

# Scoop.

THE MPISCC NEWSLETTER

AUG '23



## ...changing the minds of pretenders.

Recently I was sitting at my desk looking at what I have on the calendar for the remainder of 2023. I began to panic. Where has the time gone? What have I accomplished? Is there still enough time to reach my goals? Have I made the best use of my time? As my head was reeling from worry, the Earth Wind and Fire song, September, came to mind. A smile automatically formed when I sang the first verse of the song: "Do you remember, the 21st night of September? Love was changin' the minds of pretenders. While chasin' the clouds away." My mood immediately began to transition from feelings of anxiety to pleasant anticipation. The advice that I am constantly giving myself is to "always remember my why?" It is the "why" that gets me excited. The "why" has a way of motivating. The "why" encourages forward movement. The song September is all about remembering. Specifically, remembering a love. A love that had the ability to chase away clouds and make you dance!!! So, for the last four months of 2023, I want to encourage us all to remember. Remember why you fell in love with this industry. Reminisce about the time you helped create an event that brought about change. Reflect on a time when your work brought someone joy. Recall a moment when you used your talents to create an amazing experience. When you look back at the good times, you can't help but get excited about what is to come!

As a member of MPISCC's Board of Directors, I can assure you that our team is working hard to create memories that will make you dance! We are working to supply the membership with resources and opportunities that will help chase away the cloudy days. So please, keep your eyes on the event calendar on the website. But don't panic like I did. Instead, have confidence in the fact that the Chapter is being led by a board that loves this industry and our membership. And this is a love that is actively working at "changin' the minds of pretenders."

Looking forward to seeing you on the dance floor!!!

*DeShawn Wynn, CMP-HC  
President Elect.*

# UPCOMING EVENTS

## TECHEVOLVE

SEPTEMBER 14+15  
WARNER CENTER MARRIOTT

**REGISTER HERE!**



**KEYNOTE**  
WILL CURRAN

Everything you want to know about ChatGPT and more.



**CMP SNEAK PEEK**  
LIBBY ZAHARRY

Details of our upcoming bootcamp sessions this fall.



**MYSTERY TRIP**  
DAVE GREEN

A teambonding photographic scavenger hunt.



**YOUR SUCCESS PATH**  
MARGARET LAUNZEL-PENNES

Crafting resumes with ChatGPT.



## TAKE A STEP UP!

**Become part of your MPI community and become a volunteer today!**

Take advantage of the full use of MPI by expanding your network, learning new skills and engaging with MPISCC members and events.

Wondering which department is right for you? Below is a list of our departments and their volunteer skillsets requested:

### Marketing & Communications

Creative Writing, Interviewing, Social Media Posting, Sponsorship Recruitment

### Leadership Development

Registration and Hospitality Desk Service, Volunteer Enlisting, Leader Recognition

### Membership

Member Outreach Calls, Student Outreach

### Finance

Event Planning and Management, Sponsorship and Fundraising

### Education & Programing

Venue Selection, Event Planning and Management, Speaker Handling, Education Development

### Regional Events

Regions include: Downtown LA, Southbay, Santa Monica, Pasadena, Westside LA, Long Beach, Orange County, Inland Empire, Palm Springs, Santa Barbara/Venture  
Venue Selection, Event Planning, Hosting

**Support our chapter through volunteering by submitting the volunteer interest form [HERE](#).**



Thursday, October 26, 2023  
5:00pm-9:00pm  
OCVibe, Anaheim, CA

**REGISTER HERE!**



## J & M Events: Creating Successful Experiences in Southern California

In the bustling landscape of event production, where creativity meets precision and execution, one team stands out for their innovative approach and unwavering dedication. J & M Events, a trailblazing event production company, brings commitment and passion to every event they touch.

With their mantra "Creating successful experiences, one event at a time", J & M Events has been a driving force in the Southern California event scene. Year after year, they have passionately curated innovative, memorable, and fun events that span the spectrum of occasions. J & M Events infuses each event with a commitment to excellence and an attention to detail that sets them apart.

While they are proud to offer their unique combination of services from Audio, Visual, Lighting, Video Production, Staging, Decor, and Power Distribution, they understand that a successful event is measured in many ways, but the most important to your guests is how it measured up to their previous experiences. Whether you're planning an Award Show, Gala, Fundraiser, Training Seminar or Milestone Celebration, you need a strategic partner who can inspire creative solutions for your events. That is exactly what the J&M Events team delivers for you and your clients.

DeShawn Wynn, President Elect of MPISCC, shares her firsthand experience with J & M Events. She recalls, "I first met and worked with Jorge & J&M Events through

their annual sponsorship of MPISCC. He helped produce GMID at TopGolf and was a huge factor in our success of that event. When I was recently sourcing vendors for an event I was producing, I knew J&M Events was my go-to. Jorge helped calm my nerves and talked me through how we would overcome challenges. On-site, his team was amazing. They helped troubleshoot unanticipated challenges and helped us produce a near flawless program."

J & M Events' collaboration with MPISCC has been a testament to their dedication to the industry and their commitment to pushing the boundaries of event excellence. As annual sponsors, they played a pivotal role in bringing some of the most remarkable events to life last year. From the December Education event at Santa Anita to the dynamic GMID celebration at Topgolf and the impactful Awards and Installation Event, J & M Events demonstrated their knack for infusing each gathering with their sincere caring about the expected outcome.

In an industry where every detail matters, where success hinges on a delicate blend of innovation, organization, and enthusiasm, J & M Events has consistently proven their mettle. With a team that goes above and beyond to ensure flawless execution and a client-centric approach that fuels their creative spirit, J & M Events is undoubtedly a driving force in Southern California's event landscape.

Their team is proud to be known as a planner's most versatile resource!



# Looking for a place to host your next unforgettable event?



The BMW Performance Driving School is the perfect destination to ensure everyone leaves with a huge smile on their face.

Located in Thermal, California, the School features a fleet of powerful BMWs, pro instructors and customizable plans that can suit any need. Our campus includes the M Bistro with chef-prepared meals, meeting spaces that can accommodate groups both large and small and even a gift shop to help remember your eventful day.

And the driving itself? Thrilling. Closed tracks allow you to experience high-performance driving like never before. Thunder down the straights in a 617-horsepower M5 or go off-roading in an X7. However you plan your event, it's one that will be remembered by every attendee.

For more information, call 888-345-4269 or <https://bit.ly/3CyZe5K>.



# Your Event + EventMobi's Event Management Software = The Most Unforgettable Event Experiences



Are you planning any upcoming in-person, hybrid, or virtual events? Are you in search of a cost-effective, easy-to-use all-in-one platform that has everything you need to engage your attendees, delight event sponsors, and easily report on event ROI?

Since 2010, EventMobi has helped 30,000+ event pros engage millions of attendees in over 72 languages, and is proud to be the official sponsor of the MPISCC23 Event Community Space.

EventMobi empowers planners to streamline their workflows and manage every stage of the event lifecycle. The award-winning in-person, virtual, and hybrid events platform has been enhanced with powerful new Onsite apps and features to help you more efficiently manage in-person events. The EventMobi Event Community Space makes it easy to connect the dots in between events with a year-round home to keep attendees engaged with robust networking, live streaming, and video capabilities.

MPISCC is doing just that with the MPISCC23 Event Community Space by:

- Keeping you informed about upcoming sessions at (WE)Con, Installation Day, and the Annual Town Hall
- Helping you make valuable new connections with other members, suppliers, and the Board
- Showcasing what's coming with exciting speaker reels, and highlighting memorable moments with recordings from years past
- Using powerful analytics to understand what topics and content resonate most with you to offer the best possible programming



Jennifer Minzy

MPISCC VP of Education & Meeting Planner, SCPMG Meetings & Events

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As a meeting planner at Kaiser Permanente, EventMobi's virtual and hybrid event platform is a great tool that has made my life easier. I also have the pleasure of working with them as the VP of Education for MPISCC: using the platform to connect our membership with one another and our partners, host our annual (WE)Con, and reimagine our first Town Hall as a hybrid event by offering remote attendees access via the Event Community Space.

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**Interested in finding out how EventMobi can help you save valuable time and money? Visit here:**

**<https://hubs.la/Q01-R7k40>**



Hey there, fabulous MPISCC crew! Let's dive deep into the magical realm of innovative thinking. And trust us, it's not just about donning a jester hat and juggling glow-in-the-dark balls (though that would be a pretty funny event feature).

### **Why "Thinking Outside the Box" isn't Just a Catchy Phrase**

You might have heard this phrase a zillion times. Heck, it might even sound cliché. But there's a reason this little ditty is still sung in the corridors of the world's most successful businesses. For event planners and experiential marketers, it's not about finding the box — it's about reshaping it, repurposing it, or making it disappear altogether. Why? Because each event is a story. And like all good tales, it requires a twist. The unexpected delights. The memories that attendees take away and chat about at their next coffee rendezvous.

### **Gen Z & Millennials: How They Learn and What They Seek**

New generations are not just digital natives; they are 'experience connoisseurs'. Their world is filled with instant gratifications, touch-screen wonders, and virtual realities.

So, what does this mean for you?

**Interactive Learning:** Gone are the days of lectures and brochures. Think VR experiences, gamification, and real-time feedback.

**Personalization:** Everyone wants to feel special. Tailor experiences that resonate on a personal level.

**Sustainability:** Younger generations are green at heart. Whether it's eco-friendly venues or plant-based menus, show them you care about Mother Earth as much as they do.

### **Peek into the Crystal Ball: Proactive Planning**

Don't just react to the latest trends; anticipate them. Every successful event is a mix of keen observation and a dash of divination. Here's how:

- **Surveys and Feedback:** The most honest critic is your audience. Listen to them.
- **Tech Integrations:** Augmented reality, live streaming, and other tech trends are not just the future, they're the present.
- **Collaborate:** Join forces with influencers, tech gurus, or artists. A fresh perspective can offer the zing you never knew your event needed.

### **Action Time! Tips and Tricks for the Daring Planners**

**Escape the Norm:** Throw an event in an unexpected venue—treehouses, old factories, or floating platforms. The world is your oyster!

**Engage through Challenges:** Create an event hashtag and host a pre-event challenge on social media. Maybe a wacky costume or dance-off?

**Sneak Peeks:** Tease your audience with glimpses—Behind-the-scenes, prep videos, or mysterious hints.

**Leverage Tech:** Virtual reality booths, holographic displays, or AI chatbots. Blend the physical and digital realms.

**Interactive Swag:** Instead of the usual branded pens, how about a quirky DIY kit or something that enhances the event experience.

So, MPISCC maestros, are you ready to redefine the event-scape? Here's to thinking differently, planning creatively, and wowing consistently! Cheers to the bold, the brave, and the breathtakingly innovative!

--Margaret Launzel-Pennes  
CEO, POP Experiential, MPISCC Director of Marketing

# AFTER 5 HIGHLIGHTS



As the sun sets on another After 5 event series, the memories made and the connections forged remain as a beacon of the power of community. They remind us that in the world of events, where ideas are nurtured and experiences are shared, it's these moments of connection that truly make the industry come alive.

Picture this: the sun sets on a picturesque venue, casting a warm glow over a vibrant crowd of event professionals. Laughter mingles with the clinking of glasses, and conversations flow effortlessly as old friends reconnect and new connections take root. This is the magic that envelops each After 5 event, where the atmosphere is electric with the promise of meaningful interactions.

But it's not just about the fun and the ambiance. After 5 events are an integral part of personal and professional growth for those in the event industry. These gatherings act as a melting pot of experience, expertise, and fresh perspectives. They're where breakthroughs happen over cocktails, where mentorships are born over shared challenges, and where connections thrive.

**Be on the lookout for the next After 5 events in your area! To offer a venue recommendation, contact Kelly Feeney at [Kelly.Feeney@disney.com](mailto:Kelly.Feeney@disney.com)**

## 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](mailto:Amanda.White@bmwnaext.com) to grab your place in the sun!!!**