



## Emerging Professional

Meet a  
**NextGEN  
Member!**

# Jennifer Garrett

**Title:** Senior Meetings Coordinator

**Organization:** AGA

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**College/University:** James Madison University

**Major:** Hospitality Management, Minors in French  
and Business

**Graduation Year:** 2021



### *"Members & Their Pets"*

**Pet:** Winston

**Member:** Laurie Nelson-Choice  
Visit Baltimore

### **WHAT ARE YOU MOST EXCITED AND PASSIONATE ABOUT WORKING IN THE EVENTS INDUSTRY?**

I am most passionate about the connection made through large scale events. It is an indescribable feeling seeing the execution of an event and the excitement it brings for all of those involved. The events industry is so unique in its ability to bring people together for a fixed amount of time for a shared experience. The events industry has allowed me to learn and grow so much as a young professional.

### **IF YOU COULD ONLY ASK ONE QUESTION TO A LEADER THAT YOU ADMIRE, WHAT QUESTION WOULD THAT BE AND WHY?**

The question I would ask would be "what is your why?" Everyone has someone or something that motivates them and a strong reasoning behind it. Once you find out what motivates someone it is easier to connect and understand their rationale and work style. Having a "why" is important to keep yourself accountable and realistic towards your goals.

### **WOULD YOU EVER GO ON A REALITY SHOW? IF YES, WHICH ONE?**

If I could go on a reality show I would want to go on The Rachel Zoe Project. I grew up watching the show and always loved her work ethic and unique way of styling. I have all of her books and have always wanted to see how she pulls looks together, manages clients, and runs her business.

### **AS IN-PERSON MEETINGS HAVE RESUMED, WHAT — IF ANYTHING — DO YOU THINK HAS CHANGED ABOUT GATHERING FACE TO FACE COMPARED TO PRE-PANDEMIC EVENTS?**

The importance of authenticity and transparency. Attendees have a new set of expectations in the events they attend and want to receive a real and meaningful connection from the experience. The event needs to provide a lasting impact leaving the attendees with valuable takeaways in education and networking. As an industry we need to constantly remind and encourage attendees how much in person gatherings are essential to offering networking, educational, and personal growth opportunities.

### **IF YOU COULD BE A SUPERHERO, WHO WOULD YOU BE?**

I would be Spider-Man, or even better, Spider-Woman. I like how Spider-Man can be a hero but also still have a regular life at the same time. I admire how Spider-Man can fight crime and also balance school work and the life of being a teenager. It would also be cool to climb on walls and swing through cities with my webs, which would get me places a lot quicker and not go through annoying traffic.

### **WHAT DO YOU LIKE MOST ABOUT YOUR JOB?**

The best part of my job is seeing an event come to fruition. I especially enjoy being a part of an event planning team and connecting with others. I love being able to work with different vendors, including collaborating with a florist to seeing the layouts of our plenary sessions to seeing an attendee's face the first time they walk into an exhibit hall. There is so much to learn from others. I'm so grateful to work in an organization that encourages me to take on new opportunities and learn more about the industry.

### **WHERE DO YOU SEE YOURSELF IN FIVE YEARS?**

In five years, I hope I'm happy and feeling more confident in my role. As a young professional, I'm excited to see what I can learn from others and how I can incorporate my experiences into different projects. The events industry is constantly changing, so I'll be curious to see what the new trends and technologies will be and how they will impact the attendee experience and the industry.

Are you looking for a way to give back and share your expertise with students or individuals new to the industry? Or are you looking to connect with an experienced professional for guidance or insight on your career?

**Visit the Generation:** Meet website for more details on the PCMA Trust Partners Mentorship Program or complete the mentor or protégé self-assessment form now to get started.