

the official newsletter of the pcma capital chapter

GMID 2018, Real Results, Real Impact

Thursday, April 12, the PCMA Capital Chapter (PCMA-CC), in partnership with MPI-Potomac (MPI-P), hosted Global Meetings Industry Day 2018: Real Results, Real Impact, All around the World, at the Grand Hyatt, Washington, DC. This annual day of content and celebration was one of 206 events across 41 countries on six continents.

Global Meetings Industry Day, better known as GMID, was created by Meetings Mean Business with support from industry organizations that shine a light on the impact the meetings industry has on businesses, economies and communities. The day of advocacy and awareness bring together those in all roles of the industry to stand up for the importance of the meetings industry.

To help draw inspiration in the development stages of #GMID18, a pre-event survey provided insight about what advocacy means to chapter leaders and members. The committee discovered those involved in PCMA-CC

and MPI-P are superheroes -- they feel a responsibility to protect, save and serve not only the industry and its business practices, but their clients and attendees. Upon arrival, guests were greeted with interactive signage, asking about their superhero qualities, superheroes they know and how meetings save the world.

Roger "The Big Guy in the Bow Tie" Rickard was the official MC. He provided commentary and political expertise that encouraged reflection on key takeaways from each of the three sessions.

The first session and perhaps timeliest was "GDPR: A 360-Degree Approach". The panel featured David McKennon, (Meeting Management Services), Brian Limperopulos, (International Association of Movers), and Kirk Fancher, (EventRebels). By the time you are reading this, the GDPR May 25 deadline will have passed,

[CONTINUED ON PAGE 10](#)



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



Rosa Mendoza-Friedheim

Regional Director of Sales, Greater Fort
Lauderdale Convention and Visitors Bureau

Not long ago, when the Meetings Industry
began the initiative of bringing organizations
together to celebrate and advocate for the
meetings and conventions industry, it was
known as the North America Meetings

Industry Day. It started as a one hour reception and multiple
presenters/speakers who were allocated between 2-5 minutes
to discuss the importance of meetings. In just a few years, this
initiative grew into Global Meetings Industry Day (GMID),
encompassing a worldwide celebration of the Meetings
Industry – bringing together guest speakers from all facets of
the meetings and advocacy industry.

In 2016, Meetings Mean Business
(www.meetingsmeanbusiness.com) and its partners hosted
over 100 events in more than 30 countries. In 2018, this grew to
over 200 events in 41 countries.

Our very own PCMA Capital Chapter GMID event had over
270 attendees! It goes to show how collaboration is truly the
key to success. In conjunction with our MPI partners, the
Government and Advocacy Committees were able to deliver
a successful program! Mark your calendars for GMID, 2019 -
April 4 - and watch this space for additional information.

Speaking of collaboration, our PCMA Capital Chapter is an
amazing group of volunteers dedicating countless hours to
their “regular jobs” and many more hours to our chapter.
Our volunteers work diligently to ensure they hold true to
our chapter’s message of Content, Community and Caring
while delivering exceptional educational programs, successful
networking events and community interaction. Our Chapter
goes above and beyond to deliver memorable face to face
experiences, which is what the Meetings Industry is all about.

Finally, let’s celebrate the success of this year’s Mix N Bowl
(which had to be rescheduled due to weather conditions) held
April 18th at Pinstripes with over 300 attendees!

Don’t forget to mark your calendars for PCMA Reboot which
will take place at the Omni Shoreham July 16! •

**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.



The Value of Coalitions

I've been thinking about ways to get more involved, and, learn more about advocacy issues that I care about. Through my research, I've learned that industry coalitions are a valuable and fulfilling way to contribute ideas and make a difference.

PCMA and other meetings professional organizations are very active in coalitions to recognize the importance of diversity, prevent unnecessary travel restrictions, and, acknowledge the immense financial contribution conventions, meetings and exhibitions make to our communities.

Coalitions are built around any issue or any part of society, from neighborhood causes, to industry or professional aspirations, to international conflict.

Coalitions are built around any issue or any part of society, from neighborhood causes, to industry or professional aspirations, to international conflict. It's important to consider the following challenges and questions before participating in a coalition:

- What is a coalition? It is an alliance or partnering of groups in order to achieve a common purpose or to engage in joint activity. Forming coalitions with other groups with similar values, interests, and goals allows members to combine their resources and become more powerful than when they each act alone.
- Why is it important for me to join a coalition? Through coalitions, weaker parties or individuals can have a voice regarding a conflict, and, increase their power to change or alter an issue.
- How does my membership in a coalition help to support its success? Are our goals similar and compatible to the purpose of the coalition? Would working together enhance both groups' abilities to reach their goals?
- What are key downsides to being a coalition member? One needs to be aware that each member organization will have different levels of resources and experience. To keep a coalition together, it is often necessary to cater to one side more than another, especially when negotiating tactics. Members need to decide whether they wish to use

confrontational tactics, or conciliatory tactics to make their case.

Deciding whether to participate in a coalition is both a rational and an emotional decision. Rationally, you must consider whether you have the verbal skills and fortitude to articulate and advance your goals, while dealing with strong disagreement, and, in the end, asking yourself if you would be enhanced or harmed by participation in a coalition. Emotionally, you must consider whether you are similar to the other people or groups, and whether cooperating with them would be easy, or more trouble than it is worth.

Coalitions are a very effective means to leverage the power of the many over the few. Joining the right groups and actively participating can also offer significant personal and career development. •

By Mary Beth Baluta, Regional Director of Sales, Cincinnati USA CVB



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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.

Annette M. Suriani, CMP

"I first joined PCMA in the early 90's. I was on my first international trip for the Orthotics and Prosthetics National Office where the Executive Director encouraged me to join PCMA and to get my CMP. I immediately joined every committee I possibly could (except sponsorship!) I served as co-chair of the government relations committee when I first joined and when I became president of the Chapter, I reinstated that committee and it is still active!

My closest friends are members of PCMA and we have been friends for 30+ years (Pam Lackland, Valerie Sumner, Kathy McAdams and so many others)

The third photo included here is of when I was president during our Oktoberfest event with MPI. The crazy things I did for PCMA!" •



By Amanda Clark, CMP, Associate Director, Office of Meeting Management, National Governors Association

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PURPOSE,
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EXPERIENCE.

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Navigating Distractions: Creating Engagement Experiences for Your Attendees

The conference experience has moved beyond just a presentation with basic AV. With new expectations for engagement comes the challenge of many distractions.

More than 150 attendees met at the Association of American Medical Colleges (AAMC) Learning Center in Washington, DC on May 17th to discuss best practices for engaging attendees through content, destinations, marketing, social media, technology, and other meeting experiences.

Led by facilitator Jamie Murdock, Vice President, Experient, PCMA Capital Chapter attendees had no problem getting engaged as we enjoyed an expert panel discussion consisting of Mary Gallagher with the Los Angeles Tourism & Convention Board, Kirsten Olean with the American Society of Microbiology, and Nicole O’Leary with The Expo Group.

Once the panel charged up the audience, each table had energetic conversation on a specific aspect of meeting design.



Some key takeaways:

- People will remember only 20% of what they hear, 70% of what they say, and 90% of what they say and do – so get people to speak, act, be involved
- Include exhibitors as well as meeting attendees in your engagement plan
- Design the exhibition with communal areas on the exhibit floor, allowing for increased attendee interaction
- Use the meeting’s social media hash tag for the meeting’s wifi password – it will be easier for attendees to remember and they will be more likely to post
- Take full advantage of the meeting destination’s distinctive resources – planners -- for program content, speakers, and offsite learning experiences
- Provide a Sponsorship Concierge – DMOs -- to help sponsors/exhibitors use planned events that are unique to the destination

This session was recorded and will be a part of an upcoming online educational library. More information to come.

Special thanks to the May event sponsors: AAMC, CVBReps, and Root & Stem Catering.

By Jamie Rice, Regional Director, National Accounts, Greater Raleigh Convention and Visitors Bureau





As Seen on PCMA Catalyst

Solutions to meeting industry inquires abound on PCMA's Catalyst – like this one about dietary restrictions:

Carol MacDougall, Meetings Senior Director for the Institute of Transportation Engineers in Washington, DC inquires, "I am attending the ASAE XDP event in April at National Harbor. One of my co-workers, who also is attending, has a food restriction. She received back from ASAE an email acknowledging receipt of the food restriction; email included a full detailed menu of all food that will be served during the meeting. Do other groups do this – share full menus in advance of an event - and, if so, how has this worked for you?"

Judy Payne, CMP, Director, Meetings & Travel from GameStop, Inc. in Grapevine, TX shared several thoughtful ideas on what her organization does for individuals with food allergies and dietary preferences. In addition to collecting attendee allergy information and dietary preferences through registration, all menus for their events are posted in their show guide and on their website.

Payne's organization also creates a boxed lunch pickup station for Vegan and Paleo eaters. "Creating the pick-up station for Vegan/Paleo attendees takes me about 2-4 hours of work and

does not increase my budget. The attendees LOVE that we're accommodating their diet during our event."

Payne adds, "One extra bit of fun . . . On our registration website we list three choices for our final day lunch. I let the attendees vote on which they would prefer prior to my F&B order date (all 3 are within my budget and something I would normally serve). They don't know the winner until they get their show guide at check in. This is always a fun surprise and a great way to make the attendees feel like their helping develop a portion of the event.

When a question was posed about cool ideas for giveaways, Susan D. Haning, CEM, CMP, Business Development Director for Freeman in Alexandria, VA mentions:

- Mini traveling surge protectors
- Spa cards that are universal to either services or products in most of the 52 states.
- Webcam camera covers for laptops that can be logo-ed
- Small fans that can be connected to your cell phone – especially popular for golf events and warm outside events
- Multi use chargers for phones, tablets, laptops, etc.
- Travel kits: Eye mask, ear plugs, mini sound machines, socks, etc.
- Maui Jim sunglasses with logo-ed eye cases and/or lens wipes

Looking for the latest ideas for reducing F&B and AV costs? Read two postings by Eva Montgomery, MS, MBA, Sales Director, CadmiumCD, LLC in Woodstock, IL.

Need recommendations for a conference photographer? Stephanie McJury, Senior Meetings Manager for the National Council of University Research Administrators in

Washington, DC did. And she received 8 recommendations from industry colleagues! Need recommendations for a photographer in another city? Ask and you shall be answered!

In addition to the above, the last month has seen topics such as increasing traffic in the exhibit hall, ways to better manage room blocks, and an interesting thread on what organizations are doing with beacon technology.

So, get out there! If you are not already participating, I encourage you to log in to Catalyst, familiarize yourself with the site and begin to engage with your industry colleagues – you'll be glad you did! •

By Tracy Bliithe, CMP, Heart Rhythm Society

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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. Our new event spaces nominated in the top 3 in the nation; winner of the 2017 "Best in the West" Stella Award, and our unique SoCal vibe, **all make your next event unconventionally unforgettable.**

Long Beach Convention & Visitors Bureau Wins "Best in the West" 2017 Stella Award | Successful Meetings and Meetings and Conventions



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Optimizing Marketing and Branding For Your Meeting

Are you enhancing your meeting through marketing and branding?

While your focus may be room sets, speakers, and content, be sure to utilize the resources available to elevate your event through marketing. Engagement, attendance, awareness, and potential sponsorship funds are all benefits of effective marketing and branding during a successful meeting.

Your best resource is the hotel or venue hosting your meeting. Ask your event planner to share a marketing or branding kit with you as well as to connect you to their marketing manager. Chances are they have an expert at event marketing who will brainstorm the best opportunities to fit your group's needs.

When thinking about the overall marketing and branding plan for your meeting, consider the 'before', 'during', and 'after' opportunities you can leverage. Before your meeting kicks off brand the guest room reservation booking tool you are using with your logo. Work with the hotel to see if they can partner with you on social media in anticipation of your

event. Be sure to use an event specific hashtag! LinkedIn is also a great place to engage attendees, create excitement about your event, share information and boost attendance.

Continue marketing throughout the event with column wraps, signature cocktails (think logo colors), gobos, and personalized guest room keys/key packets. Try a themed coffee break that highlights your group's purpose, live social media feed with use of your hashtag or on site activations that engage and excite your attendees.

Shortly after the event, begin marketing for the next year with a quick video highlighting key points and fun activities, provide a branded giveaway or an incentive for next year's registration.

With the right mix of branding and marketing ideas you can enhance your meeting for your attendees and make it a not-to-be-missed event. •

By Christine Rubicco, Marketing Manager, Grand Hyatt Washington, DC

Co-locating: The Power of Partnering for Events

Partnerships are a central part of any business venture – no matter what department, industry or sector. A strong partnership can raise an organization to new heights, while a poor match can result in plummeting success.

I learned about the power of partnerships in 2016 when my organization, the Consumer Technology Association (CTA), worked with TechCo (now called Established) to produce a new event: Innovate & Celebrate. The event merged each of our respective annual meetings, creating new networking opportunities to help foster relationships between our groups' audiences. We worked in the same space, and there was a natural synergy between our two key audiences.

In theory, merging the two events was a no-brainer. In reality, it brought challenges and questions. Who would ultimately manage the event? Who would pay for everything? To what extent should we keep each conference's distinct identity, and to what extent should we merge them?

Ultimately, these issues were resolved and the event was – and continues to be – a great success.

Here's what I learned about co-locating events in the process:

Meet in person to plan. Even if you're on the opposite sides of the country, it's worth it. We spent an entire day hashing out every question we could think of, from budget

to website management and marketing – all without distractions. Getting to know one another face to face in a more casual environment eliminated questions and helped foster trust in the following weeks.

Be consistent – and constant. That trust would completely have crumbled without follow-through. Back in our respective offices, we held bi-weekly team meetings and continued conversations via Slack. Using this platform kept everyone up to date and accountable and saved each conversation for future reference.

Learn to let go. As the events lead from my organization, I had to learn to surrender some control and trust the judgement of my partners from TechCo. I reminded myself that they had an equal stake in the success of this event. And when things got hectic in the final few days, I was grateful to have a partner I knew I could rely on.

Co-locating events isn't easy – especially for high-powered organizations used to handling things alone. But with the right people and the right attitude, you can come together to create something bigger, better and bolder than ever before. •

By Brooke Hirsch is senior manager of events at the Consumer Technology Association™.



Travel Tips –Balancing Essentials for a Happy and Healthier Traveler

I have a friend with zero body fat who bikes from the Pacific Ocean to the Atlantic, hikes on beautiful mountain trails and posts pictures of her adventures. I wish that could be me! Another highly successful meetings industry friend runs marathons and participates in extreme sports on a regular basis. My face is green with envy! That kind of discipline is a true commitment to an athletic lifestyle that isn't for everyone. Some of us have an exercise routine, eat relatively healthy meals and get a good night's sleep when at home. But somehow those practices go out the window while traveling. Can that that be fixed? ABSOLUTELY!

Plan Ahead

When traveling for business or pleasure we plan our wardrobe, toiletries and medicines in advance and pack them into a suitcase. So why not plan and pack ahead for healthy eating? I heard a speaker recently say that cravings are largely based on neurochemistry and if you balance your blood sugar you'd have fewer cravings. We can cut the cravings by eating nutrient dense snacks with healthy carbs and protein every 2-3 hours and hydrating with lots of water.

Water and eating frequently keep us feeling full and energized which, in turn, save us from tempting foods lacking in nutrition. Enjoy good carbs found in apples, baby carrots, tangerines, grapes and bananas; add protein in the form of hard boiled eggs, string cheese, raw almonds, walnuts, pecans, hummus and individual packets of tuna or peanut butter. There are also combinations of carbs/proteins in edamame, healthy protein bars and trail mix with dried fruit, pumpkin and sunflower seeds and nuts. These snacks are easily packed into a zip-lock bag for your travels or a late-night snack in your hotel room.

Choose Well

Enjoy flavored teas like peppermint, ginger, detox and chamomile; great for soothing digestion, combating nausea, or calming frazzled nerves. Tea is a much better option to soda or alcohol. You can have your coffee; however, use milk instead of non-dairy chemical creamers and avoid sweeteners completely, real or fake.

Sorry to say my friends... skip the "feel bad foods" like fried foods, sugary snacks and dehydrating alcohol. Your

system will thank you! Junk food and beverage leave you bloated, cranky and tired. Prep ahead for your trip to feel great!

Eat breakfast! Skipping this important meal is a recipe for disaster! If you can't face eggs and protein in the morning, have some milk and fruit or a smoothie to get you going. It will keep you from the temptation of grabbing something unhealthy before lunch.

Exercise

At home my husband and I work out with a personal trainer twice a week and do our best to regularly visit the gym. When traveling, I try to keep up the routine, but sometimes fail when meetings start early, and functions end late. To encourage exercise, pack lightweight gym clothes, a resistance band with handles and schedule workout times around the meeting schedule.

If you can't get to the gym, use the band in your room for an endless number of strength exercises. Yoga stretching, core building and ab crunches can be done anywhere and there are apps for all kinds of fun workouts. During the day... move! At the airport, walk while waiting for your flight. While on board, move around the plane to get the circulation going and do calf raises to move the blood flow up and down throughout the body. At the hotel, take stairs in lieu of the elevator and walk instead of cabbing it to dinner. As a motivational tool, wear an activity tracking device and set a daily step goal for yourself. If competitive, "step it up" for the next day. Make it fun!

Sleep

Most importantly, SLEEP! Bodies need rest, especially on the road when we're on and off planes, crossing time zones, toting luggage, going in and out of meetings and socializing. I'm guilty of turning on the computer at the end of everything to catch up on work. If it means cutting down on needed rest, don't do it! Your body and mind need sleep and good nutrition to stay healthy so give them what they need and stay well! •

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



protocols *should* be implemented and organizations and suppliers will have compliance strategies in place. Luckily, the panel of experts discussed the roles and responsibilities individuals can take as the data controller, data processor, and association manager.

The second session “Hacked or Attacked? Minimizing the Risk of a Physical or Cyber-Attack at Hotel Meetings” gave attendees insight in the world of security by Timothy Gill, CFE, retired law enforcement and senior intelligence officer in the US Intelligence Community and current Vice President of the Specter Security Group. While some of his data and talking points were alarming, many viable and easily-implementable strategies were offered to protect yourself and your data. For example, take your earbuds out when walking alone or mind your volume while having phone conversations in public spaces.

Lastly, Sherry Marts, PhD of S*Marts Consulting, LLC, brought the educational content home with #MeToo at Your Meetings. Sherry shared best practices to stop and prevent sexual harassment at conferences. Potential strategies included a conference wide code of conduct, clear policies in place should a situation occur, and creating

The committee discovered those involved in PCMA-CC and MPI-P are superheroes -- they feel a responsibility to protect, save and serve not only the industry and its business practices, but their clients and attendees.

a safe space for attendees to share their experiences.

The rally that followed was filled with reflective conversations based on the information overload gathered in the three sessions. Attendees were also given the opportunity to take advocacy one step further. Throughout the space there were three laptop computers setup with a prewritten letter to be sent to elected officials in DC, Maryland and Virginia. The tables were staffed by volunteers from the Government Relations and Advocacy Committee and assisted many eager and enthusiastic industry advocates.

This event would not have been successful without the support and generosity of our sponsors including the Platinum Sponsor, Grand Hyatt, and the rest of the event sponsors San Francisco Travel, Monterey County CVB, Monterey Conference Center, Sonoma County Tourism, and Visit Baltimore.

Save the date for the 2019 Global Meetings Industry Day occurring on Thursday, April 4. •

By Kelly Ferrante, CMP, Senior Manager of Conference and Meetings, National Association for College Admission Counseling

Highlighting Visionaries at the Event of Events – The PCMA Education Foundation Recognizes 2018 Leaders

No one realizes the work that goes into an event like the people in the events industry. That's why recognition from peers is so meaningful.

The PCMA Education Foundation Visionary Awards brought together 1,000 event professionals to celebrate stars of our industry at the Marriott Marquis Washington, D.C.

Ballrooms and Bubbly

Event pros know the most important element of an awards show is fun, and PCMA delivered.

From the red carpet to giveaways during the awards ceremony to the after-party, the event was as bubbly and delightful as the champagne that flowed during the silent auction. Meanwhile, the wit and musical talent of David McMillan entertained us all.

Another source of smiles was the knowledge that the proceeds from the event were going to benefit the PCMA Education Foundation, which empowers students and professionals in the events industry.

Envelope, Please

One highlight of the evening was the Lifetime Achievement Awards. These peer-nominated awards are [based on](#) “distinguished accomplishments and noteworthy contributions to the business events industry.”

Meeting Professional Honoree: Ray Kopcinski, CMP

Ray Kopcinski's embrace of differences and fearless vision elevates the organizations he's involved with, from Million Dollar Round Table to Peak Global Consulting to PCMA

Supplier Honoree: Carrie Freeman Parsons

Commonly referred to as Freeman's “heart,” Freeman Parsons is the vice chair of The Freeman Company. In addition to promoting conscious capitalism and sustainability, she gives tirelessly to organizations across the country, helping elevate the entire industry.

Educator Honoree: Dr. Godwin Charles Ogbeide, PhD, MBA

A renowned tourism, convention, and event management professor, researcher, and mentor, Ogbeide's research on the industry has transformed how we think of events. He's shaping the industry professionals of tomorrow by teaching them to rely on a potent combination of research, critical thinking, and real-life experience.



In addition to the Lifetime Achievement Awards, individual awards were given out to five people who have displayed excellence:

- **Meeting Professional of the Year:** Wanda Johnson, CMP, CAE, Chief Program Officer, Endocrine Society
- **Event Designer of the Year:** Phelps R. Hope, CMP, Senior Vice President, Meetings & Expositions, Kellen
- **Digital Event Strategist of the Year:** Nicole Armstrong, CMP, CMM, Vice President, Worldwide Events, MicroStrategy
- **Supplier of the Year:** Chris FJ Lynn, Vice President, North America & Emerging Markets with Business Tourism, London & Partners
- **Community Advocate of the Year:** Jeff Chase, Vice President of Sustainability, Freeman •

By [Susan Haning, CEM, CMP, Business Development Director, Freeman](#)



Your Chapter Needs You

Are you itching to express your creative side? Do you love posting to social media? If so, join the Marketing Committee!

We are looking for volunteers to design event graphics or other graphics to help promote Chapter resources. No experience is required and this is a great opportunity to learn something new, broaden your skill set and beef up the skills portion of your resume. All of our current committee members who are designing graphics have started using this skill in their own careers!

Social Media lovers – the Marketing committee can use your support! We strive to post relevant content on our social media channels; Facebook, Twitter, Instagram and LinkedIn. We want to do more, but need more volunteers to support our efforts. If you are attending the events and posting on your own social media pages, you are already doing the work of the Marketing Committee.

Consider the positive experience of Megan Beresford, Conference Coordinator, National Association of Attorneys General: “I knew very little about graphic design when I

“I knew very little about graphic design when I joined the marketing committee two years ago. I’ve since then learned an incredible amount about many aspects of design and have been able to update the graphics in my organization, create new promotional materials, and even design our Christmas card!”

joined the marketing committee two years ago. I’ve since then learned an incredible amount about many aspects of design and have been able to update the graphics in my organization, create new promotional materials, and even design our Christmas card!”

So to expand and enhance your present work efforts, join the Marketing Team! •

By Bel Humes-Hanson, Operations and Program Manager, International Society for Computational Biology

FREEMAN

Your brand experience partners:
real results and

real impact

In honor of Global Meetings Industry Day 2018, we want to celebrate our industry and the power of brand experience when it comes to creating deeper, more meaningful connections with our audiences.

Brand experience connects people, organizations, and cultures in ways that create positive change on a global scale — and it gets real results.

Learn more at bit.ly/GMID18



Mixing it Up with a New Format at Mix-n-Bowl 2018

The annual Mix-n-Bowl is aptly named as it's a fun opportunity for some friendly bowling competition and great networking with our industry friends.

Held once again at Pinstripes in Georgetown, this year's change of format really enhanced the "mixing!" Shorter playing times and a switch of teams midway through the event not only allowed for more teams to be created, it also provided the chance for those not playing to mingle with everyone at some point during the event. A win-win!

Speaking of winning, Visit Austin has enjoyed our long-standing bowling prize sponsorship with full size bowling pins and \$15 Whole Foods gift cards going to the following winners:

Highest Team Score: Virginia Beach Convention & Visitors Bureau

Highest Score Individual: Dean Schultheiss, Experient

Lowest Score Individual: Jake Smith, Freeman

Team Spirit Award: TriCities (Pittsburgh, Milwaukee, Portland)

The Bocce Ball Highest Scoring Team, Disney, received \$20 in Target gift cards, compliments of Meet Minneapolis, and a bocce ball set was provided by Pinstripes.

Congratulations to all the winners and special thanks to the official event sponsors Niagara USA and Pinstripes. •

By Kristen Parker, CASE, Director of Eastern Regional Sales, Visit Austin



Navigating GDPR

Last month Americans' inboxes were flooded with updated terms and data policies as companies scrambled to adhere to the General Data Protection Regulations put into place by the European Union effective May 25, 2018.

What is GDPR?

GDPR consists of 99 articles outlining the responsibility data controllers (parties collecting and processing data for its own purposes) have regarding subjects' data (individuals' personal information). These regulations are meant to give the power of what organizations/companies can and can't do with personal information, back to consumers. GDPR compliance is necessary for companies or organizations offering products and services or monitoring the behavior of any citizen of the EU, even if they operate outside of the EU. This includes marketing and web presence.

Data Controllers vs Data Processors

It's being said that this is impacting the Meetings and Events Industry the most. Associations and companies are bringing together their meetings professionals, IT and legal teams to ensure organizational compliance and that contracted vendors, with access to attendee information, are also following the new regulations.

In these circumstances, associations or companies are "data

controllers" (as they have permission, given by the individual, to collect and use their data) and the vendors are "processors."

Example: A speaker is coming from Germany and is registered in the system. Data systems, security and registration disclaimers have all been updated and are GDPR compliant.

When the decision is made to arrange for ground transportation from the airport, personal information (name, phone number, flight info, etc.) is shared with the town car service. As the data controller, it is the association's or company's responsibility to ensure that the town car company is GDPR compliant. This means that the personal information must be encrypted when it's being sent between the two companies, and that the data needs to be deleted within 30 days after the event concludes.

The Individual Choice

The new regulations mean that you, as a planner or vendor, will need a separate consent each time someone's data is used (registration, housing, surveys, mobile apps, etc.)

Registration forms should include opt in and out options, disclaimers and links to privacy policies.

On May 9th, PCMA sent an email to each of its members explaining that they were updating their privacy policy. One of the bullet points they listed said, "We are adding a "Privacy Tab" to your account page. Here you'll find information, tools and resources to help you take control of your personal data."

This is a front-ended solution that is implemented by the majority of companies or organizations. By adding the privacy policy tab, the power is given back to the individual to choose where their information is used.

Fines and Penalties

The EU is prepared to show how serious they are in concerns to the GDPR by implementing huge penalties of "up to 20 million Euros or 4% of annual global turnover, whichever is greater."

The GDPR started in 1995 as the European Data Protection Directive, but as of May 25, the EU is now enforcing the regulations more seriously with these fines.

As technology advances, we must look for ways to ensure our personally identifiable information is safe. The European Union has taken the first step toward leading the world to higher standards, protecting the individual. Now it is our responsibility to ensure attendees at our conferences, guests in our hotels, and partners using our products are protected as well.

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



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Congratulations to PCMA Capital Chapter's Star of the Quarter - 1st Quarter 2018

Join our chapter in congratulating Rebecca Murphy, CMP, Senior Manager of Meetings for the Society for Cardiovascular Angiography and Interventions Foundation as our first Star of the Quarter for 2018!

Rebecca serves on the Membership Committee and has been the event champion for Mix 'N Bowl for the last two years. She was instrumental in managing the organization of the 2018 event and mentoring the incoming event champion. Rebecca has organized volunteers, worked with the management company on logistics and helped revamp the 2018 Mix 'N Bowl.

Thanks for all you do Rebecca and congratulations!

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JULY 16, 2018

1:00 P.M. - 7:00 P.M.

OMNI SHOREHAM HOTEL

2500 Calvert Street NW, Washington, DC

REBOOT

This year's program focuses on diversity and how meeting professionals have a unique opportunity to promote diversity and inclusion.

Have a great summer!



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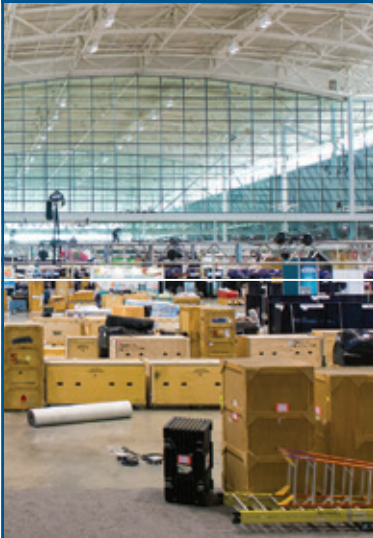
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