

# Scoop.

THE MPISCC NEWSLETTER APR '24



## Leadership Strategies from the Seat of a Motorcycle

There is a popular saying in the motorcycle community: “If I have to explain it, you wouldn’t understand.”

It expresses the freedom bikers experience moving together toward a common destination, and the certainty in the choices we make along the roads we take. After 50 years riding motorcycles and more than half that working with high performance organizations, what I know is this: whether you’re tasked with managing a team to improve customer service, steering a department through a difficult transition, or working to increase value; success demands communicating the “IT.”

- Where are you going?
- How do you plan to get there?
- What resources will you need to be successful?
- Who is coming along with you?
- Why does it matter?

What should be a clear leadership choice—getting a team of people focused on a common purpose, managing change, fueling success, and maintaining balance—often ends up in a heap of twisted perspectives and ruined expectations. Just as great leadership powers amazing accomplishments, failed leadership damages relationships, and tanks reputations.

Every team journey has obstacles in the road forward: tricky twists and turns, and hazardous conditions. Leadership should not be one of those obstacles. It’s been said there are “three ways to develop great leadership, but no one knows what they are.”

Consider these:

- **Set the Standard.** A motorcycle isn’t something you have; it’s something you do. It’s the same for leadership. You practice it consistently, employing balance, sound judgment, and good timing to be successful.
- **Share the Lead.** Being “out front” is exhausting. That’s why bikers rotate positions during a group ride. Sharing the lead makes everyone more able, adaptable, and accountable.
- **Show the Value.** NOBODY ever became ANYBODY without SOMEBODY showing the way. We don’t become successful on our own. Appreciate and recognize the contributions of others.

Embracing innovation and engagement, like motorcycling, runs best by committing to the long run, delivering consistent results, achieving high performance, and managing multiple and often conflicting priorities in service to the team—those people who saddle up every day to do the work you do, whatever it may be.

*Steven Foster, CMP, Foster+Fathom*

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**CALLING ALL VOLUNTEERS!**

# [WE]Con '24

APRIL 10-12, 2024 | NEWPORT BEACH

ELEVATE  
EMBRACE  
ENGAGE

At MPISCC's [WE]Con, we're redefining the future of events. Join us as we embrace the latest innovations and creative ideas that are transforming our industry. Here, you'll discover new ways to elevate every event experience, from intimate gatherings to grand conferences. Engage with a community of forward-thinking professionals, passionate about pushing boundaries and crafting memorable moments.

Whether you're looking to enhance your skills, expand your network, or explore cutting-edge trends and technologies, [WE]Con is your platform to connect, learn, and grow. Let's come together to celebrate the art of event planning, elevate our professional capabilities, and engage in shaping the dynamic landscape of events. Be a part of this journey where every connection leads to inspiration, every conversation sparks innovation, and every engagement paves the way for the next extraordinary event.

Indulge in a revitalizing retreat at the exquisite Renaissance Newport Beach Hotel, ideally located from John Wayne Orange County Airport. The prime location offers effortless access to the University of California, Irvine, UCI Health — Irvine Medical Campus, Fashion Island, and Disneyland®. Enjoy a pickleball court and outdoor pool, then retreat to the tranquil oasis of the contemporary hotel rooms and suites. Stylish, coastal inspired décor and stunning vistas elevate your stay. Indulge in the delightful culinary creations at CURRENT Coastal Cuisine, where you can enjoy mouthwatering fare and expertly crafted cocktails in a vibrant atmosphere. Planning a remarkable event in Newport Beach? Choose from elegant ballrooms or picturesque outdoor spaces, perfect for hosting polished business conferences or unforgettable wedding celebrations. Immerse yourself in the splendor of Southern California at this Newport Beach, CA, hotel, your haven of elegance and luxury in an unparalleled location.

Parking: Discounted Self-Parking will be available for \$25.00 per vehicle per day, Valet Parking will be available at \$30.00 per vehicle per day.



SOUTHERN CALIFORNIA CHAPTER

# [WE]Con'24

## AGENDA

ELEVATE  
EMBRACE  
ENGAGE

### APRIL 10

12 NOON-5PM

**Planner Partner Program Offsite Activity**

5:30 PM-7:00 PM

**Welcome Reception/Exhibit Hall**

### APRIL 11

7:00 AM-5:00 PM

**Registration Open**

7:00 AM-7:45 AM

**Wellness Activity: Yoga**

8:00 AM - 8:30AM

**Community Chat**

8:30 AM-9:30 AM

**Breakfast**

9:45 AM-10:45 AM

**Unlock the Power of Playfulness: Elevate Every Event with Improv Thinking!**

11:00 AM-11:45 AM

**ADHD, an Event Planner's Superpower**

11:00 AM-11:45 AM

**Memorable Moments through Quality Swag**

11:00 AM-11:45 AM

**Production Power Panel**

12:00 PM-1:15 PM

**Networking Lunch**

### APRIL 11 CONTINUED

1:15 PM-2:15 PM

**Adventures in Your Very Own Podcast**

1:15 PM-2:15 PM

**From Exhaustion to Liberation: A Journey through Somatic Breathwork**

2:15 PM-3:00 PM

**Mexicali Cookoff**

2:15 PM-3:00 PM

**Transforming Trade Show Challenges and Creating Extraordinary Experiences**

2:15 PM-3:00 PM

**Walking Through Fire: The Path to Resilience**

3:15 PM-5:00 PM

**Planner Partner Appointments**

3:15 PM-5:00 PM

**Good Vibrations: The Play it Forward Playlist**

6:00 PM-7:00 PM

**Reception**

### APRIL 12

7:00 AM-2:00 PM

**Registration Open**

7:00 AM-7:45 AM

**Wellness Activity**

8:00 AM-9:00 AM

**Breakfast**

### APRIL 12 CONTINUED

8:00 AM-10:00 AM

**Planner Partner Appointments**

10:15 AM-11:15 AM

**The Present and Future of Event Tech. The Tech that will Power Events in 2024.**

11:30 AM-12:15 PM

**Beyond Boundaries: Redefining Event Experiences in the AI Era - A Blueprint for Meeting Planners**

11:30 AM-12:15 PM

**Fuel, Flow, Focus: Hacking Your Wellbeing for Peak Event Success**

11:30 AM-12:15 PM

**Revolutionizing Sales: AI 101 for Suppliers**

12:20 PM-1:30 PM

**Networking Lunch**

1:15 PM-1:55 PM

**Curated Conversations with Courtney Lohmann**

1:15 PM-1:55 PM

**DMOs: Your Not So Secret Weapon**

1:15 PM-1:55 PM

**Thought Lab**

2:00 PM-2:50 PM

**Impact Leadership: The Power of Passion, Purpose & Strategy**

3:00 PM-5:00 PM

**Newport Beach Tours**



Using the Renaissance Newport Beach as your home base, make time for an outdoor adventure, easy access to sunny beaches or luxury shopping a quick 10-minute drive. Satisfy your inner foodie with your choice of more than 450 restaurants, many of which enjoy waterfront views and a fresh catch just off the Newport shoreline. With all the appeal of a small coastal town and the polish of hospitality done right, Newport Beach's 10-distinct neighborhoods are waiting for you to discover their unique charm, history and local flavor.

Speaking of hospitality, the destination professionals at Visit Newport Beach are thrilled to welcome you, and look forward to assisting you with your next inspired meeting in beautiful Newport Beach! From value-adds to your program to rewards that can enrich you AND your group, deciding to partner with this engaged, award-winning team is a smart decision!

Enjoy [WE]Con and an elevated experience in Newport Beach! For more info:

Renaissance Newport Beach Hotel: <https://www.marriott.com/en-us/hotels/npbbr-renaissance-newport-beach-hotel/overview/>

Outdoor Adventure: <https://visitnewportbeach.com/meetings-and-conventions/group-activities/>

Luxury Shopping: <https://visitnewportbeach.com/things-to-do/shopping-and-malls/>

Restaurants: <https://visitnewportbeach.com/restaurant-guide/>

Visit Newport Beach: <https://visitnewportbeach.com/meetings-and-conventions/>



# 5 Reasons to Host Your Next Business Event in Las Vegas

1

## INCREASED ATTENDANCE

Let's face it, it's not exactly a hard sell to convince your team to go to Vegas because, truthfully, they already want to go. Studies show that the average attendance for business meetings and conventions increases by 9% when they're held in Las Vegas. Additionally, research also reveals that attendees spend more time in meetings and on the trade show floor when programs are held in Vegas. And since you're hosting in Vegas, be sure to schedule a bit of those Only Vegas moments during your event. Book an impersonator, magician, illusionist or comedian into one of the keynote sessions. Making Las Vegas a part of your event inspires your employees to feel more engaged, more cared for, and more appreciated.

2

## A CULINARY DELIGHT FOR EVERY PALATE

Business dinners in Las Vegas cater to nearly every food connoisseur. Las Vegas offers a wide array of fine dining, each with its own flair, such as Le Cirque at Bellagio, CUT by Wolfgang Puck at The Venetian Resort Las Vegas, and Jean Georges Steakhouse at ARIA Resort & Casino. All options serve an unceasing culinary cascade that excites and dazzles every palate. Get the inside dish on Jean Georges Steakhouse, along with a few other world-renowned restaurants below.

3

## EASE OF TRANSPORTATION AND COST SAVINGS

An abundance of top-tier hotels just five to 15 minutes away from the airport helps significantly reduce the need for long taxi, rideshare or bus travel. Harry Reid International Airport is located 2 miles from Las Vegas Boulevard and 3.5 miles from the Las Vegas Convention Center. With over 1,050 inbound and outbound flights daily, including direct service to nearly 150 U.S. and international cities, Las Vegas is easily accessible to your employees across the country or across the globe. This means businesses can expect to save money due to the direct flights and the destination's one-stop shop offerings that puts nearly everything within walking distance.

4

## GET CONNECTED AND RESPECTED

You'll impress the industry influencers in your crowd with live, tweetable and Instagramable set pieces, especially for a younger, more digitally connected group who crave a strong social media-friendly venue. Having incredible internet bandwidth, broadcast studios (in some places), virtual reality experiences, live hosting, and contactless digital support for hybrid events help to make your event a resounding success.

5

## GET TO KNOW YOUR PEOPLE OUTSIDE THE OFFICE

Consider conference venues and their accompanying entertainment in spaces that offer open floor plans with plenty of places to sit, chat and connect. If you so choose, there's a near-limitless number of places to golf, dance and laugh at comedy routines, or check out world-famous singing acts or lounges to sip a few drinks and keep things low-key. Chances are, your employees, partners and team members will want to see the sights and sounds of all that the destination offers, and so oblige them by encouraging exploration and incorporating the spirit of discovery into the event by hosting group outings, such as Topgolf or something more out of the box, Lost Spirits Distillery at AREA15. Check out Vegas ON for up-to-the-minute happenings!

LAS  
Vegas

# UPCOMING EVENTS



Follow us for announcements, updates & reminders for our upcoming events!

# SAVE THE DATE

**MAY 20-22, 2024**

CHAPTER MEET-UP AT WEC & AFTER 5'S

**JUNE 2024**

NETWORKING EVENT & ANNUAL FUNDRAISER

**AUGUST 2024**

EDUCATION ROAD SHOWS

**OCTOBER 7-10, 2024**

CHAPTER MEET-UP AT IMEX & AFTER 5'S

**DECEMBER 2024**

AFTER 5'S

**DAVE & BUSTER'S**

## MPISCC AFTER 5 WHERE CONNECTIONS THRIVE

FEB RECAP



# SPONSOR SPOTLIGHT

In today's dynamic event landscape, the pressure to deliver flawless experiences can often stretch resources thin. From busy event calendars to limited staffing, organizations face myriad challenges in executing memorable events. That's where a company like Events On Call comes in, offering a unique and nimble solution to support and enhance any team's capabilities. For organizations navigating the complexities of event planning, particularly while on-site, Events On Call provides a valuable resource to streamline processes and ensure seamless execution. It is also critical to have on-site specialists who can hit the ground running and who possess the expertise, problem-solving skills, and attention to detail required to ensure success. By leveraging a network of experienced professionals, Events On Call empowers teams to tackle projects with confidence, regardless of size or scope.

Here's what you need and where Events on Call fits in:

- **Local Expertise, Global Impact:** Events On Call connects organizations with top-tier professionals who bring a wealth of local knowledge and expertise to every project. Whether it's coordinating logistics or managing vendors, their network ensures access to the right talent for the job.
- **Quality Assurance and Compliance:** Clients rest easy knowing that every freelancer on the Events On Call platform undergoes thorough vetting and background checks. An unwavering commitment to excellence ensures that clients



receive top-notch service and professionalism at every turn.

- **Streamlined Processes, Seamless Collaboration:** You can say goodbye to administrative headaches with Events On Call's efficient contracting process. By handling paperwork and logistics, they can free up your team to focus on what they do best: delivering exceptional events.
- **Confidentiality and Trust:** Privacy is critical to many events. Events On Call operates with the utmost discretion, safeguarding sensitive information and providing peace of mind during the planning and execution of all types of events.

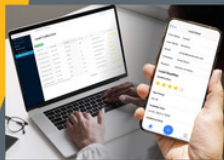
From intimate gatherings to large-scale productions, Events On Call is committed to delivering excellence in every aspect of event planning and execution. With a dedicated team of professionals as a partner, you can trust that your events will exceed expectations and leave a lasting impression on attendees.

Connect with Events On Call to experience the difference firsthand. Visit [www.youeventsoncall.com](http://www.youeventsoncall.com) to learn more or email [sales@youeventsoncall.com](mailto:sales@youeventsoncall.com).

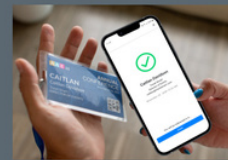
You're **the pros** at crafting unforgettable event experiences. Choose EventMobi when you want a **break from the heavy lifting**.



Since 2009, EventMobi has helped 30,000+ associations, agencies, and corporations achieve their event goals.



**Drive additional event revenue** by offering your exhibitors a lightning-fast Lead Capture App to more efficiently capture, score, and follow up with leads.



**Empower your staff to track session attendance** from any mobile device and make awarding CEU credits and other professional certifications a breeze.



**Save valuable time and money** by designing and ordering pre-printed badges in just a few clicks—no graphic design skills required!

Interested in learning more?  
Book a no-strings-attached call  
with the EventMobi team today.

Book a Call





## Springtime Bliss: Wellness Experiences in Santa Barbara

As spring breathes new life into the world, there's no better time to embrace wellness and rejuvenation. With nature in full bloom and the air filled with vitality, it's the perfect season to reconnect with the great outdoors and nourish your mind, body, and spirit. And nestled along the stunning California coast, Santa Barbara beckons as a haven for those seeking serenity and renewal amidst its picturesque landscapes. The American Riviera® is my Wellness Heaven in the springtime. Here are three of my favorite ways to soak up the fresh air and sunshine:

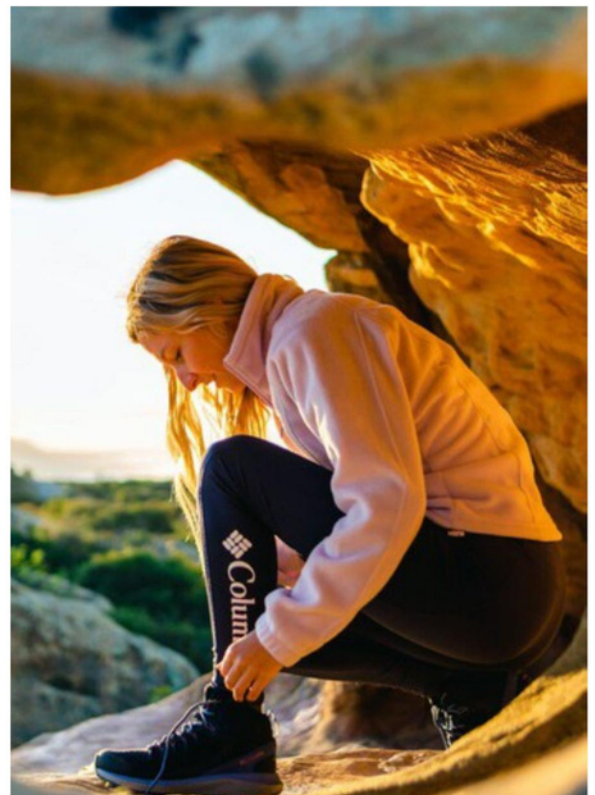
**Explore Nature's Splendor:** Lace up your hiking boots and embark on an adventure through Santa Barbara's scenic trails. From the rugged peaks of the nearby mountains to the tranquil shores of its pristine beaches, there's a hike for every level of adventurer. Be sure to seek out the hidden waterfalls, where cascading waters and colorful wildflowers create a symphony of sights and sounds.

**Bask in Botanical Bliss:** Lose yourself amidst the vibrant flora of Santa Barbara's enchanting gardens. Wander through the rare and exotic plants of Lotus-land or find tranquility in the serene surroundings of the Alice Keck Memorial Gardens. For a truly immersive experience, explore the Santa Barbara Botanical Gardens, where native plants and diverse ecosystems await discovery.

**Embark on Aquatic Adventures:** Take to the crystal-clear waters surrounding the Channel Islands National Park for an unforgettable kayaking experience. Join Santa Barbara Adventure Company for a journey through secluded sea caves, where the unspoiled beauty of North America's very own Galapagos awaits. Immerse yourself in the tranquility of this marine sanctuary and marvel at its abundant sea and animal life.

Indulge in the essence of wellness as you embrace the serenity of Santa Barbara's natural wonders this spring. Whether hiking through scenic landscapes, exploring botanical havens, or embarking on aquatic adventures, there's no shortage of ways to nourish your soul and elevate your well-being in this coastal paradise.

*Suzy Kay, Regional Sales Manager  
Visit Santa Barbara*



IN MEMORY

# MARIN BRIGHT



We honor the life and legacy of Marin Bright, the founder of Smart Meetings and a visionary force in the events industry. Marin's passion, creativity, and unwavering dedication to excellence served as an inspiration to countless professionals around the world.

Marin's journey in the events industry was marked by innovation, resilience, and a deep commitment to community. Her visionary leadership transformed the landscape of event planning, bringing together industry professionals through the platform of Smart Meetings to share knowledge, foster connections, and inspire growth.

Beyond her professional achievements, Marin was known for her kindness, generosity, and genuine care for others. She had a remarkable ability to uplift those around her, offering support, guidance, and encouragement to colleagues, friends, and aspiring event professionals alike.

Marin's legacy will continue to shine brightly through the countless lives she touched and the indelible mark she left on the events industry. Her passion for excellence, her spirit of collaboration, and her steadfast belief in the power of human connection will continue to inspire us all.

As we honor Marin's memory, let us carry forward her legacy by embracing her values of innovation, inclusivity, and compassion. May we strive to uphold the standards of excellence she set forth and continue to foster a community of collaboration, creativity, and camaraderie in her honor.

Marin Bright will be deeply missed, but her spirit will live on in the hearts and minds of all who had the privilege of knowing her. We are forever grateful for the profound impact she had on our lives and the events industry as a whole.

On Thursday, April 18 at 11 am PT/ 1 pm CT/ 2 pm ET, there is a celebration of life for her. Click [here](#) to RSVP.

CELEBRATING MILESTONE

Member Anniversaries:

- Joe Diamond | 40 years
- Steven Armitage | 20 years
- Heather Mason | 15 years
- Imelda Bermudez | 5 years
- Brandy Stone | 5 years

AND A WARM WELCOME TO

New Members!

- Tina Adkins
- Toby Benson
- Jace Cohen
- Lauren Corona
- Jayce Guillen
- Manuel Hernandez
- Gaelle Kazadi
- Danielle Mancha
- Gabe Romero
- Dana Twyman
- Lindsey Wade

Thanks to Our Sponsors!



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## MPI SoCal is searching for dedicated volunteers to join our community

MPI is looking for enthusiastic volunteers to join our team and help us elevate our experience. As a volunteer, you will have the opportunity to contribute to the growth and success of our organization while gaining valuable experience and networking with industry professionals.

We are currently seeking volunteers for various roles, including Marketing & Communication, Membership, Finance, Education & Programming, Regional Events and for Leadership. Whether you have years of experience in the industry or are just starting out, there is a place for you on our team.

If you are passionate about the meetings and events industry and are eager to make a difference, we would love to have you on board. Please consider volunteering with Meeting Planners International and help us shape the future of the industry.

To learn more about volunteer opportunities and how to get involved, please fill out our volunteer form [here](#):

(<https://www.mpi.org/chapters/southern-california/get-involved/volunteer-opportunities/volunteer-form>)

We look forward to welcoming you to our team! Thank you for your support and dedication.

# FOOD FOR THOUGHT

In a world marked by rapid change and unprecedented challenges, the events industry finds itself at a crossroads. The March newsletter and our upcoming [WE]Con serves as a clarion call to embrace innovation as a guiding principle in navigating the path forward.

Innovation is not just about adopting the latest technology or following trends; it's about fundamentally rethinking the way we approach event planning. It's about challenging the status quo, breaking free from conventional thinking, and daring to imagine new possibilities.

At its core, innovation is about asking the right questions. Instead of accepting things as they are, we must question why they are that way and explore alternative paths. What if we reimaged the attendee experience from the ground up? What if we embraced unconventional venues and formats? What if we leveraged the power of storytelling to create more immersive and engaging events?

Embracing innovation also means recognizing that failure is not a roadblock but a stepping stone to success. It's about having the courage to try new things, knowing that some ideas may not work out as planned. Failure is not the end; it's an opportunity to learn, iterate, and grow.

Central to the concept of innovation is the idea of collaboration. By bringing together diverse perspectives, skills, and experiences, we can unlock new insights and drive meaningful change. It's through collaboration that we can harness the collective wisdom of our industry and push the boundaries of what's possible.

As we embark on this journey of innovation, let us challenge ourselves to think differently, to embrace uncertainty, and to push beyond our comfort zones. Let us be bold in our vision, relentless in our pursuit of excellence, and unwavering in our commitment to shaping the future of our industry.

Together, let us embrace innovation as not just a tool for survival, but a catalyst for transformation. Let us dare to dream big, to break free from convention, and to chart a course towards a brighter, more innovative future for the events industry and beyond.