


Scoop.

THE MPISCC NEWSLETTER

SEPT '23

...if you don't use it, you lose it.



Education is truly the cornerstone for event professionals. Reflecting back over the past decade, it's abundantly clear that our industry has demanded constant skill enhancement. We all remember the seismic shift our industry underwent on March 13, 2020, thrusting us into the realm of virtual events. Almost overnight, we became experts in this new domain.

Now, we are yet faced with another transformation, as we delve into the realm of AI and its impact on events. These instances exemplify why it is absolutely crucial for meeting and event professionals to remain at the forefront of their game through continuous education. As the saying goes, "If you don't use it, you lose it." This adage holds true for many of us. To maintain our competitive edge, relevance in our roles, and leadership within our industry, we must invest in our own education.

In my personal journey, I've discovered one of the most welcoming organizations for learning and growth: MPISCC. Yes, I may sound like someone who drinks the Kool-Aid, but that's because I've personally gained numerous benefits from my ongoing involvement and commitment, both professionally and personally. A serendipitous encounter at WeCon 2022 led to my current position at Kaiser Permanente. I was serving as the Speaker Committee Manager for the event, and on a fateful Wednesday night, my future co-workers inquired if I was interested in a role as a meeting planner. My enthusiastic "yes" set in motion a whirlwind process that saw me joining Kaiser Permanente just eight weeks later.

MPISCC offers a fantastic platform for volunteering and honing skills you may not possess or venturing outside your comfort zone. I vividly recall attending WeCon 2020 and making a personal commitment to someday become a part of this extraordinary program. Today, I am proud to manage and lead the WeCon Team for 2023 and beyond.

If you've ever doubted your abilities or felt uncertain about how to get involved and sharpen your skills, look no further than MPISCC Education. It's the perfect place to start your journey. Why wait? Dive right in—the waters here are truly inviting!

Jennifer Minzey
Meeting Planner, SCPMG Meetings & Events
MPISCC VP of Education, 2023-2024

**OCTOBER 26 @ ARTIC
ANAHEIM | 5-9PM**

**AMAZING AUCTION ITEMS
COSTUME CONTEST
LIVE MUSIC...AND MORE!**

REGISTER HERE

MPISCC's Annual Fundraiser and Education Event

Join MPISCC on this enchanting evening at the Artie in Anaheim, where mysteries unravel and the spirits of fun roam free! This is not just a festivity; it's a confluence of education, awareness, and celebration! Delve deep into the gripping truths of human trafficking with our free education component, led by esteemed experts, and earn enlightenment along with a CEU. But that's not where the journey ends; step into the whimsical world of live music by ESB Entertainment and Hey Mr. DJ, compete in our spook-tacular costume contest, and network with fellow members in a setting draped in mystical allure! Remember, this is more than an evening of spooky delights; it's one of our most critical fundraisers aimed at creating a cascade of positive change. So, mark your calendars, don your most creative costumes, and register now for a night where every moment is a magical discovery!

auction spotlight...these and much more!



Purpose Jewelry Ava Necklace
Buy it now item with all proceeds going to Purpose Jewelry



Four Nights in Madrid + Flamenco Show for 2
Starting bid: \$2,500



Group Glamping in Beautiful SW Michigan for up to 16
Starting bid: \$2,600



Overnight Stay at Great Wolf Lodge in a Family Suite
Starting bid: \$75



Two nights at the Hyatt Regency Monterey
Starting bid: \$300



2 Express Access Passes to Universal Studios Hollywood
Starting bid: \$40

UPCOMING EDUCATION

NOVEMBER 30 | MOXY HOTEL LA

UNLOCK YOUR FULL POTENTIAL: SELF, HEALTH, AND WEALTH EMPOWERMENT



Sepideh Eivazi, a holistic wellness advocate, corporate event planner, and Somatic Breathwork practitioner, blends the art of tea crafting with transformative breathwork to inspire personal growth and well-being. Her unique tea blends and compassionate approach to breathwork empower individuals to unlock their potential and live authentically.



With more than 20 years of industry experience DeShawn Wynn has executed events for education, non-profit, corporate and government agencies. Her focus is on designing better meetings, that engage, utilize new technologies and formats, and most importantly, strategically meet overall goals and objectives.



Jared is a member of the North LA Region JP Morgan Wealth Management Leadership Team, where he serves as the Wealth Management Specialist. In this role, Jared partners with the Regional Director, and Market Directors within the Region to provide Financial Advisors with the resources that they need to grow their practices' and deepen client relationships.



CONGRATS
TO OUR OWN
JENN MINZEY!!

Smart meetings
September 2023

US
America
2023 Guide



MEET THE 2023
MEETING PROFESSIONALS
OF THE YEAR



SPONSOR SPOTLIGHT

Spin the Decks with DJ Lee A Maestro of Melodies!

From the vibrant beats of Minneapolis to the dynamic rhythms of Los Angeles, DJ Lee's journey has been a symphony of eclectic tunes, high energy, and infectious vibes! Starting his musical odyssey amidst the legendary 'Minneapolis sound', Lee found his calling with a pair of turntables, letting the world dance to his funky and diverse beats.

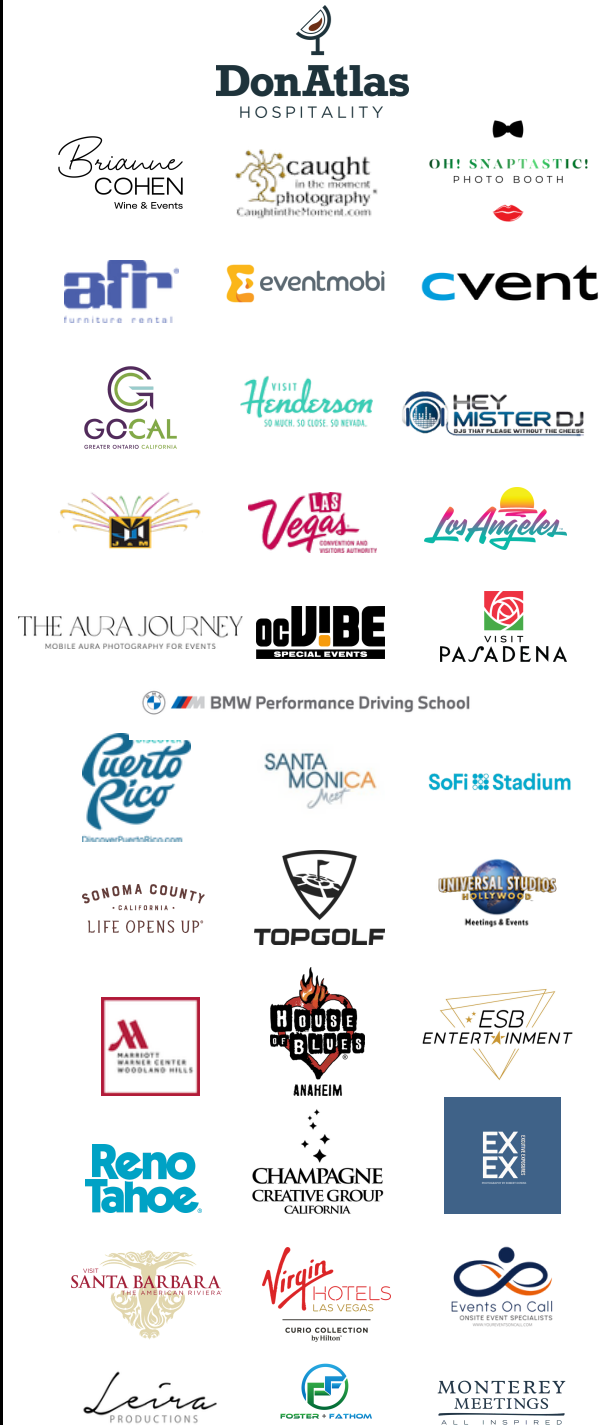
Lee quickly rose as the Director of Entertainment for America Live, orchestrating musical experiences across multifaceted nightclub concepts, and mastering the art of reading the crowd's pulse! His journey saw him spinning the decks in South Florida's most renowned clubs and finally dazzling the city of stars, Los Angeles, with his unique mix of tunes. Whether it's the Oscars, Emmys, or Mercedes-Benz LA Fashion Week, Lee has been the heartbeat of the most elite events in town!

His sets are a harmonic confluence of Lounge, House, Top 40, Rock, Funk, Soul, Latin, 80's, Disco, and Hip Hop, earning him accolades like the Biz Bash "DJ of the year" and featuring him in the "Modern Man" issue of Angeleno Magazine in 2022. His company, Hey Mister DJ, won the award for California Wedding Day's "Best of Brides" in 2017, a testament to his unparalleled ability to craft musical atmospheres that resonate with every soul in the room!

So, whether it's creating non-dancing ambiance sets or making the room sway in rhythm, Lee's chameleon-like ability to blend any genre of music seamlessly makes every event a symphonic spectacle! 🎵 Let's give a big MPISCC shoutout to Lee, our musical maestro, and get ready to lose ourselves in his entrancing melodies at the upcoming Spooky Soiree!

THANKS ALWAYS TO ALL OF OUR SPONSORS!

ANNUAL SPONSORS



Scholarship Opportunities!



Inclusive Event Strategist Certificate Course

October 5, 2023

The Spirit of Inclusion goes beyond basic legal compliance to welcoming and embracing the many aspects of diversity and different perspectives that create powerful experiences and environments for problem-solving, innovation and success. Inclusion is the right thing to do ... but it also enhances business value and profits for organizations when they send the right messages to audiences and embrace all the ways in which people are different.

Course outcomes:

- Utilize key findings from MPI research on inclusion to make the business case for greater efforts toward welcoming environments at your organization.
- Explain the business case for inclusion, and why creating objectives and tactics for inclusion will benefit your business or organization.
- Use the dimensions of diversity in your event strategy and design to create fully inclusive environments.
- Embrace your role of inclusion broker, and strategies you can use in representing the diverse people at your meetings and events.
- Recommend actions you and your organization can take to create inclusive environments.
- Commit to taking actions that create an environment of inclusion by completing an Inclusive Action Plan.

Event Leadership Strategist Certificate Course

November 1, 2023

Dynamic leaders are individuals who not only influence and develop others but are able to read and react to different individuals and situations. Now more than ever, dynamic leaders are needed at all career stages. No longer confined by outdated notions of positional leadership, dynamic leadership embraces the power of collaboration and uses it as a fulcrum for individual and organizational success.

Course outcomes:

- Apply the 10 truths of leadership as you dive into your own leadership style.
- Evaluate your strengths in business emotional intelligence and implement strategies to grow your own EQ in leadership.
- Build a case for business EQ.
- The importance of balancing coaching and managing no matter your leadership style or role.
- Apply The 7 Essential Questions to your own coaching habit.
- Connect dynamic leadership to business EQ competencies.
- Build your own Dynamic Leadership Action Plan.

APPLY HERE!



**CONGRATULATIONS TO MPISCC'S CANDACE LOPEZ
FOR THIS SCHOLARSHIP AWARD FROM MPI
FOUNDATION AND DISCOVER PUERTO RICO!!!**

When you participate in any MPISCC event and we donate money to the MPI foundation, these scholarship opportunities are the result!

TECHEVOLVE HIGHLIGHTS



A Deep Dive into Artificial Intelligence

September 14th and 15th marked insight and innovation at TechEvolve, where the spotlight was on Artificial Intelligence for productivity and professional development. It was a compelling rendezvous of AI enthusiasts, experts, and event professionals, who congregated to delve deep into the myriad possibilities AI offers.

Innovative AI Discussions and Sessions

TechEvolve was characterized by enlightening discussions and interactive sessions dedicated to Artificial Intelligence. Distinguished AI experts and thought leaders discussed and demonstrated the latest developments, applications, and trends in AI, offering a comprehensive perspective on the state and future of this transformative technology.

Collaborative Learning and Networking

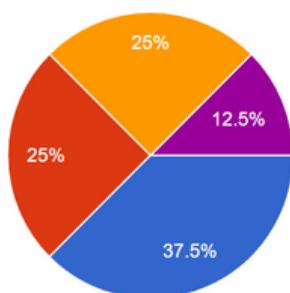
TechEvolve provided a fertile ground for networking and collaboration amongst the MPISCC community professionals and attendees interacted with like-minded individuals, sharing knowledge, experiences, and discussing potential collaborations, contributing to the enrichment of the community.

Key Learnings and Insights

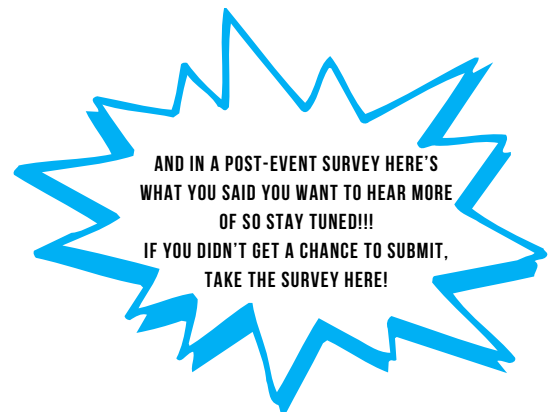
The participants left the event with a wealth of knowledge and a clearer perspective on the advancements and applications of AI and technology. TechEvolve emphasized the importance of keeping abreast of AI developments and leveraging them to drive innovation and value creation.

Acknowledgements and Future Endeavors

We express our sincere thanks to the speakers, participants, sponsors, and organizers for their invaluable contributions to making TechEvolve a beacon of knowledge and inspiration. And a big thank you to Libby Zarrahy for the perfect CMP Bootcamp!



- AI and Technology
- Small business needs
- ROI and talking C-Suite
- Motivation
- Time/Project Management



GET LOST INTO THE BLUE



EXCLUSIVE OFFER:

Copy admin@mpiscc.org on your RFP submissions for the chance to win TWO complimentary tickets to (WE)Con 2024!

Plan your Paséa event with 50 or more room nights with \$17,000 in bookings, plus food and beverage costs, available during the following dates:

- January 17-20, 2024 (10-75 rooms per night)
- February 13-16, 2024 (10-75 rooms per night)
- April 22-25, 2024 (10-100 rooms per night)

Welcome to Paséa Hotel & Spa. Perched at the edge of the Pacific Ocean, sits a state-of-the-art hotel inspired by the surf lifestyle born out of Huntington Beach, California aka “Surf City, USA”. Steps from the beach and a short walk to the Huntington Beach pier, Paséa Hotel & Spa is a modern oasis with unrivaled sense of laid-back luxury. Coastal comfort, modern amenities and brilliant sunsets provide each guest with a unique and memorable experience.

Paséa Hotel & Spa features:

- 250 luxurious guest rooms with ocean views and private balconies
- Tanner’s Restaurant and Treehouse Lounge, a chic rooftop lounge with fire pits and stunning ocean views
- Aarna Spa, an award-winning Balinese-inspired spa with indoor & outdoor space
- Steps away from Pacific City, a premiere outdoor retail hub with shopping, dining, nightlife and full-service beauty bars
- Walking distance to the iconic Huntington Beach Pier and Main Street.
- Close proximity to regional & international airports (SNA, LGB, LAX)

REDEEM NOW AT
SALES@PASEAHOTEL.COM

Offer based on availability at the time of inquiry. Please contact sales@paseahotel.com for more information.

GATHER, GOLF + GIVE BACK

TITLE SPONSOR



Join us for the IMEX America Golf Tournament benefitting the MPI Foundation at the Bali Hai Golf Club, Las Vegas. This course is rated #10 of Top Courses in Nevada and is the only championship golf course remaining on the famed Las Vegas Strip.



WHAT YOU GET

PACKAGES

- 18 holes with cart
- All inclusive food & beverage
- Tournament prizes & contests
- Driving range, putting and chipping
- Storage of clubs
- Round trip transportation from Mandalay Bay
- Limited number of golfers

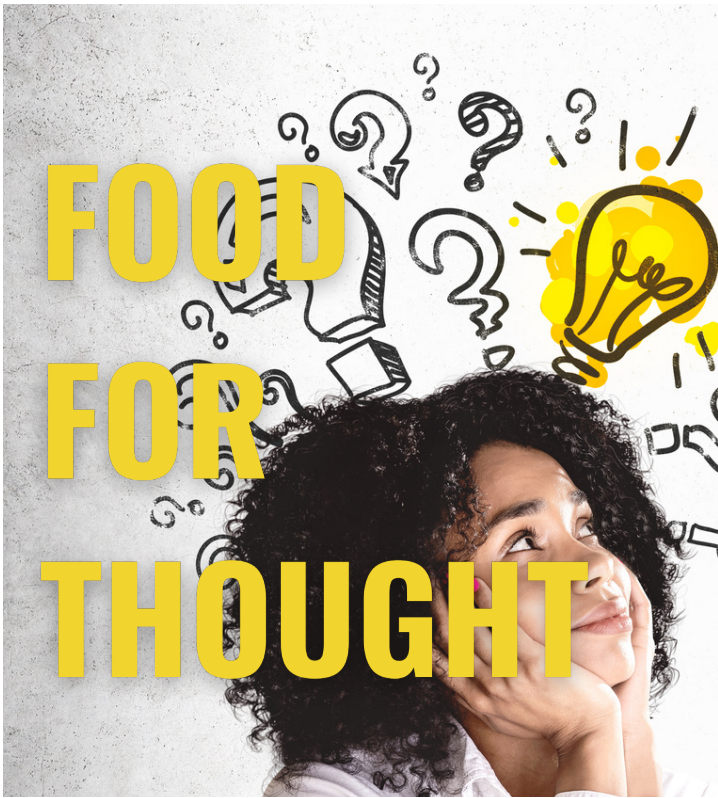
- \$2,000/foursome (two planners min./foursome)
- \$250/caddy* (single non-playing golfer; ride along. In addition to foursome)
- Rental clubs available: Complimentary - Courtesy of Meet In Ireland.
- FORMAT: Scramble. (Bogey or better. Emphasis on quicker overall round)

Potential buyers for complimentary golf – [CLICK HERE TO SIGN UP](#)

Hole sponsors (only \$750) – [CLICK HERE TO BUY A HOLE](#)

Foursomes (a few remaining, for \$2,000)

[FOR MORE INFO, CLICK HERE](#)



Unlocking the Door to Your Full Potential: A Journey of Self, Health, and Wealth Empowerment

Embarking on the path of self-development is akin to stepping into a labyrinth of endless possibilities, discoveries, and opportunities for growth. It is a journey that invites introspection, fosters resilience, and instills a sense of purpose. The pursuit of one's best self is not just a commitment to personal excellence but also a gateway to achieving holistic prosperity—aligning the realms of Self, Health, and Wealth.

The Essence of Self-Discovery

To cultivate one's best self, it is pivotal to delve deep into the recesses of one's mind and soul, to unearth the aspirations, values, and passions that lie within. It's about recognizing one's unique strengths and weaknesses and leveraging them to foster personal growth and fulfillment. Nurturing self-awareness and embracing authenticity pave the way to harnessing the inherent potential that resides within each individual.

The Elixir of Health

The foundation of a well-rounded and empowered life is robust health. Health is not just the absence of disease; it is the harmonious integration of physical, mental, and emotional well-being.

Cultivating a balanced lifestyle, embracing mindfulness, and fostering emotional intelligence are integral components of achieving optimal health. When the mind, body, and spirit are in equilibrium, the pursuit of goals and aspirations becomes a more attainable endeavor.

The Wealth of Wisdom

Wealth is not merely the accumulation of material possessions but also the enrichment of knowledge, experiences, and wisdom. It's about creating value, not just for oneself but for the community and the world at large. The pursuit of wealth should be driven by a sense of purpose and a desire to make a positive impact. It's the wealth of wisdom and experiences that fuels the journey towards holistic empowerment and fulfillment.

Harmonizing the Triad of Empowerment

The synergy of Self, Health, and Wealth is the cornerstone of unlocking one's full potential. It is a multidimensional approach to empowerment that nurtures personal growth, enhances well-being, and fosters prosperity. The convergence of these elements illuminates the path to a life imbued with purpose, joy, and fulfillment.

The journey of self, health, and wealth empowerment is a voyage of discovery, growth, and fulfillment. It's about finding the balance, purpose, and wisdom to navigate the labyrinth of life with resilience, joy, and impact.

A Call to Action

When was the last time you made space to develop your best self? When did you last pause, reflect, and realign your aspirations, wellness, and values? For a deeper dive into this topic, join MPISCC on November 30 at the Moxy in downtown Los Angeles. It's an opportunity to embark on a transformative journey and an investment in your journey towards becoming your very best self.