
the official newsletter of the pcma capital chapter

Convening Leaders Education Conference 2018

Seven-hundred people descended upon Cleveland, Ohio in mid-June to learn, network, obtain credit hours and enjoy the hospitality of this great city. While I have been a member of PCMA for many years, this was the first time I have been able to attend an Education Conference and I was incredibly delighted! The content allowed for deeper dives, engagement with fellow members and plenty of time to develop stronger relationship with peers.

The only problem with this conference? Narrowing down which class to attend from the forty amazing speakers highlighted during the three-day event!

The focus of this year's conference was about marketing (both yourself and your organization) and DISRUPTION! The main stage speakers included: Denise Lee Yohn, who provided great information about creating a 'Rockstar Brand'; Phil Hansen dazzled us with his inspiring story about how to turn limitations in to opportunities; Peter Sheahan, who challenged us to find opportunity in change and disruption; Gary Magenta, created an engaging atmosphere to help us plan for disruption and Bridget Brennan, who encouraged us to elevate customer experience for future success.

Cleveland rolled out the red carpet and created a great backdrop! The conference opened with a reception at the Rock and Roll Hall of Fame. Throughout the week there was time set aside for specialized planner tours, a tour of the Cleveland Clinic and a one-of-a-kind dining and entertaining experience for the foundation's Give Back Bash. Punch Bowl Social was the closing venue which

provided an opportunity to play. There was life size scrabble boards, bowling, shuffle board and the place where you could find my group, one of the two karaoke rooms.

Time was allowed to experience the arts, culture and history of Cleveland. I enjoyed a late afternoon walk and was impressed at how much Cleveland offered as a destination, from its beautiful location on Lake Erie to the historical significance to our country (featured in many monuments scattered around the downtown). This walkable city has a lot to offer as a destination including a great dining district, several entertainment districts, and beautiful hotels.

As a supplier, the ability to network and learn side by side with my planner friends is the draw to any conference I attend. The Education Conference delivered! The three-day program had a planner/supplier ratio of 40/60 with PLENTY of opportunities to network, have fun and engage with colleagues and friends from a diverse combination of operational expertise.

Looking forward to next year in Los Angeles, where I hope to see you there! Let's bump attendance to over 1,000 in the City of Angels, I for one am excited to see what Mary Gallagher has in store for us!

By Tanna Pearman, Business Development Director, The Row
Reno, Communications Committee Chair

The PCMA Capital Chapter is where "You Belong"!

Mission: The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promoting the value of professional convention management.



message from the board

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If you have any comments, suggestions or would like to write an
article for *The Chatter*, email: pcma.capital.comm@gmail.com



Stacy Knoppel

Director of Convention Management, Events DC

What does flying a kite have to do with PCMA? Absolutely nothing! Yet PCMA chose to have a “Lets Fly” break after lunch during the PCMA Education Conference in Cleveland. Participants could pick up a kite and head outside to an area across the street from the convention center to fly a kite. I tried it! And although my kite didn’t stay up in the air and I had to run in my suit in front of my peers and colleagues, I was inspired by the idea and the chance that PCMA took to get people together in an unconventional way at a conference.

It wasn’t a very windy day so many of our kites followed behind us as we ran. Despite this, we felt compelled to accomplish our goals – to get our kites up in the air and to have fun!

Self-motivation and having fun were two themes that ran throughout the Education Conference. We attend for the educational sessions to learn more about our industry and gain valuable experiences to improve or reinvent ourselves and our organizations. The fun was an added bonus that came from networking with industry colleagues at experiences created during special activities such as “Lets Fly” and other events within the destination.

If you attended the Education Conference, now is the time to pull out your little blue “idea book” where you wrote down all of your notes about developing your “Rockstar” brand, embracing disruptions, exploring challenges through creativity, or the session you attended and implement one of the ideas. If you didn’t attend the Education Conference, you will enjoy this month’s Chatter which summarizes its sessions and experiences. I hope you will find inspiration within its pages to soar to new heights, with or without a kite.

If you have ideas for future Chatter Issues, please send them to pcma.capital.comm@gmail.com - we are also accepting articles for our library to be used for future issues, if you would like to write something, send an email for article guidelines.

Is Your Office GDPR Compliant

The European Union's new General Data Protection Regulations has been in full effect for a few months and companies are starting to see what effects it has on their day to day business. Here are some highlights:

One requirement of being a GDPR compliant organization is an annual staff training. Staff trainings should cover an overview of what GDPR is, what the individual's rights are, and what deadlines need to be followed.

One of the most important aspects of GDPR is that a person must have given explicit consent before communications between the company and the person can take place. While this does seem very restrictive, GDPR does allow some implied consent if certain criteria are met. Implied consent consists of:

- Contractual – If the person initiated a contract, communication revolving around that contract is allowed;
- Legal – If there are existing laws allowing communications, those laws supersede GDPR;
- Explicit – The person has explicitly opted in;
- Legitimate business interest – This one is the most flexible way to justify consent to communicate.

Because of implied consent, many organizations can justify the amount of personal data that is stored in their databases. In the business events industry, a majority of our consent to communication is justified under the contractual and legitimate business interest guidelines.

What are the individual's rights?

GDPR consist of five rights that any individual residing in the European Union can exercise. Once an individual exercises any of these rights, the company must comply within 30 days:

- Right of Access: A Data Subject may ask if you are processing their personal data, and if so, request information as to how this is being done and request a copy of that personal data.
- Right to Rectify: A Data Subject can notify you if their personal data is inaccurate and you must update the data.
- Right to Erasure: A Data Subject can ask for their personal data to be removed. An exception to this is if we have a legal or legitimate business need that overrides the Data Subjects privacy right.
- Right to Restrict Processing: A Data Subject can ask that we no longer process their personal data in any way. An exception to this is if we have a legal or legitimate business need that overrides the Data Subjects privacy right.
- Right to withdraw consent: A Data Subject can withdraw consent at any time.

US States Follow Suit

At the end of June 2018, California enacted the Consumer Privacy Act (CCPA). This privacy act will go into effect January 1, 2020 and will give power to the residents of California to ask a business for all personal data that the business might have collected. The bill will also give consumers the right to ask companies not to sell their personal data to third parties, which in turn could deeply affect the exhibitions side of business events.

GDPR compliant companies will easily adjust to this new requirement, but companies claiming that the European Union's new rules have no effect on them, may be in for a rude awakening.

Stay tuned for more on the GDPR and CCPA in the next issue of the Capital Chapter Chatter.

By Ashley Sarris, Meetings Manager, American Society for Cell Biology



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Happy 25th Anniversary to the Capital Chapter! Honoring our members who were there from the beginning.

Did you know the chapter is celebrating its 25th Anniversary in 2018?

As the largest PCMA chapter, the Capital Chapter is known for its thought-provoking educational programming, impactful community outreach, amazing networking and more! We're excited to honor members who have been part of the chapter since the beginning.

In this issue we're sending a special shout out to all the Chapter Presidents! Thank you for your amazing leadership and dedication over the past 25 years!

| NAME | CALENDAR YEAR |
|------------------------|---------------|
| Debbie Woodcock | 1992 |
| Debbie Woodcock | 1993 |
| Scott Hunt | 1994 |
| Lauren Kramer -Whelan | 1995 |
| Pam Jensen | 1996 |
| Lee Ann Burr | 1997 |
| Ken Esthus | 1998 |
| Kati Quigley | 1999 |
| Kathy Callender | 2000 |
| Jack Chiasson | 2001 |
| Janine Pesci | 2002 |
| Adele Humphries Dicken | 2003 |
| Brad Weaber | 2003 |
| Brad Weaber | 2004 |

| NAME | CALENDAR YEAR |
|--------------------------|---------------|
| Amy Calvert | 2005 |
| Johnnie White | 2006 |
| Valerie Sumner | 2007 |
| Bill Reed | 2008 |
| Nancy DeBrosse | 2009 |
| Cecilia Bell | 2010 |
| Hunter Clemens | 2011 |
| Karin Soyster Fitzgerald | 2012 |
| Kirsten Olean | 2013 |
| Annette Suriani | 2014 |
| Mary Gallagher | 2015 |
| Joy Womack | 2016 |
| Diane Kovaks | 2017 |
| Jim Kelley | 2018 |



Left to right: Nancy DeBrosse (2009), Bill Reed (2008), Lee Ann Burr (1997), and Debbie Woodcock (1992 and 1993)

By Amanda Clark, CMP Associate
Director Office of Meeting Management
National Governors Association Co-Chair
Communications Committee



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First-Timer's Perspective, 2018 PCMA Education Conference – 2018 Capital Chapter Scholarship Winner

After four education-filled days in Cleveland, I headed back to my office ready to share what I learned during the 2018 PCMA Education Conference!

I gathered tips about how to improve my LinkedIn presence, learned the steps to take small educated risks in my career and personal life, how to embrace limitations and turn them into opportunities for creativity and so many other lessons from the many speakers at this year's conference.

Though I enjoyed my time in the classroom, the most valuable lessons came from interactions with other attendees. I took the opportunity to meet with other planners in both formal and casual settings where we were able to share our own and learn from each other's experiences.

What is the brand of my organization and what do members and attendees think is our brand?

During my conversations, the theme of branding was discussed the most. My meetings industry colleagues are rethinking their brand and how best to share that brand with clients, attendees, coworkers, and friends.

While in Cleveland, I had the opportunity to rethink my personal brand. What is the brand of my organization and what do members and attendees think is our brand? The answers to these questions are crucial to the successes of our events and we typically do not have the time or bandwidth to really dive in and find the answers. Having the opportunity to think through and brainstorm the answers with my peers was a truly invaluable experience and would not have been possible without this conference.

I arrived back in Washington feeling inspired to become more involved in the industry and eager to find more opportunities to interact with industry professionals/leaders!

By Michelle Koblenz, Meetings Manager, Gerontological Society of America



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- Conde Nast Traveler: "2018 Best Place to Visit"

But enough about us - how can we help plan your next event in Minneapolis?

Learn more at minneapolis.org

PCMA hosts another successful volunteer event at the Humane Rescue Alliance!

On July 18th, The Community Service Committee organized another donation collection drive and on-site activity event for the Humane Rescue Alliance's Northeast location.

Over the last few months, the committee has collected more than six bags of treats, several blankets and 146 t-shirts along with monetary contributions donated at the Capital Chapter monthly educational and networking events. More than \$1,200 was raised via the online donation link; this allowed us to sponsor four cats (Hattie May, Badger, Mellon, and Tee tee) and four dogs (Holtby, Sue, Stacy, and Silke).

The staff at HRA spent a lot of time telling the volunteers about the animals they were helping and how the adoption process works while the volunteers made more than 40 dog toys from some of the donated t-shirts and tennis balls. The volunteers were able to visit the cats waiting for adoption and deliver the toys and treats to adoptable dogs. Seeing the cats and dogs excited to have so many visitors made the event a truly rewarding experience for them as well as for the volunteers.

A special thank you to those who volunteered on-site: Kim Allison, Jennifer Bond, Stefanie Brown, Erin Carter, Kristie Chang, Brian Chung, Mallory De la Rosa, Katelyn Diehl, Cheri Fairchild, Whitney Gafford, Mariana Gallo, Leslie Hastings,

Matt Heck, Lauren Hyps, Denise Jackson, Gabby Jenifer, Vicki Johnson, Eric Kincaid, Stephen Longbottom, Karen MacFarland, Mary Manier, Caitlin Nicolson, Monica Robinson, Kim Sackett, Will Trokey, Jordan Vallergera, Allison Wachter, and Scott Warren.

A special thank you is also in order to those who donated via the online link: Jim Kelley, Diane Kovats, Marcus Eng, Boomer, Kathy McAdams, Moxie and Hodor, Winnie and Stella, C. Phalen, Mrs. Jennifer Erney McCurley, Beverly Johnson-Hampton, Josie, Mary Gallagher, Vicki Johnson on behalf of Peanut, Heather Buss, John Rubsamen, Rebecca Ramsey, In memory of the Haning fur babies who have passed, and various PCMA Capital Chapter Member Donations.

You can learn more about the Humane Rescue Alliance by visiting www.humanerescuealliance.org

If you would like to be added to our list of volunteers, are interested in joining the committee, or have a suggestion for a great volunteer activity, please contact Jennifer Bond at capital@pcma.org.

By Jennifer Bond, CMP, CMM, Deputy Director, American Astronomical Society



pcma Capital Chapter
Community Services Committee

partnering with



Community Service Alert!

Join us at The Children's Inn at NIH in September for our next volunteer networking opportunity!

The Children's Inn at NIH
7 West Drive, Bethesda, MD
Tuesday, September 25, 2018, 5pm-7pm

The PCMACC will be serving dinner to the families staying at the Inn to alleviate their worries of grocery shopping and the hassle of preparing a meal after a long day of traveling or spending hours at the hospital with a sick child. More information can be found at capital.pcma.org/event/september-community-service-project/.



As Seen on PCMA Catalyst

The warmer months are upon us in the Northeast as is apparent on PCMA Catalyst, where the posts have slowed down for the summer season in exchange for respites by the sea or mountain settings in an attempt to recharge in preparation for the next planning season.

Flying Blind Can Be Fun

The not-so-fun term ‘flying blind’ means, literally, to fly an airplane without the ability to see, relying on the plane’s instruments instead. Did you know that this term has also been used to describe when someone is able to register for an organization’s conference the following year, while still onsite at the current year’s conference? Mia Friel, Director of Meetings for the American Academy of Physical Medicine and Rehabilitation heard this term referenced at PCMA’s Education Conference, where a speaker described a registration rate as the ‘Flying Blind Rate’ where the content had not yet been announced, apart from a keynote speaker, dates, and location. In this example, the registration rate is discounted even further from the group’s early bird rate. Mia shared that she thought this was a compelling way to lock in conference loyalists or newer attendees on the heels of a great experience at the current meeting.

Would your organization ever offer a ‘Flying Blind Rate’? Deanna Tharpe, Executive Director of Down Syndrome Affiliates in Action in Texas, offered the chance to win free hotel accommodations to attendees at her 2016 meeting to book her 2017 meeting. She is considering doing this again for their 2019 conference to offset a possible rate increase.

Megan Finnell, CMP, Assistant Director, Meetings and Conferences for Medical Group Management Association in the Greater Denver Area, incentivizes attendees who are ‘Flying Blind,’ with \$100 off the next year’s early bird rate, plus advanced access to registration launch.

With the attendee in mind and the appropriate incentive, planning for a ‘Flying Blind Rate’ can be fun!

Help a Fellow PCMA Professional Out

One cool feature of Catalyst is that you can sort threads by least number of replies. Have 5 minutes before your next meeting? Head to the Catalyst Forums to help an industry colleague out by providing feedback to questions/topics that have gone unanswered:

- What meeting professionals read every day?
- Individuals are out there looking for industry colleagues with experience doing business internationally with Japan, Bahamas, IMEA (India, Middle East, and Africa), Chile.
- What are your top meeting app favorites?

Family Friendly Conferences/Babysitting Services

Several posts have popped up recently regarding helping parents with young children attend their industry’s conference, including one from Johanne Storgan, Director of Conferences for the Botanical Society of America in Ohio. Johanne asks, “What, if anything, do other conferences do to help parents with young children attend?” Visit the Catalyst Forums and read the responses Johanne received and learn what other organizations are doing to help in this regard. You will also find the names of several organizations providing child care services specific to meetings and conferences.

Crisis Communication Toolkit

If you haven’t had a chance to check it out, PCMA recently partnered with Davies Tanner to create a new Crisis Communication Toolkit. Download this free resource posted by Carrie Johnson, Director, Education Content for PCMA.

Have a question to ask or experience to share? Incorporate PCMA Catalyst into your summer reading list and chime in!

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This is Us...All of Us: 2018 Reboot was all about Inclusion

As meeting professionals, we are tasked to produce programs that attract the members of our organizations; members of a specific profession, people of different skin colors, religious, political beliefs, sexual orientations, sizes, shapes, genders and generations.

This task can be daunting but having the knowledge, the empathy and the wherewithal to create inclusive programs was the purpose behind the Capital Chapter's 2018 Reboot.

This year's Reboot was a celebration of 25 years of service and dedication to the PCMA Capital Chapter and more importantly, to the legitimacy of the meetings and events profession.

Just like our country, the PCMA Capital Chapter is evolving and learning to accommodate a diverse group of people. This fundamental requirement was addressed head on by our keynote speaker Michelle Kim.

Michelle addressed the difference between diversity and inclusion and helped the audience understand how easy it is to create a more inclusive culture through knowing your audience and compassion. The end result is the creation of safe spaces for people to express, share and debate ideas together with a discussion about solutions.

Following the keynote presentation, attendees were able to choose from three breakouts, all of which continued with the theme:

Bettina Straight, Mercy Medical Center "When Seeing is Not Believing: Identifying Unconscious Bias" Holly Strout, Strout Industries, Inc. "Beyond the Bottom Line - A session geared for Meeting Planners"

Michelle Kim, Awaken "Beyond Hashtags and Facebook Filters: Redefining Allyship"

Finally, the closing general session was a reality check by Vicki

Deal-Williams, with the American Speech-Language-Hearing Association, who presented "Becoming OtherWise". Vicki's session helped our members to realize that we all have preconceived or unconscious biases; however, we do not have to live with them.

We, as planners are in a unique position to change these biases and teach others about diversity and inclusion. Let's take this opportunity to do so.

By Annette M. Suriani, CMP, Chief Meeting Strategist, AMS Meetings Solutions



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CHARLOTTE



Travel Tips – Let's Get Technical!

Writing the travel-tips column has been an interesting process. I now pack more efficiently, purchase tickets more economically and stay healthier by being cognizant of highly-concentrated germ centers at airports, on planes and in hotel rooms. I'm eating healthier foods and exercising on the road and actually losing weight! Sleeping is still a work in progress but, hey, I'm trying! Now to tackle technology. For those who know me, you can stop laughing. Yes, I am technically challenged, but with research and input from my friends, let's see if this article transforms my ways.

Travel/Accommodations Apps:

There are many applications for finding affordable accommodations or to help keep your travel information organized. Booking.com, Kayak, Skyscanner and Hopper offer options to find the best fares, check accommodations or car-rental prices. These apps vary but for the most part give access to mobile-only deals and feature watchlist options to alert you on when to book at best prices including a chart showing the best days or month to fly and the cheapest destinations for travel. Many people (like me) use these apps to search for best prices and then go directly to the airline or hotel to book.

GoogleFlights packages everything in a fast, user-friendly way, notifying the user of low cost flights at nearby airports or using alternate dates. The same search automatically synchronizes hotels and car rentals with flights.

ExploreMap shows where hotels are situated in the city and with one click in the app, you go directly to the airline or hotel to book your reservation. The app gives flight status updates/delays and **GoogleTrips** will organize your travel plans, detecting incoming emails with travel-related content (flights, hotels, car rentals, event tickets); grouping them together in one easy-to-access place.

TripIt collates information from your original booking email. It allows you to change plans, syncs with your calendar, compiling travel docs in one place and the information is available offline..

TripCase and **AppInTheAir** are great for real-time flight updates, gate changes, airport navigation maps and airline phone numbers while **GateGuru** will find your gate and restaurants along the way and use **Grab** to order ready-to-go food for the trip. For my aviation-geek friends, try tracking flights with **Flightradar24**.

Trip Preparation:

I've traditionally checked apps like **AccuWeather** before packing my bags; however, the **PackPoint** app syncs with your destination, travel dates and itinerary to create a weather-specific packing list. The computer-generated suggestions aren't perfect, but items can be added and deleted to customize your list. You still may want **AccuWeather** or **DarkSky** apps for minute-by-minute forecasts to know if the current downpour will last 20 minutes or all day.

International Travel:

I couldn't live without TSA Precheck or **MyTSA** for airport wait times. **MobilePassport**, **GoogleTranslate** and **XE Currency** apps are equally invaluable! Use **MobilePassport** to speed through US Customs and Border Protection using a dedicated security line; having necessary documents completed on your phone the minute you land. **Google Translate** will get you over any language barriers; using texting, verbal translations or camera translation of signs or menus and **XE Currency** gives live exchange rates of currencies around the world, refreshed every minute.

Too-Numerous-To-Dwell-On Apps:

Book a home or experience on **Airbnb**, ride with **Uber**, find your way with **Google Maps**, navigate a large city with **Moovit**, **Citymapper** or **Transit App** (to include biking, walking and public transit information/directions). Find hotspots with **WiFi Maps** or **Wiffinity**, review hotels and attractions using **TripAdvisor** or **Yelp**, find a hotel "tonight" with **HotelTonight** and check the rate using **Trivago**. Stay fit with **RunGo**, find unique tours or experiences on **Detour** or **Field Trip** and dine using **Foodspotting** or **HappyCow**. And my favorite?? **SitOrSquat!** When ya gotta go, ya gotta go and this app directs to the nearest restroom; advising you to sit (if clean) or squat (if not). Who can live without this app?

By Marilyn Atchue-Zuill, Global Account Director, HPN Global



Brilliant. Dazzling. Unforgettable.

Long Beach
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City chic. Beach cool. Sky-high ceilings with a dazzlingly illuminated view, the **Terrace Lobby and Plaza's** 25,000-square-foot, all-inclusive setting packs plenty of wow factor. Blurring the boundaries between inside and out, this classic SoCal space is designed to create connections that promote a sense of community — conversation hubs that encourage networking, cool visual surroundings for selfies, stage-acoustic music and table games — there's no limit to the fun, *and* imagination. Stylish furniture, professional light and sound design that **can save you up to \$100,000 in rental costs** and set in a highly walkable downtown — it's all the inspiration you need to make your next event unconventionally unforgettable.

Long Beach Convention & Visitors Bureau Wins “Best in the West”
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Your Chapter Needs You

Are you ready to be all that you can be with the Sponsorship Committee?

Fresh off the June Board and Committee Retreat, we've put together some new initiatives to streamline Chapter sponsorship. To accomplish this, the Sponsorship Committee is looking for additional volunteers with special skill sets and networking connections.

Below is a breakdown of the positions we need to fill, and the skill sets needed to help us realize the goals we have set for our new initiatives.

Prospectus Designer

We need someone to help re-design our Sponsorship Prospectus Brochure. The ideal volunteer will have experience creating brochures or proposals.

Google Drive Expert

Okay, maybe not an expert, but we need someone who is familiar with Google Forms and Google Calendars. Our goal is to automate much of the sponsorship process through the chapter website.

Advocacy Corner

As the year begins to wind down, so too does the opportunity to pass the federal Stop Online Booking Scams Act of 2017 (H.R.2495/S.1164). Designed to help protect consumers from misleading third-party housing poachers and empower state governments to pursue violators, the bill would be a huge step forward in tackling the issues these poachers present to the industry!

Currently, both the House and Senate have tabled the bill in their respective committees and have no future action scheduled. Which means, if no action is taken by the chair of either committee, the bill will die at the adjournment of this congressional session.

What can you do to help move the bill forward?

Call or Email!

Go to [Congress.gov](https://www.congress.gov) and enter H.R. 2495/S. 1164 to see if your legislators have already cosponsored this legislation. If they have, send a note thanking them for their support!

If they have not cosponsored, call your representative's D.C. office and ask to speak with the staff responsible for commerce. If they are not available, get their email address to write and ask they support this legislation.

CVBreps Liaison

Our CVB members are the sponsorship lifeblood of most of chapter events. Ideally, we need someone who is a current or past CVBrep member that can be our committee liaison to this fabulous industry group.

Venue Expert

Have you booked a number of events around the DC metro area? If so, we need you!

Print Ad Sales

I'm not afraid to admit I was on my high school yearbook staff and I'm sure there are more out there like me. Part of putting together a yearbook is selling ads. If you've done this before, please give us a shout!

By Dan Ketelsen, Director of Sales, Associated Luxury Hotels International Sponsorship Committee Chair

Visit!

August is a great time to meet with your legislators. Between the August recess and summer campaigning, the season offers a lot of opportunity for face-to-face time in their home district. Attend a town hall meeting to mention the bill and how it will help protect their constituents from illicit third-party sellers. Schedule time with a staffer at their in-state office to discuss how the malice actions of poachers negatively impacts your organization. As we all know, in-person meetings are invaluable experiences!

But the most important thing you can do is ask them for action! Request they work with the members of the respective committee to proceed with action on the bill. Ask that they cosponsor the bill. Just be sure to ask for something. While not the most prominent issue, protecting consumers is certainly something we all can get behind!

By Jacob Suprenand, Manager Event Operations, Biotechnology Innovation Organization

The Benefits of Meetings on the Local Community

When meetings and conferences come to town, everybody benefits. The face-to-face industry creates jobs, injects money in the local economy, and fosters dialogue among colleagues. Satisfied attendees leave with a positive impression, share their experience and often return months, or even years later.

The February 2018 Oxford Economics report states that meetings generated \$325 billion in direct spending and \$845 billion in business sales to national economy and key business sectors in 2016. Data for the report was compiled through a nationwide survey of meeting planners, exhibitors and venues representing almost 9,000 domestic business travelers, 50,000 international air travelers and 11,000 hotels.

“The economics of tourism in Montgomery County, Maryland continues to grow,” Kelly Groff, Visit Montgomery President and CEO said. “A Tourism Economics, an Oxford Economics Company, report shows that leisure and group tourism contributed \$1.9 billion to the local economy in FY 2017, an increase of 3.1% over the prior year.”

The relationship between a Destination Marketing Organization (DMO) and meeting planners is the first step in cultivating lasting effects on the local community. DMOs play a critical role in bridging the gap between the meeting planner and the community.

“I see myself as a matchmaker who understands the needs of the client and their attendees, and pairs them with an optimal solution,” explains Lee Callicutt, Visit Montgomery Destination Sales Manager and PCMA member. “It’s a win-win for everyone. A great attendee experience means we have that many more champions promoting our destination.”

Communities should aim to increase exposure and offer a distinctive experience showcasing their area as a complete package for work, pleasure, and relaxation. Positive experiences will encourage attendees to return year-after-year and continue creating a positive economic impact for businesses and people living in the area.

By Cory Van Horn, Director of Marketing, Visit Montgomery, MD



mark your calendar

Mark your calendar and check the capital.pcma.org website for updates regarding these upcoming events:

SEPTEMBER 25, 2018

Community Service Project

5:00 P.M. - 7:00 P.M.

THE CHILDREN'S INN AT NIH

7 WEST DRIVE, BETHESDA, MD

SEPTEMBER 26, 2018

MPI Potomac/PCMA Capital Chapter Joint Networking Event

TIME: TBD

SPIRIT OF WASHINGTON

OCTOBER 23, 2018

October Education Program

TIME: TBD

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