part of the 2014 20 Under 30 Program was a great opportunity to go to Expo!



Kara Stahl
Assistant Manager
Tradeshows &
Sponsorships
National Restaurant
Association

Expo! and network with not only my peers in the program but the entire industry over the three days.

Being a 2014 20 under 30 participant was an amazing experience. IAEE did a great job giving us a suggested schedule, to ensure we got the most out of Expo! Expo!. I met so many great people who I can now use as a resource to help my company. I can't wait to go back this year and network with all my friends!

For the incoming 20 under 30 class, I would highly recommend you take advantage of each and every networking opportunity. Have fun at night, but be sure to make it to those early sessions. Also, talk to everyone; don't be intimidated by titles. Everyone is there to meet new people just like you. Hope to see you there!



Sheldon Kaye, CEM
Operation Manager /
IT Administrator
ConvExx

CONGRATULATIONS TO THE 2015 YOUNG PROFESSIONAL OF THE YEAR!

Cassie Thompson serves as a Manager in the Event Services unit at SmithBucklin, the association management and services company more organizations turn to than any other. As the event lead for the America's SAP User's Group, the world's largest independent SAP users' group, she manages five annual events, including a high-profile conference that draws more than 17,000 attendees. Cassie also serves as the event lead for COE (an international professional organization uniting users of Dassault Systèmes) and oversees its annual conference, which includes project management, budget management, future site selection and logistics. In addition, Cassie serves as an officer on an internal SmithBucklin committee.

An active participant in the events and exhibitions industry, Cassie is currently a member of the International Association of Exhibitions and Events (IAEE) Midwestern Chapter's Board of Directors. As the chair of the chapter's Young Professional Committee, she is actively involved in engaging young professionals. For example, she helped to launch a new scholarship program, created a Young Professionals chapter Facebook page and created a "Young Professional Corner" for the chapter newsletter, among other initiatives.



Cassie Thompson
Event Manager
SmithBucklin

YP SPOTLIGHT

Q: What are your responsibilities in your current role?

A: Making people feel happy and confident- while simultaneously understanding their needs, wants, and managing expectations. Those are my most important responsibilities. Working for Core-apps has been one amazing ride that is continuously going up. Sales positions are one of the most challenging, yet the most rewarding and I am not talking monetary here. How can I make someone's day better is what I ask myself each day.

Q: What drives your involvement with IAEE?

A: The people are the ones who drive my involvement. Without the members we wouldn't be here and I wouldn't be here writing up my responses. I have met some wonderful individuals and I enjoy learning and growing amongst my peers and industry veterans.

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

A: Let's be honest, in this industry most of us enjoy networking in a lively atmosphere, with fun tunes and a refreshing adult beverage. This is also the most common type of networking opportunity. However, I am a big outdoor enthusiast--opportunities that allow us to spend time outside whether it is a fun run, picnic at the park or service project.

Q: What was your most memorable IAEE experience?

A: Hands down 2012 Expo! Expo! In Orlando, Florida. This was my first Expo! Expo! and I was awarded to go by my Hotel college, UNLV. I volunteered as a booth judge, which allowed me to go by a set of booths to evaluate each one based on a criterion given to me. This presented the



Yesenia Hasakian
Sales Manager
Core-Apps

opportunity to engage with industry professionals, learn about their business and share my story.

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

A: The ability to travel to destinations that you probably would not go to typically.

Q: How did you get involved in the industry?

A: Well, it all started when I moved to Las Vegas in 2011. I took a year off school to allow myself to be qualified for in-state tuition. During that year I became familiar with some of the largest trade shows that would come to Las Vegas. I attended CES and I remember telling myself "Yes, this is it, this what I want to do", of course I had no idea what REALLY went into planning an event. I was accepting it for all its vibrant glory during show time.

Finally, I attended and graduated from the University of Nevada, Las Vegas. During my time there I was heavily involved—volunteering at trade shows, attending networking events. Later, I became chair of the IAEE Student Chapter. We would plan events for students such as: back of the house tours of venues and trade shows and an industry round table.

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

A: Yes, my advice to all young professionals is to get involved and stay involved! There was a piece of advice that I learned very early on that has never left my mind. It's not about whom you know, but who knows you! Be engaging and memorable! Always remember that people will forget what you say, but they won't forget how you made them feel.

Would you like to be the next YP Spotlight?

Send an email to yp@iaee.com with YP Spotlight as the subject and your name in the email!

YP MEETUPS

The young professional ambassadors have been hard at work connecting our industry one meet up at a time. These meet ups are meant to be simple, low key networking experiences to create connections both personally and professionally.

Dallas/Fort Worth YP Meet Up

Young professionals from the DFW Chapter of IAEE gathered at Razzoo's Cajun Café in Irving, Texas, on October 15th for their fall YP Meet-Up of 2015. Such events, hosted by the DFW YP Committee, have proven successful in providing networking opportunities for YPs in their area. With each Meet-Up, their reach has grown; they are currently in contact with 80+ DFW exhibition and event young professionals. 40 of them have participated in at least one Meet-Up in 2015. This group plans to close out the year with a social media contest and is looking forward to more successful Meet-Ups in 2016! For more information on Dallas/Fort Worth meet ups please contact Amanda Padron at Amanda@thecollectivegroup.com.



Orlando YP Meet Up

Young Professional members of the Southeastern chapter met up at The World of Beer in Orlando, FL on October 16th. There was plenty of networking, ideas and laughter shared among the group! For more information on meet ups in the Orlando area please contact Kim Zonca at kzonca@nbm.com.

Meet Ups have also been held in the following cities:

- San Diego
- Raleigh
- Houston
- DC/NY co-located at War on the Shore



YOUNG PROFESSIONALS IN ACTION



YOUR FACE COULD BE HERE!

**Submit your photos to be included in the next
YP Connect Newsletter!**



UPCOMING CEM COURSES

Date

Location

Course

Instructor

27 Jan	Austin, TX	Finance, Budgeting & Contracts	TBD
08 Feb	Washington D.C.	Strategic Planning & Management	TBD
01 Apr	San Francisco, CA	Event Operations	TBD
27 Apr	ASAE Springtime	Exhibition & Event Sales	TBD
27 Apr	ASAE Springtime	Finance, Budgeting & Contracts	TBD
09 May	Houston, TX	Floor Plan Development	TBD
10 May	Houston, TX	Housing & Registration Management	TBD
11 May	Houston, TX	Strategic Planning & Management	TBD
12 May	Houston, TX	Security, Risk & Crisis Management	TBD
13 May	Houston, TX	Event Operations	TBD
19 Jul	Dallas, TX	Conference & Meeting Management	TBD
08 Aug	Orlando, FL	Consumer Show Management	TBD
09 Aug	Orlando, FL	Facilities & Site Selection	TBD
10 Aug	Orlando, FL	Selecting Service Contractors	TBD
11 Aug	Orlando, FL	Conference & Meeting Management	TBD
12 Aug	Orlando, FL	Event Marketing	TBD
04 Dec	Anaheim, CA	Conference & Meeting Management	TBD
04 Dec	Anaheim, CA	Event Marketing	TBD
04 Dec	Anaheim, CA	Facilities & Site Selection	TBD
04 Dec	Anaheim, CA	Finance, Budgeting & Contracts	TBD
04 Dec	Anaheim, CA	Floor Plan Development	TBD
04 Dec	Anaheim, CA	Security, Risk & Crisis Management	TBD
05 Dec	Anaheim, CA	Consumer Show Management	TBD
05 Dec	Anaheim, CA	Exhibition & Event Sales	TBD
05 Dec	Anaheim, CA	Event Operations	TBD
05 Dec	Anaheim, CA	Housing & Registration Management	TBD
05 Dec	Anaheim, CA	Selecting Service Contractors	TBD
05 Dec	Anaheim, CA	Strategic Planning & Management	TBD

UPCOMING CHAPTER EVENTS

1 Dec	Chapter Receptions at Expo! Expo!
8 Dec	Central Texas Chapter Holiday Social at One World Theatre
10 Dec	Southeastern Chapter Holiday Networking Luncheon at the Georgia Aquarium
16 Dec	The New York Annual Holiday Party
28 Jan	Central Texas Chapter - Southwest Showcase, The Event for Meetings, Education and Exhibition Professionals
28 Jan	Midwestern Chapter 3rd Annual Kick Ball Tournament

More IAEE Chapter Events coming in 2016

FEATURED JOB POSTINGS

- [Sales and Project Manager, International Trade Shows](#)
- [Exhibits Manager, Association of the United States Army](#)
- [Account Manager - Exhibit & Sponsorship Sales, SmithBucklin](#)

FEATURED ARTICLES

- [10 Habits Successful People Give Up to Increase Their Productivity](#)
- [It's Time... Grow Up! 10 Bad Habits That Make You Look Immature at Work](#)
- [The Single MOST Underrated Career Skill Ever](#)
- [4 Types of Mentors You Need](#)
- [Trade Show Tricks - Getting the Biggest Bang for Your Buck](#)

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