

# PCMA NORTHERN CALIFORNIA NEWSLETTER

MAY 2021 ISSUE



## THE BRIDGE

### MESSAGE FROM CHRIS GREETINGS PCMA NCC!

What a difference a couple of months makes with continued good news rolling in the State and Local levels each week! We're getting very close to California's full reopening on June 15, and are starting to see meetings, events and gatherings of all types ramping up over the next few months! It feels like things are happening fast, but after 15 months on the screen, this is a most welcomed trend and is crucial for our Industry's recovery.

In early April, we celebrated Global Meetings Industry Day with a fantastic virtual program featuring key insight from local corporate planners on what's next and where and when they see their next in-person meeting. We always enjoy collaborating with our partner Associations, and look forward to continuing partnering to lead the way forward together.

We hosted our annual LEAP full day education program last week themed around 360 Degree Wellness. This effort to get our physical, mental & business wellness in check as we ramp back up towards live events featured a rich day of thoughtful programming featuring inspiring Industry Leaders. To cap the day off, we hosted an in-person networking session with a Hybrid component to connect to attendees at home. I can speak for everyone in attendance when I say that it was wonderful to see people in person, to reconnect, catch up and look ahead towards the next time we toast!

We're near the midway point for the year and ready to switch gears while keeping our foot on the gas. There will be more opportunities for our Membership to engage and gather soon, and we'll hope to see you there.

All the best,  
Chris Koenig  
PCMA NCC President

#### WHAT'S INSIDE:

- *Message From Chris*
- *PCMA NCC GMID Recap*
- *Hospitality Recovery*
- *Sponsor Spotlight*
- *How DMOs Can make your Life Easier*
- *Event Update*
- *Sponsor Update*
- *Thank you Sponsors!*
- *Member Spotlight*
- *Chapter Member Milestones*

[PCMA NCC Website](#)



# PCMA NCC and other Bay Area Associations Celebrate Global Meetings Industry Day

with Giants Enterprises, San Francisco Travel, Certain, Brightcove & Hartmann Studios

By: Denise Looney, Senior Producer, Hartmann Studios



Among the lessons we've learned since COVID-19 entered the lexicon is the importance of community; so missing an opportunity to recognize our dynamic industry on Global Meetings Industry Day (GMID) was not an option.

In partnership with San Francisco Travel, Giants Enterprises, Certain and Brightcove, Hartmann Studios developed a virtual event that united key voices from our industry for a panel discussion and featured compelling breakout sessions run by Bay Area Associations including PCMA, MPI, and GMIC. In just a few short weeks, GMID Hospitality Grand Slam--Return to Gatherings, sprang to life and provided a long-awaited reunion for local event professionals.

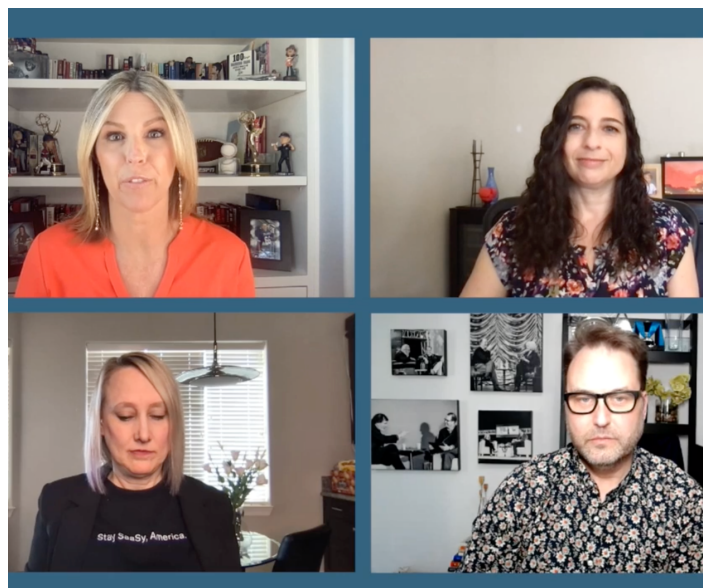
Here's how we made it happen:

Previous GMID celebrations took place in physical locations like ballrooms and the San Francisco Giants' Oracle Park, so we had a lot to live up to. First and foremost, we focused on the content: What questions is the industry wrestling with? How do we provide value through a virtual event when everyone is struggling with Zoom fatigue? Who is best positioned to speak to the ever-changing event landscape?

With a content roadmap in hand, we tapped Giants on-field reporter and media personality Amy Gutierrez to facilitate a panel discussion with Leslie Hasvold from Splunk, Edward Perotti from Pure Storage, and Jody Brandes from Genentech. With an All-Star panel secured, we moved onto technical production.

Hartmann Studios has worked with more than two dozen platforms in the past 18 months, so we identified an optimal tech stack for the timing, budget and experience we were targeting. Our partners at Certain and Brightcove were eager to support GMID and jumped aboard as event sponsors, managing the registration and broadcast stream of the panel while Hartmann Studios led pre-production, script development and video production.

With all the pieces in place, we pre-recorded the panel to ensure broadcast integrity – simulated live is almost always preferable to truly live – and worked with our partners to pull together the final broadcast package.



The collective event sponsors and each of the Bay Area associations tapped into their own networks to promote the event via social media and bring everyone together, and the results couldn't have been better. On April 8th, the full broadcast aired to rave reviews and each association managed their own live breakout room on Zoom immediately following the broadcast. PCMA's discussion was led by Stephanie Krishpinovich whose topic was "Hybrid Events: the New Frontier;" GMIC, led by Chance Thompson and Paul Slinger, was all about "A Regenerative Events Industry?;" and MPI's breakout topic, led by Josh Adams, covered "Diversity and Inclusion: One Step is Better Than No Step."

Although we hope the next GMID is in-person, this year's event provided a unique opportunity to connect more than 350 of our industry's best and brightest in a unique format for a memorable discussion.

# Hospitality Recovery: The Chicken vs. The Egg

By Joel Costa, CMP; Director of Sales and Marketing, The Ritz-Carlton, San Francisco



Has the age-old question ever really been answered about the chicken or the egg? Depending on how you define the question, we know eggs precede chickens, but was the first chicken created from a hybrid which then laid the first chicken egg, as some research asserts?

Let's pose a similar question about our industry: What comes first, the return of Pre-COVID staffing levels, or the recovery of hospitality occupancies and meetings and events? When you ask this question the answer poses the same conundrum.

Our recovery has begun with the return of leisure travel. One of the major struggles we see in hotels is that to sustain staffing levels, we need steady and predictable occupancies. In general, occupancies for hotels, with some exceptions for resorts with good drive-in demand, is concentrated on weekends. The fluctuation in demand creates a difficult situation when hotels are trying to create a balance.

For city hotels specifically, the lack of business travel adds more strain on occupancies mid-week. These properties want to offer all pre-COVID services, have great guest reviews, bring all employees back to work and satisfy budget demands to remain profitable while maintaining a harmonious balance, but without a steady stream of occupancy, that is nearly impossible.

In my own competitive landscape here in San Francisco, I see various levels of services being offered. What I do not find is anyone offering what once was. It is easy to believe that if we had everything we normally offer then we should be able to gain the demand. The reality is that until that demand is there, we cannot offer everything that is expected.

As we begin to see the return of demand for meetings and events, we know that it will become increasingly easier for hotels to gain additional staffing and services. With more consistent levels of occupancies, even if business travel remains weak, leisure travelers will benefit from the meetings and events sector giving hotels the occupancies and revenues they need.

Additionally, it has become harder to recall employees in this environment. Without guaranteed hours, unemployment might be a better alternative to some. The pandemic and lockdowns also created an exodus of many hospitality workers to shelter anywhere but the city or the bay area. Many have sought refuge in markets in other states with a lower cost of living.

Despite the perplexity of the situation, one thing is certain, we are on the road to recovery. It is also certain that it will be bumpy, there will be potholes and many people will attest to that on social media.

Realizing that our industry is one of the largest drivers of our economy with meetings and events representing billions of dollars of revenues and millions of jobs, we know that many will cross this road.

Maybe this will help answer the other chicken question.



## Sponsor Spotlight

Live Nation



From virtual to hybrid to in-person to outdoor events, Live Nation's 7 epic San Francisco Bay Area venues are ready to host your private event! Accommodating 60 to 22,000 guests, Shoreline Amphitheatre, Cobbs Comedy Club, Concord Pavilion, The Fillmore, The Masonic, Punch Line San Francisco and August Hall are the perfect locations for your corporate event, private concert, wedding, reception, award ceremony, product launch, or fundraiser.

With access to the world's greatest musical entertainment, full-service event production, state-of-the-art lighting and sound, branding capabilities and custom catering, our team is dedicated to designing a special event that is perfect for you. The well-being of our guests is our top priority, and we are taking extra precautions to create a safe environment for all who enter our buildings while providing a unique and immersive experience. Make your next meeting or private event, one to remember! Check out our [site](#) for more ideas.



## How DMOS Can Make Your Job Easier As Meetings Ramp Back Up

By Mark Feldman, Visit Santa Barbara

Experienced planners know that their secret weapon when sourcing an unfamiliar city are the destination specialists at the local CVB or DMO (Destination Marketing Organization).

Staffed with people who are passionate about their cities, DMOs are a logical first stop for information about destination accommodations, restaurants, and activities. You can count on your DMO sales managers to uncover the unique buying needs of your group and to match the experiences in their city to customize your program.

As California begins to reopen to meetings and events, your DMO partners are now more valuable than ever. They can help you navigate the various restrictions in the local community that can impact your event – what's open, who has great safety protocols, and what you need to think about that may not have been part of your planning pre-Covid.

Best of all, DMOs are a FREE resource, who not only provide valuable information, marketing & PR tools, and insider tips, but in many cases are offering incentives and booking bonuses to help their communities recover quickly from the past year. You won't find a more enthusiastic partner invested in the success of your next event than your DMO Sales Manager.



## Event Update

For the last year we've all been over-scheduled and our humanity has suffered. EduCon 2021 is designed to bring people together and will provide you with the appropriate time and space for you to reconnect with your community and yourself.

Being together in a post-COVID world will make us better facilitators of the future. EduCon will show the world how business events can be a catalyst for bringing us back together to create deeper, meaningful and safe interactions through a fusion of both in-person and digital experiences.

If you are ready to meet again in person, please join us in Phoenix at the JW Marriott Desert Ridge July 7-9, 2021. If you want to explore what a hybrid event looks like from the digital side, we welcome you to participate in that journey.



## Sponsor Opportunity

### PCMA NCC Supplier Showcase Sponsorship for Each Program

For the remainder of 2021, we are offering a partnership opportunity to become a program sponsor and highlight your organization. As a program sponsor, you can highlight your logo, create a video to promote a new product or hybrid tool, announce what's new, opening up and promote meetings returning in your destination. This has a great price point to keep your brand in front of potential customers.

Here are the options:

- 1) PCMA NCC Program Sponsor Showcase: \$49 to include your logo in the program and one social media post promoting the program.
- 2) Sponsor Video Highlight: \$200 for a 2 min video played during the program and one social media post promoting the program.

For more details, please contact:

Maria Dempsey, PCMA NCC Director of Sponsorship, [maria\\_dempsey@yahoo.com](mailto:maria_dempsey@yahoo.com)



## Thank you to our Sponsors

### Platinum



### Gold



### Bronze



### Strategic



## Member Spotlight



### Welcome New Members:

Nicole Torres, Key Events  
Kevin Sheehy, NanoString Technologies, Inc.  
Arnie Roberts, SMART-reg International, Inc.

### Congratulations

Cynthia Kelly, KAMI Global:  
Kelly-Alexander Meetings & Incentives, for the bravery to open your new business during the pandemic!

## Chapter Member Milestones

Shout out to our membership anniversaries in the first quarter 2021



**Elizabeth Sullivan, CMP** - Kaiser Foundation Health Plan  
**Patricia Beaudoux** - Marina Bay Sands  
**Valerie Jenanyan** - Portola Hotel & Spa



Donna Nobida	Bishop-McCann
Crystal Alford	The California Endowment
Chrys Davis	Genesys
Serina Lee	Cal Poly
Jordan McGahan	SFSU
Debra Crenshaw Sheriffield	Cal State University East Bay
Alyssa Rentar	San Francisco State University
Kaelyn Sherman	DeAnza College
Jennah George	San Jose State University
Amalia Lozet-McCargo	Hiltons of San Francisco Union Square
Maria Dempsey, CMM, DES	Gen7 Wines
Shantelle Teague	ISMRM
Karen Zwicker	Wikimedia Foundation
Lixian Zhang	California State University, East Bay
Angelica Perez	Visit Oakland
Diane Johnson	SAP
Gina Fierro-McGirr	SAP