

THE OFFICIAL NEWSLETTER OF



OHIO CHAPTER

HAVE YOUR
CAKE AND
EAT IT,
TOO!

Cherry Valley Hotel is the Cherry on Top
of MPI Ohio Chapter's February 2025 Navigate Conference

Recognize and Celebrate at Elevate 2024
December 5 at The Brookshire Event Venue in Delaware, Ohio

Ohio Event Professionals' Insights on blending
contrasting elements for memorable meeting and event experiences

Joint Industry Education Conference Highlights
Upcoming Events

THE OFFICIAL NEWSLETTER OF MPI OHIO CHAPTER.

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OUR MISSION.

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.



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PRESIDENT'S LETTER



This is my last time writing this column which means I must start by giving thanks and gratitude. I want to thank all the past, current and future chapter leaders and volunteers. Great people make Great organizations.

During the last few years, I feel we have taken a giant leap. Not that there was anything missing before. Organizations like ours benefited from strong leadership to get us through the pandemic. Then with the changes in our industry coming out of that, we almost had a blank slate to work with. We have tried many things to make this organization all things to all people. But, for many reasons we all know that does not work. You can't please all the people all the time, so we try to please most of the people most of the time. Or more professionally said; By addressing the core desires of the majority, you create events that resonate with larger audiences, even if they don't satisfy every individual need.

Which leads me to this issue of Define which discusses the challenge of creating memorable experiences by blending sometimes contrasting elements and styles. I thought I would use a bit of AI to introduce this issue.

In the fast-evolving meetings, events, and hospitality industry, the key to creating unforgettable experiences often lies in the art of blending contrasting elements. This "Sweet Life" theme embraces the challenge of merging seemingly opposing concepts—luxury with fun, tradition with modernity, or sustainability with opulence—to craft events that captivate attendees while exceeding client expectations.

Ultimately, the meetings and events industry thrives on innovation, and blending contrasting elements allows planners to push creative boundaries, delivering experiences that are not only memorable but also unique and meaningful.

Cheers and see you all soon!

Jason

● 2023 - 2024
● MPI OHIO CHAPTER
● BOARD OF DIRECTORS.



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WELCOME TO OUR NEW MEMBERS!

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AAA Club Alliance

ERIN KELLY

ELANA KOH

MAX LONG

Visit Cincy

LYNN MYERS

Experience Columbus

SARA RHODES

DoubleTree

by Hilton Cleveland Downtown

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GLASS CITY CENTER



POWERFUL STORIES & HISTORIC DESIGN

immerse meeting attendees in authentic Cleveland



Successful meetings occur when attendees feel a strong connection to that destination. According to Scientific American, research proves that connections made during travel improve neuroplasticity, cognitive flexibility and memory, while reducing stress. Meeting guests and their organizations win when fully engaged with the destination, and attendees are happier and more likely to register for future meetings when they experience a connection with the host location. We recognized this during our \$90 million restoration of one of Cleveland's most historic and culturally significant properties, preserving a 209-year history as Downtown Cleveland's heart of hospitality while creating fresh, new spaces that inspire vibrant, productive meetings.

We placed medallions throughout Hotel Cleveland to engage guests in the most fascinating stories of the city and our hotel. Using their phones, meeting guests are transported to the city's – and

the nation's – most important moments. Many more of the world's most prominent travelers, including Martin Luther King, Duke Ellington and Eleanor Roosevelt, have been hosted and honored at Hotel Cleveland. When The Beatles stayed at Hotel Cleveland during their 1964 first U.S. tour, for example, mobs of fans and police stormed the hotel. This and other stories add to the richness our guests' experience.

Public spaces and guest and meeting rooms are decorated with historic images and maps. Our bar and restaurants highlight local ingredients and give a nod to the city's culture and history. It's all designed to meaningfully connect. Hotel Cleveland also immerses guests in the city's exceptional culinary traditions, many from early Italian and Eastern European settlers.

Find out more at hotelcleveland.com



ARTICLE BY

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**FOR QUESTIONS
REGARDING GROUP SERVICES**

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BEYOND A WATERPARK



Yes, it's true. Kalahari is home to America's Largest Indoor Waterparks. But what's also true is that we have more than 200,000 sq. ft. of flexible event space, customizable audiovisual options, and exceptional service and support to create moments that go way beyond conventional.



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ELEVATE 2023 MEMORIES



HAVE YOUR EVENT AND STREAM IT TOO!

BY : DAVID HEMMERT

As Plato wisely said, “Necessity is the mother of invention.” This quote has resonated with me throughout my career, especially when COVID-19 upended the event industry. Starting as a Decorative Lighting Designer, I never imagined becoming an expert in streaming technology. Yet, the pandemic forced us all to innovate and keep our clients’ messages alive when live events were no longer possible.

Streaming events became a crucial solution during the pandemic, allowing us to continue delivering content despite restrictions. From a planning perspective, streaming offers several logistical advantages: avoiding travel and lodging complexities and reaching a global audience effortlessly. Although we were grateful for the technology that sustained us, we eagerly awaited the return of live events. The social and networking opportunities they offer are irreplaceable experiences that simply can’t be fully replicated in a virtual space.

As live events returned, we realized the lasting value of streaming should not be overlooked. The equipment and labor needed for a live production often overlap with those required for streaming, making it more affordable than many might think to add a streaming component to your event. This hybrid approach allows you to capture the best of both worlds, enhancing the overall experience for your audience.



HYBRID EVENT ADVANTAGES:

- Convenience: Bring your conference to attendees and presenters, no matter where they are located.
- Crowd Control: Manage crowded breakout sessions more effectively and provide overflow rooms with better access.
- Outreach: Expand your audience globally, offering customized or unlimited access to your event.
- Data Quantification: Track attendance levels and viewing trends and collect valuable contact information through log-ins for future engagement.

While live events remain essential, integrating streaming elements into your production allows you to maximize the benefits of both formats. By combining these approaches, you can offer a cutting-edge experience that meets the evolving needs of today's audiences, ensuring your event is both impactful and far-reaching.





AUGUST 2024 CORNAMENT

WINNERS

**COLUMBUS:
TIMELESS TERMINATORS**
Jason Linscott & Rob Kot

**CLEVELAND:
THE BEAN BAGGERS**
Kristen Kilbane & Jennifer Gleba

**CINCINNATI:
MEAN BEANS**
Christy King & Sean Piercefield



NAVIGATE 2025

JOIN US FOR THE SWEET LIFE

AT: CHERRY VALLEY HOTEL
FOR: 2025 MPI OHIO CHAPTER NAVIGATE CONFERENCE

The 2025 MPI Ohio Chapter Navigate Conference offers a unique opportunity to experience the perfect blend of professional growth, meaningful connections, and enjoyable experiences. Held at the picturesque Cherry Valley Hotel, this two-day event is designed for meetings, events, and hospitality professionals to gather, learn, network, and grow in an environment that balances insightful learning with engaging fun.

You can have your cake and eat it, too—whether you’re diving into educational sessions, participating in thought-provoking discussions, or enjoying the vibrant social events. It’s all about making the most of your time: expanding your knowledge, building valuable relationships, and having a great time while doing it.

Building on the success of the 2024 conference, the 2025 event promises even more dynamic content, networking opportunities, and exciting activities. This is our chance to gain new insights, connect with peers, and refresh your perspective in a welcoming and inspiring setting.

If you’re interested in becoming a speaker or sponsor, don’t wait—spots are limited and will fill up quickly. Secure your place today and join us for this exceptional experience!



“Unexpected and so energizing!”

“I loved the energy (the speaker) brought to the room.”

“So much good information!”

NAVIGATE 2024 FLASHBACKS





"I had an incredible experience at the Navigate Conference!"

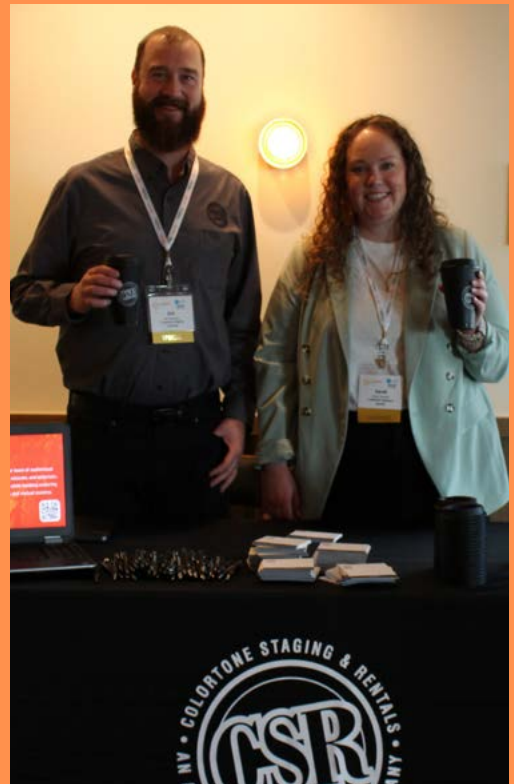


"Excellent speaker and session!"





"It was very helpful to hear from other planners and suppliers."



THE SWEET LIFE

how to blend contrasting elements for unforgettable events



In today's dynamic world of event planning, it's all about creating moments that leave a lasting impression. And while blending contrasting elements might seem challenging, it's also the secret to curating unique experiences that surprise and delight attendees. It's what we like to call "The Sweet Life" – where you can truly have your cake and eat it too by merging opposites in a seamless, creative way.

One of our favorite ways to achieve this is by combining luxury with budget-conscious decisions. Picture this: a high-end, opulent gala with velvet-draped ceilings, crystal chandeliers, and gourmet food stations, but the secret? The floral centerpieces are sustainable, locally sourced, and repurposed for donation post-event. By prioritizing sustainability without sacrificing style, you create a balance that feels indulgent without excess. It's about finding where to splurge (like entertainment and guest experience) while staying eco-friendly and cost-conscious in other areas. Guests will never guess that their luxe experience was also good for the planet—and for the budget.

Another winning contrast is combining sophisticated design with playful elements. For example, a corporate black-tie event can surprise guests by incorporating fun, interactive stations, like a sleek DIY champagne bar or personalized gourmet popcorn stations. It's the unexpected pairing of formal with fun that leaves guests talking about your event long after the night ends.

Another compelling contrast is blending technology with nature. Imagine hosting a conference at an outdoor venue or a botanical garden, with the peaceful ambiance of lush greenery surrounding attendees. Now, add cutting-edge technology like holographic presentations or virtual reality booths. This contrast of the natural world with futuristic tech creates an unexpected harmony, where attendees can feel grounded by the environment but captivated by the modern experiences. The combination of these elements can provide both serenity and excitement, offering a unique way to engage participants' senses and spark creativity.

As event professionals, our role is to find the harmony between these seemingly opposing forces. Whether we're blending sustainability with opulence, formality with playfulness, or high-end with budget, these contrasts don't have to clash. When done thoughtfully, they can come together to create truly unforgettable experiences that feel as sweet as they are smart.



INSPIRE CHANGE



MEET IN TOLEDO



GLASS CITY
CENTER

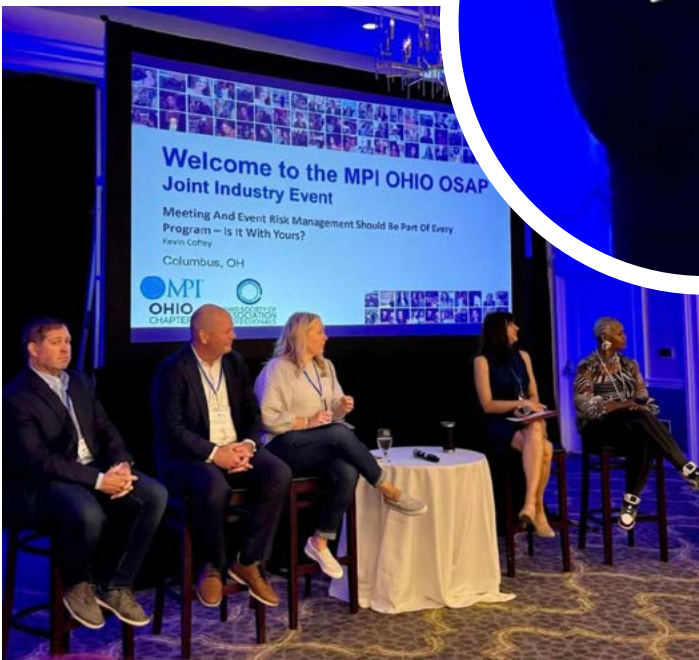
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JOINT INDUSTRY EDUCATION CONFERENCE SEPTEMBER 2024



MARK YOUR CALENDAR.

OCTOBER 29, 2024
NETWORKING EVENT
 Columbus OH

DECEMBER 5, 2024
ELEVATE AWARDS & AUCTION
 Delaware OH

FEBRUARY 24-25, 2025
NAVIGATE EDUCATION CONFERENCE
 Newark OH



Host the Next MPI Ohio Chapter Meeting!

Spotlight your hotel, property or meeting space by sponsoring an MPIOH Chapter luncheon! In addition to gaining immediate exposure to meeting professionals attending the event, your hotel will receive exposure to MPI Ohio Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Jane Lee, Director of Strategic Partnerships, to secure your date at education@mpioh.org

*ALL DATES & LOCATIONS ARE SUBJECT TO CHANGE

PRINT, MARKETING, PROMOS, & SIGNAGE SOLUTIONS FOR YOUR EVENTS AND TRADESHOWS



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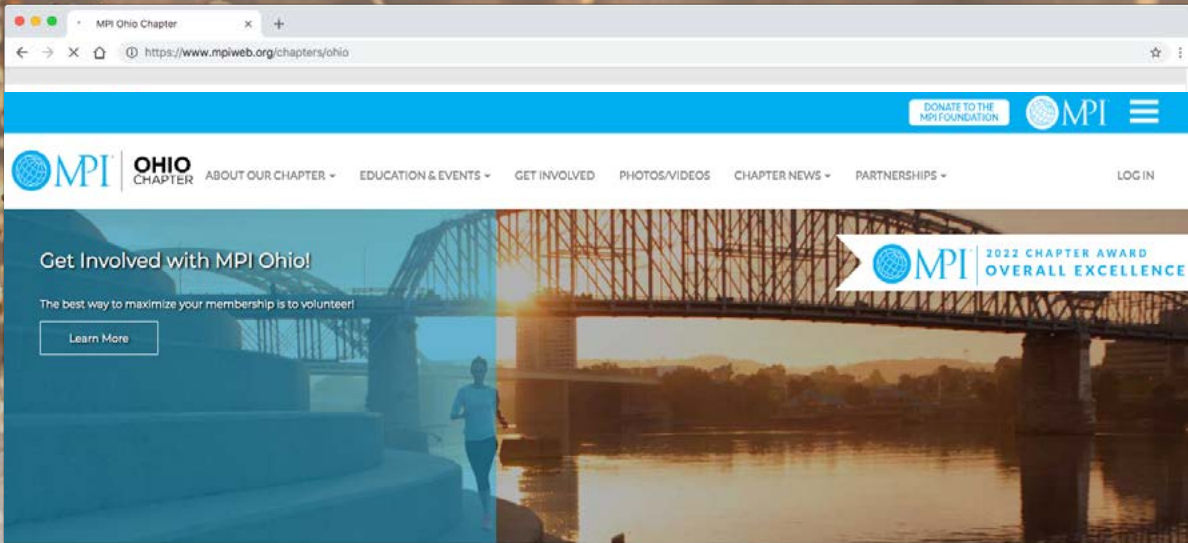
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About Our Chapter

Founded in 1977, MPI Ohio has nearly 300 members. We are dedicated to the advancement of the meeting profession by providing excellent educational opportunities, networking and as a resource for our members.

Connect with Us



CHECK OUT OUR WEBSITE
www.mpioh.org



Join our Group Forums at <http://u.MPI.org> where MPI members can engage in conversations, ask questions, share best practices, and network with the world's most vibrant online community.



They say learn something new everyday. There is no easier way than participating in our LinkedIn group at “**MPI Ohio Chapter.**”

You may even teach your peers a thing or two!



To stay in the loop, be sure to follow us at “**MPI Ohio Chapter**”



Follow us! Tag us!
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