



## LETTER FROM THE CHAIR

With 2016 upon us, we have a tremendous opportunity to carry on the momentum built by the work of IAEE's Young Professional Committee. Our previous committees have established an informal network of like-minded peers nationwide. The YP Connect newsletter has a nationwide reach. Our Expo! Expo! meet-ups are growing and have gained support from major industry partners.

My mandate this year is to build on these successes. At the end of the day our charge is to support a new generation of successful leaders. Our various initiatives for 2016 target that. From establishing a network of IAEE YP meet-ups at every chapter to influencing educational content at Expo! Expo!, we've created smart, measurable goals designed to build our credibility and leave the 2017 YP Committee on even better footing.



As a YP I urge you to take ownership in your own way. Join us for networking events when they take place in your area. Volunteer for subcommittees within your local chapter. Seek out the YP Committee and young professional initiatives at Expo! Expo! this year, and talk to us about getting engaged on a national level. Make us all look good, and don't give old folks a reason to use the word 'millennial' as a pejorative.

I can trace every single advancement in my career directly to my IAEE involvement. Grow your involvement with us and it will pay dividends to you as well.

If you would like to chat a bit about how IAEE can benefit you, reach out to me at any time. My email is [aland@lvcva.com](mailto:aland@lvcva.com) and my office is 202.296.5300. I'm always happy to talk.

Cheers to 2016!

Best,  
**Alex Land**  
**Las Vegas Convention Visitors Authority**  
**2016 Young Professional Committee Chairperson**

## YP SPOTLIGHT

Read all five YP Spotlights on the IAEE Young Professionals page:

- [Justin Courtney](#)  
Exhibit Coordinator

Society for Mining, Metallurgy & Exploration Inc.

- **Cat Damian**  
Marketing & Sponsorship Manager  
Corcoran Expositions, Inc.
- **Krista LeMoine**  
Associate Operations Manager  
Informa Global Exhibitions
- **Fabian Quinonez**  
Marketing & Operations Assistant  
Premiere Show Group
- **Kate Simonfay**  
Associate Manager  
American Pet Products Association/Global Pet Expo

## **LEADERSHIP**

### **Quick Tips from the Seasoned Vets**

#### **Communication**

In our fast paced business environment we rely too much on email and text. If you find yourself sending a third email to someone to respond to a question. Pick up the phone and talk to them. You can get a better understanding of their needs and respond accordingly. Phone skills are important and can help you build relationships with your vendors, members, colleagues and peers. Prepare for the phone call. Have your questions or any background material that you will need. If you are trying to work out a difficult situation have options available. After the call send an email outlining what was agreed upon during the call.

Arlene Davis  
Vice President, Meeting & Events, Auto Care Association

#### **Focus on the Who**

When organizing events we tend to focus on the "what" aspect—the logistical details involved—rather than the "who". Don't lose sight of the fact that the "what" is designed to create a great experience for the "who", your attendees and sponsors. It's the "who" that matters most.

Chris Dolnack  
Senior Vice President & CMO, NSSF

#### **Education**

Take advantage of all of the educational opportunities you can. Whether it is through formal education or participation in industry association educational offerings.

Heather Wilden  
Senior Account Manager, CoreApps  
Hospitality Professor at UNLV

#### **Be Vocal**

Be forthcoming with your own thoughts and ideas. Don't fear being rejected by providing your own ideas, as the effort alone shows you are trying to improve the business and you care about what you and the company is trying to achieve. And if you get rejected, ask for a reason. You may find the rejection was made for the wrong reason and the person rejected just didn't understand what you were trying to convey.

Jeff Pressman  
CEO/President, ConvExx

### **Be a Positive Catalyst for Change**

Slow down, be patient, grass is not always greener, be a positive catalyst for change within. In the hotel business it was customary to change properties and companies in order to advance. I missed out on some great long term opportunities for a quick grab at immediate gratification.

I have been at Freeman for 13 years now learning that great organizations value their people. We have experienced tremendous growth and I feel that my input is valued.

Michael Mailing  
Client Solutions Director, Freeman AV

## **TECHNOLOGY**

### **4 Ways Technology Can Make You a More Effective Fundraiser**

It'd be great if every donor preemptively announced their tastes to your organization.

### **Airbus wants to patent a seat that could revolutionize how airlines sell tickets**

In a bid to maximize profits, airlines are squeezing more and more people onto their planes. As a result, seats and personal space are shrinking. People, meanwhile, are getting larger.

### **Recap of Mobile World Congress 2016**

A fractious MWC16 panel on mobile ads brought several executives from the ad industry side plus ad behemoth Google face-to-face with what might be their worst nightmare: network-level mobile ad blocking.

### **10 Breakthrough Technologies 2016**

Which of today's emerging technologies have a chance at solving a big problem and opening up new opportunities? Here are MIT Technology Review picks. The 10 on this list all had an impressive milestone in the past year or are on the verge of one. These are technologies you need to know about right now.

## **EXPO! EXPO! UPDATES**

### **2016 Expo! Expo! Call for Presentations Process Now Open | It's All About Constructivism**

Constructivism is a learning concept that generates knowledge and meaning from interaction between experiences and ideas. Are you a subject matter expert or have knowledge that could make a difference in our industry? Will your knowledge teach and inspire others to build and create better and more engaging events? Be a part of Expo! Expo! IAEE's Annual Meeting and Exhibition by leading active and social learning environments.

IAEE calls on you to share knowledge and business expertise through a unique and valuable speaking opportunity. You are invited to [submit an education session proposal](#) for presentation at the 2016 Expo! Expo! IAEE's Annual Meeting and Exhibition from 6-9 December in Anaheim, CA.

### **Experiencing 2015 Expo! Expo! & 20 Under 30**

This year was my second time going to Expo! Expo!, and the main reason I wanted to attend was for the education. As someone who's relatively new to the industry, there's so much I can learn from IAEE's community. The international-focused panels were excellent. The world is so connected and I think it's important to understand practical tactics that work around the world that we can really grab a hold of and apply to our jobs. I also had the chance to take some of the CEM courses after the conference, which are a great way to learn the building blocks of our business from industry veterans.

I also had the opportunity to be a part of IAEE's 20 Under 30 program. Applying for the program was a great decision to not only help make it easier for my company to send me, but also to be a part of the talks specifically for young leaders. One of the speakers we heard, Sam Potolicchio, Director of Global Education at Georgetown University, shared keys to being a good communicator in today's global society. One statement he made really impacted me. He said that people need to feel like they have been heard, even if you disagree. So, it's important to restate someone's position even better than they might have stated it themselves to show that you really understood their message.

Our event industry is unique in the fact that suppliers, vendors, and the clients bond through intense short periods together at expositions and conferences. Everyone works hard, solves crises, has fun, and pulls off great events. The result is that attending a conference like Expo! Expo! feels like an educational family event. It's a wonderful thing, but as someone who is new to the industry, it can be a little intimidating. So, having a few organized things to go to like the Young Professionals Night and the various meetups during the expo are so helpful for starting to build your own industry family. Networking is such a key component of Expo! Expo!, and I'm pleased to say that attending led AEM to work with a brand new vendor for CONEXPO-CON/AGG. I introduced this vendor to our company after hearing them speak during a panel there, and we're excited about the start of that new partnership!

**Megan Miglautsch**  
**International Marketing Manager**  
**Association of Equipment Manufacturers (AEM)**

## **STORM THE HILL ON 8 JUNE – EXHIBITIONS DAY REGISTRATION IS NOW OPEN**

This is your industry and your voice. Join industry professionals from all over the US as we meet with federal lawmakers to discuss legislation that directly impacts the exhibitions and events community. [Register here](#).



## **UPCOMING EVENTS**

### **14-18 March 2016**

CEM in Bangkok, Thailand

### **29-30 March 2016**

CEM in Hyderabad, India

### **31 March 2016**

DFW 10th Annual Golf Classic  
Golf Tournament, Silent Auction & Happy Hour

### **31 March 2016**

IAEE Webinar: Demystifying WiFi – WiFi That Works

### **1 April 2016**

2016 Expo! Expo! Call for Presentations Closes

### **1 April 2016**

CEM in San Francisco, CA – Northern California Chapter

### **5 April 2016**

CEM Online Courses Begin

### **7-8 April 2016**

CEM in Anaheim, CA – Southwestern Chapter

**12-13 April 2016**

CEM co-located with CAEM in Toronto, Canada

**16-17 April 2016**

CEM in Taipei, Taiwan

**21 April 2016**

IAEE Webinar: Exhibitions Day 2016

**23-24 April 2016**

CEM in Taipei, Taiwan

**26 April 2016**

2016 Women's Leadership Forum

**27 April 2016**

CEM courses co-located with ASAE Springtime in Washington, DC

**1 May 2016**

CEM in Taipei, Taiwan

**9-13 May 2016**

CEM Week in Houston, TX

**10 May 2016**

CEM Online Courses Begin

**12-13 May 2016**

IAEE Education Committee Meeting in Washington, DC

**17-19 May 2016**

CEM in Singapore

**19 May 2016**

IAEE Webinar: 10 Tips for a Killer LinkedIn Profile

## **YP's IN ACTION**

Central Texas Chapter recently held a member meet-up in Houston with 18 attendees. The group met at Hearsay on the Green and networked and discussed industry trends.



The **Midwestern Chapter** held a young professional happy hour where young professionals mixed and mingled at Bar Louie North River in Chicago, IL.



The **Dallas Fort Worth Chapter** also held a young professional happy hour complete with margaritas on National Margarita Day at Fuzzy's Taco Shop in Irving, TX.



## DID YOU KNOW?

According to CEIR, the exhibitions industry contributes more than \$70 billion to the U.S. GDP. Get ahead and download the latest 2016 Digital Toolkit report that highlights [attendee technology habits and attitudes](#). **Are you intrigued yet?** CEIR also has 2 additional reports in this toolkit on [exhibitor offerings](#) and [organizer pre-event communications and registration offerings](#).



## ARTICLES

### [10 Qualities That Separate Real Leaders From Regular Ole Bosses](#)

Do you have the personal qualities you need to be an effective leader in the coming decades? Even if you've been successful so far, the answer may be no. The aggressive personality and hard-driving skill set that got so many leaders to the top in past years won't keep working in the future.

### [How to Be an Awesome Young Manager](#)

Gen Y is entering management positions decades earlier than those before them. And let me tell you, lack of experience and training in management is a dangerous combination. I was promoted to a leadership position at 26, less than one year after I'd been hired at entry-level. I sucked. I had no clue how to manage people and had a team under me, plus I oversaw people abroad who were twice my age with twice as many degrees.

### [Overcoming Millennial Workplace Stereotypes](#)

Have you ever been passed over for a promotion or lost a big client but could not figure out why? It could be because of the way you dress, how you communicate over emails or your Facebook profile.

According to Forbes, 68 percent of organizations find it difficult to manage millennials.

It makes sense. Most managers of millennials date back to a time before selfies, Nicki Minaj and Snapchat.

## JOBS

### [Account and Business Development Manager, Latin America and the Caribbean](#)

International Council of Shopping Centers, Inc.

### [Senior Exhibit Sales Account Executive](#)

ANSA Productions, Inc.

### [Sales Representative \(Energy and Engineering\)](#)

Access Intelligence

[Manager, Exhibits, Sponsorships & Meeting Partnerships](#)

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