

Scoop.

THE MPISCC NEWSLETTER JULY '23

EXCLUSIVE SEPTEMBER EDUCATION OPPORTUNITY: THE FUTURE OF EVENTS! SEPTEMBER 14+15 LOCATION COMING SOON!

Prepare to embark on a groundbreaking journey where innovation and technology converge to shape the future of event experiences. As the curtain rises on a new era, MPI Southern California Chapter invites you to join us for an extraordinary education event.

We will dive headfirst into the realm of cutting-edge advancements that are revolutionizing the event industry. Brace yourself for an electrifying exploration of Artificial Intelligence (AI) and its profound impact on event planning and execution. And discover how event apps have transcended mere convenience to become powerful catalysts for immersive and interactive experiences that captivate attendees. But that's not all!

Delve into the revolutionary world of hybrid event solutions, where the boundaries of physical and virtual realms seamlessly intertwine. Gain invaluable insights into harnessing the power of registration technology, empowering you to streamline processes, boost engagement, and elevate the attendee experience to unprecedented heights.

This is your golden opportunity to stay ahead of the curve, riding the crest of technological innovation. Join fellow industry leaders, experts, and visionaries as we unravel the mysteries of the digital age and unlock a realm of limitless possibilities. Stay tuned for further details as we finalize the date and location for this important event.



“As we embark on this new term together, I am thrilled to announce our theme for the upcoming year: Embrace, Elevate, and Engage. This theme represents our commitment to embracing our past, elevating our experiences, and actively engaging with our members and partners in all regions to create a lasting and stronger impact.” -- Mai Lim, President, MPISCC

[TO READ HER LETTER TO MEMBERS, CLICK HERE](#)



SAVE THE DATE

MPISCC's Spooky Soirée

Thursday, October 26, 2023

5:00pm-9:00pm

OCVibe, Anaheim, CA





JOURNEY TO THE BOARD FROM A NEWBIE

When I heard Board of Director spots were open for the MPI Southern California Chapter, I had a whole mix of emotions going on. I've been a member of MPI on and off for years, but I never really did much more than attend events. I mean, let's face it, like many, my "day" job takes up a ton of my time so the thought of taking on a big responsibility was a bit daunting.

I had become more intrigued and impressed by the organization when I had the occasion to interview for the Chief Marketing Office for MPI a few years ago. I met with Paul Van Deventer at a wonderful steakhouse in Dallas and thought he was just what MPI needed to move the organization into the future. Unfortunately, life threw some big family obligations my way, and I had to withdraw from the recruiting process. But that didn't stop me from keeping my eye on MPI and everything it was up to. I was fortunate to be invited to an MPI thought leadership event on the Future of Work in Mobile, Alabama in late 2022. That sealed the deal for me. I was hooked and wanted to get more involved.

When I heard about the request for Board of Directors spots for MPI Southern California, it seemed like the perfect time to stop being a bystander and jump in with both feet. I was thrilled to receive an invitation to interview for a board position by Amani Roberts and met in January with Melissa Goodman of Perkins Cole and Joe Marcy of See Monterey. When asked why I was interested in serving, I answered honestly and transparently. I have been blessed to be in an industry I have loved for more than 30 years, and I am committed to its growth, relevance, and keeping it fresh. What better way to do that than to serve on the preeminent organization that represents it?

In late January, I had the pleasure of meeting with President-Elect, Mai Lim to do a deeper dive into the opportunity and was thrilled to learn that the position of director of marketing was being offered on the board. There is no more perfect fit. The other side of my career has been focused on marketing for brands and events for many years so this position will really allow me to contribute on a variety of levels.

Fast forward to March 8, and a group of us got the news that the board roster was official for '23-'24. Cue the confetti! I've sat in on one or two board meetings to get a feel for how things work, but the real highlight was our recent board retreat in Las Vegas. We got down to business, bonded, and worked together to build out our business plan. Let me tell you; this board is a powerhouse of diverse experience, mindsets, and cultures. It's a melting pot of talent, fueled by pure passion and a desire to make a difference. No one gets paid for this, yet everyone is laser-focused and energized, pouring their hearts into their roles and committees. The community is so rich and vibrant.

Our time in Las Vegas was terrific. From the hospitality of the Virgin Hotel which hosted and kept us healthily nourished (you have got to check out the Shag Room, seriously!) We got an exclusive behind-the-scenes tour of Allegiant Stadium (little known fact, I bet, that the grass is actually brought in prior to every Raiders game from a field behind the stadium!) with some thoughtful touches by Silver and Black Hospitality. AWG Ambassadors provided tres luxe transportation and there was a wild karaoke night hosted by Indigo at a very cool place called Kamu (I might've skipped my turn, though...). it was the perfect way to get to connect and gear up for the exciting year ahead.

I'm very excited about what's to come and look forward to serving alongside my fellow board members and some awesome volunteers. Get ready for an incredible adventure because together, we're going to make some (SoCal) waves!

- Margaret Launzel-Pennes, CEO, POP Experiential and Director of Marketing, MPISCC Board of Directors '23-'24



CHAPTER SPONSOR SPOTLIGHT

We sat down with Sacha Tani Ching, the Senior Sales Manager for Private Events at the LA Coliseum, to get insight into how the venue is redefining events for planners. As one of the most recognizable venues in the world, the Coliseum has hosted countless historic events including the Summer Olympics and the first-ever Super Bowl. But it's not just the Coliseum's storied past that makes it such an exciting venue for planners; its range of unique event spaces and state-of-the-art amenities make it a versatile and customizable option for events of all kinds.

Wanna sponsor?

[CLICK HERE](#)

Wana volunteer?

[CLICK HERE](#)



Escape the Ordinary: An Insider's Look into Breaking out of the Ballroom and Hosting Unforgettable Events at the Los Angeles Memorial Coliseum



What makes the LA Coliseum such a unique venue for private events?

With its stunning architecture, long-standing legacy, and flexible indoor/outdoor spaces, the Coliseum makes the perfect venue for events of all sizes. We offer planners the ability to get creative and customize their events, which results in some truly unique and memorable experiences for all.



What factors contribute to the Coliseum's popularity among meeting planners as a highly sought-after location?

The Coliseum offers unique features and experiences that create a "wow" factor for attendees that cannot be found anywhere else. Groups have exclusive access to light the iconic torch and can utilize special areas like the locker room, field and open spaces for spectacular firework/drone shows. The destination allows for a completely customizable experience and welcomes every event to become a part of the venue's rich history.



The Coliseum recently completed a 315-million-dollar renovation. What event upgrades were included in this project?

The Coliseum is a legendary venue that blends history with modernity and has undergone pivotal upgrades over its 100-year legacy. Most recently, a new seven-story tower that provides flexible meeting spaces, including suites ideal for board and team meetings. My personal favorite is the rooftop 1923 Club which offers breathtaking views of downtown Los Angeles. This space is equipped with the latest technology, including in-house surround sound, wireless microphones, and monitors throughout for visible branding opportunities. As we celebrate the Coliseum's centennial, we're excited to continually evolve alongside our ever-changing events.

Client Testimonials

"Our guests loved the Coliseum so much that they did not want to leave at the end of the night! The distinct spaces really made the event unforgettable." - Verbum Dei Jesuit High School!

"The Coliseum team was crucial to our planning process. They trusted and shared our goals, which helped us create a unique experience for our attendees. With the Coliseum's iconic status, it added to the overall excitement and sense of excellence and achievement." - CDE Productions



CALLING ALL MPISCC MEMBERS: SHARE YOUR STORIES!

We are excited to announce a new initiative aimed at showcasing your achievements and sharing valuable insights within our community.

We believe that our member experiences hold immense value and have the power to inspire and educate fellow professionals in the event industry. Therefore, we are inviting all MPISCC members to contribute articles, case studies, lessons learned, and tips and tricks to be featured in our newsletter. This is your chance to shine a spotlight on the exceptional events you have recently produced and share the strategies, challenges, and triumphs you encountered along the way. By sharing your knowledge, you not only foster a sense of camaraderie among our members but also elevate the collective expertise of our chapter.

Whether you have organized a groundbreaking conference, produced an incredible brand activation, executed a flawless gala, or tackled a unique event challenge, we want to hear from you. Your contributions will not only inspire others but also provide invaluable insights that can be applied to future projects.

To make the submission process as seamless as possible, we have created a Google form where you can share your event success stories with us. **To enter a submission, click here.**

**SUN-KISSED
SPONSORSHIP
BLOWOUT!**



Delight in a Summer of Sponsorship with exclusive offers tailor-made to elevate your brand's prominence! Secure your Cash Sponsorship before September 30th to unlock a treasure trove of exciting deliverables that will leave a lasting impact on your business. Embrace the essence of summer with our sensational Sponsorship Extravaganza and take your brand on an unforgettable journey!

- ✦ **Extended Exposure:** Enjoy a stellar 13-month sponsorship package for the price of 12! Your brand will bask in the limelight for an entire year and an extra month, allowing you to make a lasting impression on our engaged community.
- ✦ **Accelerated Activation:** Terms kick off from your sign-date, maximizing your sponsorship's effectiveness right from the get-go. No more waiting around – we're ready to unleash the power of your partnership!
- ✦ **Elevated Exposure:** Experience the thrill of a level-up in marketing benefits! Silver sponsors will enjoy the perks of Gold, Gold sponsors will revel in Platinum rewards, and so on. Propel your brand to greater heights with an elevated status!
- ✦ **Show-Stopping Showcase:** Gold and above sponsors will steal the spotlight with a captivating 90-second promo video showcased at our highly anticipated next event. Make an indelible mark with a dynamic video that will leave attendees in awe.
- ✦ **Social Media Surge:** Silver and below sponsors won't be left behind! Enjoy an additional sizzling social media post, ensuring your brand's visibility and captivating our engaged audience.

Contact Amanda.White@bmwnaext.com to grab your place in the sun!!!