

# Scoop.

THE MPISCC NEWSLETTER | DEC '24



Reflecting on my 18-month term as Chapter President, I am filled with immense pride and gratitude. Our theme—Embrace, Elevate, Engage - has guided us through a time of growth, innovation, and meaningful connections. We've accomplished so much together, and I'd love to reflect on some key highlights.

Our [We]Con Annual Conference was a standout success, offering impactful education and invaluable networking opportunities. It was a powerful testament to how we continue to raise the bar in delivering value to our members. Right on the heels of [We]Con, our Annual Fundraiser brought in \$25,000, which will go directly toward chapter efforts to continue to provide education, networking, and scholarship opportunities —investments that will empower our members and strengthen the future of our chapter and our industry.

I'm also proud of the launch of the MPISCC Roadshow, which brought tailored education and networking opportunities to four different regions in Ontario, Los Angeles, Long Beach, and Las Vegas; this initiative was about meeting our members where they are, expanding our reach, and fostering deeper connections across our community.

We didn't stop there. After 5 - Where Connections Thrive brought members together in a more relaxed setting, reaching 11 different regions. It created a space for meaningful conversations, inclusivity, and relationship-building, demonstrating how our chapter thrives when we offer diverse ways for members to connect.

In addition to these events, we also reimagined our chapter's newsletter, Scoop. We transformed it into a dynamic and engaging communication platform, keeping our members informed, connected, and inspired. It's been exciting to see Scoop evolve into something that genuinely reflects the energy and spirit of our chapter.

These accomplishments, alongside key financial investments, allowed us to put money back into our reserves, ensuring the long-term stability of our chapter. Our success was made possible through the support of our board of directors, volunteer committees, and our dedicated sponsors. This collective effort has strengthened our chapter in every way, from member retention and recruitment to financial sustainability.

As I step into the role of Immediate Past President, my heart is full of pride for all that we've built and accomplished together. I'm beyond excited to support our incoming Chapter President, Karly Watson, and I can't wait to see her vision come to life. It's an incredible time for our chapter, and I'm eager to stand by her side as we continue to grow and elevate our community!

Thank you for your trust, your dedication, and your willingness to embrace this journey alongside me. Leading this chapter has been an incredible honor, and I'm confident we'll continue to elevate each other and engage with passion and purpose. With heartfelt gratitude and pride,

*Mai Lim*  
*President, MPI Southern California Chapter (2023-2024)*



# Create the perfect EVENT at KOOZA Cirque du Soleil FOR your team and clients!



Cirque du Soleil has been coming to SoCal for more than 20-years, and every time the between the shows and audiences gets stronger. It's no surprise for Cirque du Soleil to take, once again, its acrobatic extravaganza and most daring touring production, KOOZA, to Santa Monica this season.

**Cirque du Soleil is performing at the Santa Monica Pier through January 5, 2025.**

## A THRILLING RIDE

A breathtaking return to the origins of Cirque du Soleil, KOOZA pays tribute to traditional circus in all its splendor with audacious acrobatic prowess and bold comedy. Filled with chills, thrills, laughter, and wonder, KOOZA unfolds a non-stop, adrenaline-packed series of surprises. Under the watch of a mysterious trickster with electrifying powers, KOOZA follows the self-discovery adventures of the Innocent who is magically transported to an exotic yet zany kingdom. Acclaimed the world over since its opening in 2007, KOOZA has mesmerized close to 8M spectators with over 4,000 performances in 65 cities across 22 countries. "It's incredible to watch our performers accomplish such amazing acrobatic feats," said Cirque du Soleil spokesperson Michael Ciaccia. The Big Top offers such an intimate setting that we immediately feel immersed into the world of KOOZA" he added.

## A VIP EXPERIENCE LIKE NO OTHER

We all want to live and experience unique moments to create fond memories, and Cirque knows how to entertain a crowd especially when it comes to its VIP experience. The brand-new redesign VIP tent can welcome your organization, partners, and employees inside an air-conditioned lounge space to celebrate, treat and delight your guests. "There is no experience that replaces seeing and collaborating with your colleagues, partners, friends or loved ones [and showing them] how much they mean to you than by hosting an in-person event for them," said Michael Ciaccia.

Not only the VIP experience makes you and your group feel special, but allows you to taste locally source food prepared by Cirque Touring Chef, strike a pose with our artist in a beautiful setting, access the best seating which takes you close and part of the action, and inspire your team creatively in many ways. "Our dedicated team can customize an experience in which on top, Cirque will offer an incredible show" said Ciaccia.

"Our VIP guests leave with giant smiles after having such a great time with their guests" he adds.

The VIP lounge also includes an exclusive gift, a full bar available from the moment you arrive on site to the end of intermission, sweet treats, an exclusive entrance, and VIP restrooms. ch as Zion National Park, Red Rock Canyon, Lake Mead and the Hoover Dam, provide ample opportunities for day trips and exploration.



## UNIQUE AND ONE OF KIND EXPERIENCE FOR YOUR GROUP

At Cirque du Soleil, the experience starts the moment you have an idea! Whether you are looking for an event to celebrate with your team, highlight the loyalty of a long term client-relationship or plan an unforgettable date – our dedicated team can assist you in the creation of a one of a kind experience that will surprise you and your guests. From its beginning, Cirque always looked at ways to redefine circus arts and we see the planning of your event has a way to enhance your experience. “Our VIP space can be adapted for tailored-events and accommodate small to larger groups starting when you step in our beautiful site” explained Michael Ciaccia.

Watching a Cirque du Soleil performance creates excitement and anyone that has watched a performance will tell you – you must see it to believe it! The VIP experience promises your group excitement, exclusivity, and this... means a lot! Cirque will provide the resources you need to design the experience you want your guests to have. Let us impress you with our dedicated staff that will offer incredible and personalized hospitality. Additionally, Cirque can provide equipment and the technology you need to make a speech or corporate presentation.

If you are planning a corporate event, a date night with friends, a family reunion, or a unique occasion, KOOZA will certainly deliver a breathtaking experience.

KOOZA takes audiences on a thrilling emotional ride with its nail-biting and mind-boggling acrobatics. See it under the Big Top in Santa Monica through Jan. 5, 2025. Contact [Michael.Ciaccia@cirquedusoleil.com](mailto:Michael.Ciaccia@cirquedusoleil.com) for more details and pricing.

<https://www.cirquedusoleil.com/usa/santa-monica/kooza/group.Contact>



### AN MPI MEMBER'S PERSPECTIVE OF THE KOOZA VIP EXPERIENCE

For my first ever MPISCC event, it was a night to remember with Cirque du Soleil's Kooza at the Santa Monica Pier. I personally had only been to one Cirque show before, and my first time seeing one of their show's outside of Las Vegas, so I was thrilled to be able to attend. One of my personal highlights included the "Wheel of Death," a rotating apparatus that featured performers running, jumping, and even flipping inside and on top of giant spinning wheels. I was also impressed with the theme of this show "The Innocent" on a journey of self-discovery, which to me provided a theme of childlike wonder and made it such a joy to watch.

As a VIP guest I, as well as the other MPISCC members in attendance, were treated to an exclusive experience. We were provided with the best views and a luxurious evening with premium seats, unlimited drinks, appetizers before the show, and desserts during intermission. We received exclusive souvenirs as keepsakes with a branded notebook and tote, which I have already started using!

This was an especially great experience for me since I was meeting other members for the first time in person. I was able to meet members from all over the greater Los Angeles and Orange County areas. I was also able to meet people to get me more connected with the chapter through volunteer opportunities that I would not have been able to have without that personal connection. The evening proved to me how important our chapter events are, and I can't wait to attend more in the near future.

*Deanna Zerzcher, MPISCC Member & Marketing Committee Volunteer*



CIRQUE DU SOLEIL®

# KOOZÁ

OCT. 19, 2024 – JAN. 5, 2025

Under the Big Top,  
Santa Monica Pier



## UP TO 20% OFF\*

FOR CORPORATE PACKAGES AND GROUP 10+

[michael.ciaccia@cirquedusoleil.com](mailto:michael.ciaccia@cirquedusoleil.com)

\*Selected seats and performances





# BE AN MPI!

The "Be an MPI" initiative is a fresh and forward-thinking campaign aimed at redefining what it means to be a part of the MPISCC community. Moving beyond traditional membership, "Be an MPI" empowers young and young-minded event professionals to take on the role of Meeting Professional Influencers—leveraging social media, thought leadership, and community engagement to shape the future of the events industry.

This initiative isn't just about joining MPISCC; it's about elevating your career, developing your personal brand, and gaining recognition as a thought leader. Whether you're a recent graduate or someone with a few years of experience, "Be an MPI" positions you to actively contribute to the conversation through blogs, social media content, or podcast features. You'll have access to exclusive resources, like content creation toolkits and webinars on personal branding, all designed to enhance your influence in the industry.

The goal? To build a vibrant, connected community of professionals who are recognized for their expertise, creativity, and innovative ideas. Being part of this movement allows members to build their personal brand, share their voice, and help guide the future of the meetings and events space. This is the new era of MPISCC, where being influential is more than just a title—it's a lifestyle.

Being an MPI isn't just about joining an association (although starting on September 23 and for a month, new members can join at a 20% discount) or attending meetings or events—it's about elevating your professional presence, connecting with a dynamic community, and sharing your experiences with the world. And we're here to help you do that! We've created an exclusive "Be an MPISCC Toolkit" designed to give you everything you need to share your journey with your network. The toolkit includes social media post templates, blog outlines, email signatures, and more!

Ready to make your mark? Get your toolkit today and start influencing your peers, colleagues, and the industry. Email us at [admin@mpiscc.org](mailto:admin@mpiscc.org) for more info!

Whether you're passionate about thought leadership, building community, or highlighting innovative event trends, "Be an MPI" is your opportunity to take the lead.



# NEW MPISCC BOARD!!!!

JANUARY 1 - DECEMBER 31, 2025



Mai Lim - Immediate Past President  
Karly Watson - President

Braidy Lee - VP, Membership  
Gaetan Mousseau - Dir, Member  
Recruitment  
Libby Zarahy - Director, Member Care

Margaret Launzel-Pennes - VP,  
Marketing and Communications  
Anna Kim - Director, Social Media



Debra Mategrano - VP, Finance  
Eric Engelstein - Dir, Strategic  
Sponsorship  
Latrice Lawson - Director, Special  
Events

Jennifer Minzey - VP, Education  
Jennifer Jones - Director, Education &  
Professional Devevelopment

Steve McCleave - VP, Leadership  
Development  
Lucy Roberts - Director, DEI





# UPCOMING EVENTS



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

# SAVE THE DATE



OTHER EVENT DATES  
COMING SOON

.....  
**FEBRUARY 2025**  
AFTER 5'S

.....  
**APRIL 2025**  
[WE]CON \*GMID Celebration Included

## NOMINATIONS ARE OPEN

Please nominate your fellow members for the following:

[Emerging Leader of the Year Nomination Form](#)

[Member of the Year Nomination Form](#)

[Chapter Leader of the Year Nomination Form.](#)

Nominations will close December 16.

The application for the [Arlene Sheff-Beverly Lang Scholarship](#) is also open until December 16.



# GO CONNECT GO CREATE



Greater Ontario California offers a unique and connected meeting experience with its vibrant community, countless activities and authentic charms. Picture your attendees day hiking in the San Gabriel Mountains, engage with locals in an urban garden and share high fives when nightlife comes alive at the Toyota Arena. For fun, adventure, value and purpose, connect with our team to learn about competitive rates and way to stretch your budget further to create a truly memorable event.

So much. So close. SoCal.

[GO-CAL.org](http://GO-CAL.org)





# CELEBRATING MEMBER ANNIVERSARIES

Robb Thornsberry | 25 years  
 Michelle Devine | 20 years  
 Carla Krysiak | 15 years  
 Whitney Lindsay | 10 years  
 AnaLaura Becerra | 10 years  
 Kathryn Williams | 5 years  
 Patricia Jones | 5 years  
 and Celebrating 1 Year

Jenna Abrams  
 Deborah Badger  
 Craig Curtner  
 Matthew Dalit  
 Thuy Diep  
 Rolando Espinoza  
 Lourdes Garcia  
 Koco Heo  
 Susan Holley  
 Brett Howard

Katherine Kleine  
 Michelle Morales  
 Hanah Morinaga  
 Filip Risteki  
 Blair Scott  
 Pamela Scott  
 Erika Summers  
 Tracy Thompson  
 Mariana Vona

# WELCOME NEW MEMBERS!

Lilian Chan  
 Marielen Galsim  
 Lara Gertzen  
 Karen Hatcher  
 Jacqueline Kirby  
 Tom LeClair  
 William Lynch  
 Ashlyn Pike

# Thank You SPONSORS

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**cvent**





## 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):

(<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.





**The Vault at Veloce Motors** is a distinctive event venue in San Diego, set amidst a collection of classic and exotic cars, offering a luxurious and unique atmosphere for gatherings. With 30,000 square feet of flexible space, it accommodates up to 300 guests and includes a full kitchen, bar, and both indoor and outdoor areas. It boasts 22' ceilings throughout and the main event area has floor to ceiling brick as a backdrop to a reclaimed wood stage that can easily accommodate a 6-piece band. The patio has a 20' granite bar and full-size wood-burning pizza oven, and the executive boardroom has full AV capabilities, can seat up to 12 people, and opens up to a Zen-Garden area.



**Lot 8** is an open-air event venue located in San Diego's Hotel Circle, offering a modern, minimalist vibe with a lush, backyard feel. Surrounded by living walls, palm trees, and stylish décor, the venue provides a blank canvas for customization, making it perfect for weddings, corporate events, and social gatherings. It accommodates up to 300 guests and features a versatile layout that seamlessly integrates indoor and outdoor spaces. With its vibrant, fresh atmosphere, Lot 8 delivers a unique, trendy setting for those seeking an upscale yet relaxed environment for their event.

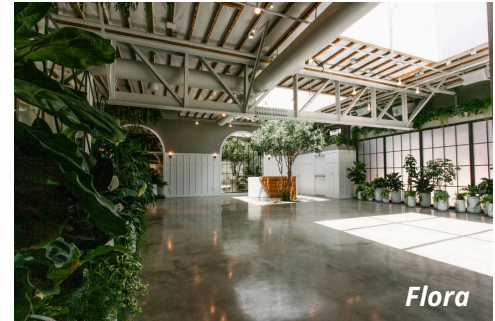


**BRICK** is a stylish and versatile event venue located in San Diego's Liberty Station, known for its charming industrial aesthetic and unique ambiance. The 5,000-square-foot space features original exposed brick walls, high vaulted ceilings, and polished concrete floors, creating a blend of historical charm and modern sophistication. With the capacity to host up to 220 guests, BRICK offers a blank canvas that can be transformed to suit weddings, corporate events, and private celebrations. Its open layout and warm, inviting atmosphere make it an ideal location for those looking to create a memorable, personalized experience in a trendy setting.



Located just blocks from the Pacific Ocean in San Diego's coastal neighborhood of La Jolla, **Darlington House** is a historical landmark that features charming architectural details, colorfully tiled patios, and lush gardens. Darlington House is a 501(c)(3) non-profit organization dedicated to housing and feeding seniors. 100% of the funds acquired through rentals benefit their local mission.

**The Lane** is a modern, sophisticated event venue located in downtown San Diego, offering 10,000 square feet of versatile indoor and outdoor space. With its sleek, contemporary design and a stunning 3,500-square-foot waterfront terrace, The Lane provides breathtaking views of the San Diego skyline and bay – it is the epitome of "where coastal meets modern." The venue accommodates a wide range of gatherings, from corporate functions to weddings, with a focus on customizable layouts and décor. The blend of urban elegance and waterfront charm make The Lane a standout choice for events seeking a stylish, city-chic ambiance.

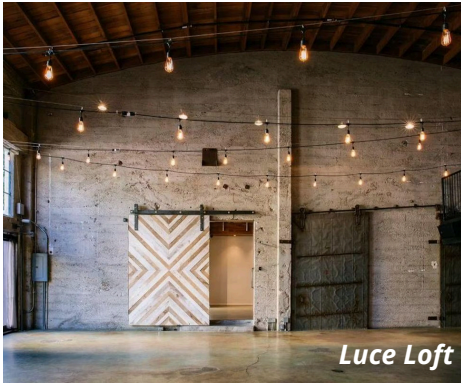


**Flora the Venue**, located in downtown San Diego, is a turn-key boutique venue with lofted ceilings, a lush living wall, skylights, garden chandeliers, and over 130 live plants. It features a modern, botanical aesthetic, combining nature with urban sophistication. The venue's distinct combination of organic elements and contemporary design makes it a refreshing and serene option for those seeking an event space that feels like an oasis in the heart of the city.

Sitting between Mission Bay and the Pacific Ocean, **The Point's** open layout, waterfront views, and modern coastal flair offers a relaxed yet sophisticated atmosphere for guests. It is sustainably designed, with cutting-edge technology and 2000 square feet of flexible event space.



Located in the vibrant East Village, is a chic loft-style venue offering a sleek, industrial aesthetic for groups up to 65. In addition to a flexible floor plan, **Studio710** features an 1800 square-foot main stage, 38-foot-wide cyclorama wall, and 21-foot-high ceilings, making it a trendy, upscale venue with a touch of downtown flair.



*Luce Loft*

Housed in the historic Carnation Dairy Building in downtown San Diego, **Luce Loft** is a stunning urban venue that combines rustic charm with modern elegance. Its exposed beams, concrete floors, and large industrial windows creates a raw and intimate yet sophisticated ambiance for up to 175 guests in the heart of the city.



*Rady Shell*

The **Rady Shell** at Jacobs Park is a state-of-the-art outdoor concert venue located on the San Diego waterfront, offering breathtaking views of the bay and city skyline. This architecturally stunning space is perfect for large-scale events, providing an iconic scene with its open-air design, cutting-edge acoustics and world-class event capabilities.



## UNIQUE RESTAURANTS

More than just a coffee spot, **Communal Coffee** brings a beautifully designed floral shop concept into the mix. Known for its open, Instagram-worthy vibe with whitewashed walls, succulents, and floral arrangements, it offers an artistic menu of seasonal lattes and is perfect for a refreshing, community-driven breakfast experience in a tranquil atmosphere that feels like a little slice of nature. They even host exclusive workshops and experiences. They are a team of creative-minded people who are collaborative, inclusive and empathetic and “who seek what’s fresh, current, innovative, and never common.”

A hidden treasure, **Dija Mara** combines Southeast Asian flavors with Western flair and Japanese cooking techniques to create a Balinese-inspired menu of street food with elements of fine dining. The ambiance feels like an upscale Southeast Asian street market, with dim lighting and eclectic decor.

**Kindred** is unapologetically edgy, with a heavy metal theme and vegan cuisine that challenges expectations. It’s a one-of-a-kind spot where the food, drinks, and ambiance are all equally memorable.

A lavish steakhouse, **Born & Raised** stands out with its opulent 1920s-inspired decor, including art deco details and leather booths. Known for its tableside service and a classic cocktail menu with a fresh twist, the restaurant is an experience in and of itself. Dimly lit with elegant finishes, it’s perfect for an upscale dinner, date night, or celebration, offering a timeless yet trendy feel.

Inspired by maritime history, **Ironside** has a raw, nautical vibe that includes vintage and ocean-inspired decor. Known for oysters, lobster rolls, and its renowned clam chowder, it’s a seafood lover’s paradise. Their dishes highlight local, sustainable seafood and a head-to-fins approach. Check out their Instagram for a glimpse into their vibe – equally cheeky and sophisticated.

**Fort Oak’s** owner and chef, Brad Wise, has become one of the region’s leading chefs and restaurateurs. It’s built upon the “fumes and the flavors made by fire,” with dishes that are simple, yet elevated, bold, and modern. It offers an intimate yet adventurous experience that celebrates local flavors, embraces the techniques of live fire cooking, and even offers a freshly harvested raw bar program.

**Cesarina’s** mission lies within the Italian matriarchy – “to create a convivial atmosphere that nurtures the community as a mother would.” Everything is made in house in this charming venue that offers a mix of bistro-style tables, custom-built booths, and two dog-friendly garden patios for al fresco dining.

An award-winning Mexican spot by first-generation Mexican Americans, **Puesto** is consistently innovating with new flavors while perfecting family recipes passed down from generations. It’s lively, creative, and a Taco Tuesday destination not to be missed.

Imagine arriving at Dorado Beach, a Ritz-Carlton Reserve, a sanctuary where luxury meets the wild beauty of the Caribbean. The lush surroundings are alive with possibility: morning meetings on shaded terraces overlooking the sea, thoughtful conversations beneath whispering palm trees, and evening receptions that catch the sunset as it sinks below the horizon. Every element feels intentional, designed to draw people closer to the natural beauty of the island and, ultimately, to each other. Dorado Beach evokes a quiet magic that lingers, reminding attendees not just of where they've been, but of how they felt in those moments.

The St. Regis Bahia Beach is a story of balance—a seamless harmony between refined luxury and the wild embrace of nature. Built on a former coconut plantation and bordered by both a serene lagoon and the lush El Yunque Rainforest, this eco-conscious resort invites you to step outside the boundaries of the ordinary. It's a place where every element feels deliberate. Guests might find themselves kayaking through mangroves in the afternoon or gathering for an evening of curated local flavors, each moment a reminder that nature and luxury are not at odds but in perfect harmony.

For those drawn to the electric energy of city life, the Fairmont El San Juan Hotel offers a fusion of heritage and modernity that feels utterly alive. Its grand chandeliers and storied walls hold whispers of the past, but its atmosphere is anything but staid. The hotel hums with vibrancy, from its opulent ballrooms to its lively poolside terraces. A short walk away, Old San Juan unfurls its cobblestone streets, pastel facades, and centuries-old forts. Attendees don't just visit San Juan but step into its history, becoming part



**THIS MONTH:  
PUERTO RICO!!!**

**Wanderlust is more than a longing to travel—it's an insistent pull toward discovery, a call to seek out places that inspire and transform. For experience makers, this isn't about ticking off destinations, but about finding locales that create meaning and connection. Puerto Rico is where wanderlust transcends geography and becomes a force for storytelling, connection, and wonder. And its magic lies in its ability to offer profound moments that feel both intimate and universal.**

of the city's living, breathing story.

Beyond the beauty and culture, Puerto Rico offers adventure that feeds the soul. Imagine concluding a breakout session with a surprise bioluminescent bay kayaking tour. Or perhaps the day begins with a hike through El Yunque, where cascading waterfalls and rich canopies inspire reflection and conversation.

What makes Puerto Rico truly extraordinary is how it pairs this sense of discovery with ease. As a U.S. territory, it eliminates the friction of international travel: no passports, no currency exchange, no language barriers. Yet despite its accessibility, it feels delightfully distant. Puerto Rico doesn't ask for your attention—it commands it, effortlessly. Its rhythm is contagious, its landscapes unyieldingly beautiful, and its people impossibly warm. But it doesn't beg for the spotlight. It simply exists, waiting for those who are drawn to its unique blend of passion and peace. It's not a destination designed to dazzle, though it does, so artfully. Instead, it's a place that offers something more profound: a connection to something both wild and welcoming.

Puerto Rico is a gift to those who crave the extraordinary. It's a place that doesn't just host events but breathes life into them. It has the power to transform an agenda into a narrative, participants into characters, and gatherings into an unforgettable chapter.

Wanderlust may take us many places, but in Puerto Rico, it roots us. It reminds us why we seek new horizons—not just to see them, but to feel them, to know them, and to carry them with us long after the journey ends.



FOOD FOR THOUGHT

# CLOSING THE YEAR WITH COMMUNITY, RESILIENCE, AND INNOVATION

As the year comes to a close, it's natural to reflect on the challenges we've faced, the progress we've made, and the lessons we've learned. For the events industry, 2024 has been a testament to the power of community, the strength of resilience, and the transformative potential of innovation. Together, these elements have shaped not only our professional lives but also the way we connect with one another on a deeply human level.

Community has always been the heart of the events industry. At its core, this business is about bringing people together, creating shared experiences, and fostering connections that last far beyond the closing remarks of any gathering. Over the past year, we've seen the strength of our community come to life—whether through collaboration at in-person events, meaningful digital conversations, or industry-wide efforts to support one another in times of need. Community is the bridge that has carried us through uncertainty and reminded us that we are stronger together. In the moments where the weight of the world felt heavy, it was our industry's sense of camaraderie and shared purpose that lifted us.

But community alone isn't enough to navigate the ever-evolving landscape of our industry. It has taken incredible resilience to adapt to changing demands, reimagine the way we deliver value, and move forward in a world where the unexpected has become the norm. Resilience has empowered us to view obstacles as opportunities, to embrace change rather than fear it, and to lean into the power of perseverance when the road gets tough. Resilience isn't just about enduring; it's about evolving. Every challenge we've faced has taught us lessons that will continue to strengthen the foundation of our industry, preparing us for whatever lies ahead.

Finally, innovation has been our compass for navigating this year's uncharted territories. It's in our DNA as event professionals to innovate—finding fresh ways to engage attendees, leveraging technology to amplify experiences, and constantly pushing the boundaries of what's possible. From rethinking traditional formats to incorporating cutting-edge tools and creative solutions, innovation has allowed us to deliver impactful events in new and meaningful ways. Through this forward-thinking mindset, we've not only survived but thrived, proving that no matter how much the world changes, our ability to adapt and succeed is limitless.

As we move into a new year, let us carry these lessons with us. Let's continue to lean into our community, embrace resilience, and pursue innovation with courage and creativity. Together, we can create not only unforgettable events but also a brighter, stronger future for our industry and ourselves. Here's to a year of growth, connection, and possibilities ahead—and to the remarkable people who make it all possible. Cheers to a thriving 2025!