

PCMA NORTHERN CALIFORNIA NEWSLETTER

NOVEMBER ~ DECEMBER 2021 ISSUE



THE BRIDGE

MESSAGE FROM CHRIS HOLIDAY GREETINGS!

Greetings PCMA NCC:

The Holidays are upon us and hopefully you're staying busy with events to close out the year! Our Industry continues to recover and I'm even more encouraged by a few major Industry events I was fortunate to attend over the last few weeks.

First, IMEX. I was thrilled to be back in-person with the opportunity to represent San Francisco once again. So many familiar faces and so many people excited to reconnect. Face-to-face interactions and live events are irreplaceable, as they provide the canvas for creating memorable experiences. Our industry showed up and our collective belief and commitment to our global business events industry is as strong as ever.

Next up, the BAMIES! As President, it was important to me and our Board that if we were going to host the BAMIES this year, we host it in-person. This was a tall order when we set the expectation, but our Team was up to the task.

It was wonderfully refreshing to relaunch the BAMIES on November 17th, and it's quite evident that our local industry is ready to get back to it. Thank you to all who attended and to our wonderful sponsors. Congrats to all nominees and winners and thank you to our fabulous Planning Committee. None if it could have happened without everyone coming together and showing their commitment to each other and our industry.

As we wind down the year, I'm filled with gratitude for the opportunity to lead our great Chapter this year. I'm more than confident than ever that we're finally back on the right track, and I expect great things in 2022!

Hoping that you're planning to attend PCMA Convening Leaders conference January 9 - 12 in Las Vegas. It's my favorite way to start the new year and it's always filled with great education, speakers, networking and an all-star cast of Industry leaders. Looking forward to doubling down and putting it all on black for our Industry!

Now is also a great time to step up and get more involved in the Chapter heading into the new year, so please let us know if you are interested. Enjoy the holidays and looking forward to seeing everyone soon.

With Gratitude,

Chris Koenig

PCMA NCC President

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WHAT'S INSIDE:

- Message From Chris
- BAMIES Success!
- Learning on the Go
- Sponsor Spotlight - Visit Sacramento
- PCMA Next Gen News
- Membership Article
- Member Anniversaries
- Thank you Sponsors!
- Chapter Challenge
- Convening Leaders
- PCMA NCC Chapter Reception at Convening Leaders

[PCMA NCC Website](#)



A BAMIES SUCCESS!

By Lauren Siring, CMP
Senior Business Development Executive
Monterey County Convention & Visitors Bureau



The Hyatt Regency San Francisco (Embarcadero) opened their doors with a gracious welcome-back to our in-person BAMIES Awards Gala, The Relaunch! The event was reminiscent of a reunion as the industry comes back and many of the 165 registered attendees* were finally getting to see each other after a way-too-long hiatus of face-to-face events.

With the meetings industry taking such a beating the energy among attendees was one of strength and gratefulness to come together to root for award nominees and to celebrate.

Many thanks to the amazing sponsors! Their participation showed the value of PCMA NCC and added to the event with a great venue, stellar wines, and opportunity for partners to shine. Auction items were abundant and attendees were able to take advantage of some amazing deals for experiences and stays around the Bay Area, Hawaii, Las Vegas and Southern California. Beyond donations for the bidding, there was great support from our event sponsors that presenting the award categories. The Auction easily surpassed the 2020 virtual event with more than **\$9,774** raised!

It was great to reunite with friends and honor all nominated individuals for their contributions to our industry. During a rough time, as PCMA NCC President Chris Koenig noted, everyone truly is a winner! Congratulations to our winners below:

Rising Star

Angelica Perez, Levi's® Stadium
Special Events ~ San Francisco
49ers

Member of the Year

Erik Heitmeyer, Freeman

Supplier of the Year

Verducci Event Productions
Andrew Verducci

Event Professional of the Year

Jessica Urreaga
Ethos Event Collective

Sustainability Champion

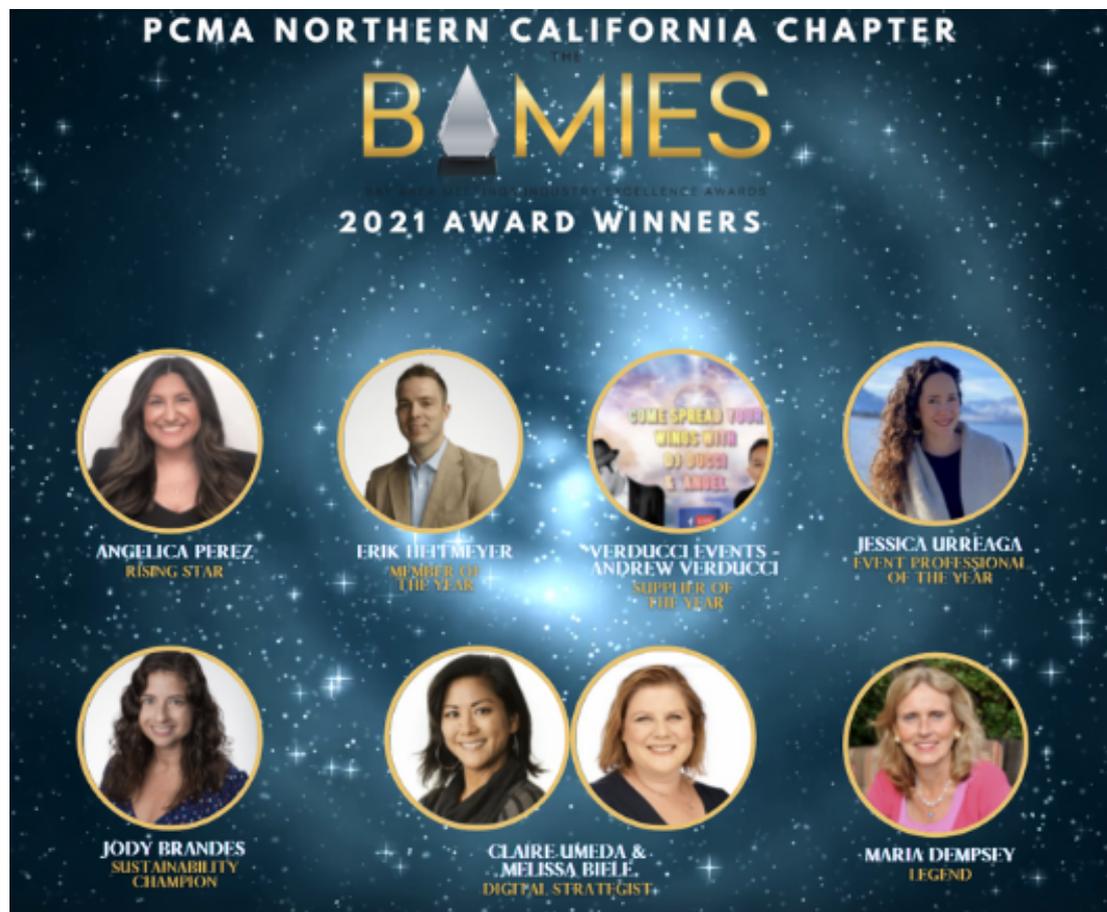
Jody Brandes, Genentech, Inc.

Digital Strategist

Claire Umeda and Melissa Biele,
Okera: Airside LIVE 2021

Legend

Maria Dempsey, Hyatt Regency
San Francisco Downtown SOMA



With more than 150 guests, the room was filled with positive energy and comradery buoyed by an out of this world futuristic theme. Cheers to all the hard work the committee put forth! Events like the PCMA NCC BAMIES inspire us to move forward with a network of support among peers.

LEARNING ON THE GO: 10 THINGS TO ADD TO YOUR ROADSHOW PLANNING TEMPLATE

By Robin Reuben, CMP
Director of Operations
Key Events



What do Dallas, Brooklyn, London and San Francisco have in common?

Hint: All played host to a global roadshow event planning effort pulled together in less than a month.

We had planned a big gathering for our client's annual Austin meeting. All systems were go until indicators showed the strategy should shift. The private equity investment meeting deserved a more meaningful and engaging environment, with a more localized approach so that all attendees could focus and maximize their time together in person. Now, instead of bringing our global audience to one destination — we needed to bring leadership to four cities across half the globe.

Just Your Typical Plan-Disassemble-Plan-Replan-On-Site Scenario

This is how, after not traveling out-of-state for the last 20 months, I suddenly found myself in four cities in four weeks. To be honest, it was hard for me to even fathom how a seamless, consistent roadshow could even come together.

And to be clear, this was no pivot, but rather an exponentially greater high-stakes challenge with no sand left in the hourglass.

But Doesn't Every Global Meeting or Roadshow Plan Come with a List of Challenges?

Yes. Then add COVID complications and unforgiving time constraints on top, and you can no longer count the challenges. But these were the top four that kept us awake:

- Blue-Chip Health & Safety Measures: All attendees and all staff required to prove vaccination and be tested upon entry
- Airtight Travel & Production Logistics: All meetings needed to be outdoors, rain or shine
- An Eye for Spectacle: Each evening event needed headliner entertainment
- Lightning Reflexes: Planned each meeting in just ten days, one in under a week

My reaction? Gasp. Then breathe and make it happen.

It would become thirty days of taking things day-by-day, decision-by-decision — and even minute-by-minute — working with a seasoned team of tireless meeting management pros. And I can't overlook the incredible venues, caterers and support crews we worked with.

Roadshow Event Planning: 10 Things I Learned in Taking It Global

1. Expect Continued COVID Complications: Pandemic protocols are very different everywhere you go so be sure you're prepared for the specific rules of each country, state and county
2. Practice Patience: There's a little rust on the events industry, so give your teams a minute to get back in the swing of things. People new to properties and roles, or long-time vets who are suddenly back in busy season...we've all been in a different environment for a while
3. Stay Close to Your Vendors: Many vendors are short-staffed or short on well-trained staff, so to ensure your expectations are met, be prepared for more oversight than you might be used to — even after you've clearly defined and reiterated your plan
4. Engage Seasoned Staff: Travel with more of your own internal team than you might normally if it's an option; a feat like this is only possible when you have a lineup of senior planners by your side
5. Get Even More Creative: We had to redesign the spaces that we were able to find and create our own breakout spaces, in some cases purchasing equipment where there were shortages of rentals
6. Leapfrog to Minimize Mistakes and Burnout: I had others work on the next meeting as I was executing the current one, and our internal team alternated meetings and destinations to keep everyone fresh at the height of busy season
7. Let Go of Perfection: This was the hardest part for me and for our team, but in this case, we had to do the "most perfect" planning possible considering the challenges
8. Turn Problem-Solving Into Problem-Seeking: With every venue contracted sight unseen (aside from photos and video), we needed to commit quickly, then troubleshoot to ensure successful outcomes
9. Plan for Joy: People are SO happy to be meeting in person again, so remember how great it will feel to be able to make your event happen, even if it means climbing over insurmountable hurdles
10. Pay It Forward: I'll admit that I wouldn't be writing this if the meetings weren't wildly successful with kudos from every level of the organization, but it's important to me to share what I learned the hard way

Oh, and one last thing: When hitting four cities in four weeks, a little bit of luck from the weather gods always helps, too.

SPONSOR SPOTLIGHT

VISIT SACRAMENTO



The newly renovated and expanded **SAFE Credit Union Convention Center** in Sacramento opened Labor Day Weekend with a consumer show that brought 10,000 delegates per day through the building to rave reviews.

In the past two months, the center has hosted five successful citywide conventions and is off to a great start.



With 240,000 square feet of programmable space, 80,000 square feet of meeting room space and a 15,000-square-foot outdoor plaza, there are more ways than ever to accommodate your group in Sacramento.

While delicious food is something **Sacramento** conventions have long been known for, the scalability and flexibility of the new center are new. Four large, versatile meeting halls mean that the first level is perfect for any convention, regardless of size. In addition, the different entrances – including the new West Lobby area – are designed to ensure that the center works well for small groups, allowing the space to be divided, with separate entrances for each conference. There is also a brand-new, 40,000-square-foot ballroom.

The convention center is bigger, better, and bolder, and it's perfectly positioned with state-of-the-art technology to ensure your meeting is anything but conventional. In addition, it's GBAC-certified, bringing extra safety and peace of mind as the world continues to emerge from the COVID-19 pandemic.

PCMA NEXT GEN MEMBERSHIP NEWS!



The PCMA Next Gen membership is a chance for recent graduates and event professionals* who are early in their careers to take full advantage of PCMA's professional development opportunities for less. (*PCMA's Next Gen Rate is for event professionals 30 years and younger.)

The holidays are just around the corner! Show your team how much you care about them and their career growth by buying your team members a PCMA Next Gen gift membership. From meaningful connections to discounted education and member-exclusive event resources, this gift benefit will not only help your team but your business too! [Learn More Here.](#)

GIVE THE GIFT THAT
KEEPS ON GIVING

PCMA's \$120 Membership for recent graduates and event professionals* who are early in their careers!

 PCMA NEXT GEN RATE

GIFT A NEXT GEN
MEMBERSHIP TODAY!

MEMBERSHIP ARTICLE: POST-THANKSGIVING THOUGHTS...

Reflecting on this year I am happy to share that the second half of 2021 has brought me joy and a sense of normalcy not experienced since March of 2020.

This sense of normalcy sparked when I was asked to join the PCMA NCC Programs / Education Committee to help on the 2021 L.E.A.P Conference, the first hybrid event since the onset of the pandemic. The emphasis on "360 Wellness for Optimal Success" set the stage for the balance of my year.

Because of L.E.A.P and the COVID safety guidelines in place, I was open and eager to participate in many COVID compliant trade organizations for large in-person conferences. The overwhelming sense of community experienced at each event (CEMA Summit, EMS, IMEX & PCMA NCC Gala) replenished my soul.

The continuous thread that connected each event reinforced how sincere our San Francisco Bay Area hospitality, meeting & events family is in our common goal to Keep America Meeting. We are the "glass is half full" people who embrace change & challenges with grace and humility. Clearly, the love and support we have for one another is genuine.

From these reflections, I am grateful, and I look forward to future collaboration and contribution to our the PCMA Northern California Chapter-

Here's to a bountiful 2022!

By Megan Warzeniak
Business Development Strategist
Streamline Events



CHEERS TO 15 YEARS!!!



Gary Murakami
VP of Sales & Industry Relations
Teneo Hospitality Group



Chris Olcese
Director, Meeting & Events
Ca. School Boards Association

THANK YOU TO OUR SPONSORS

Platinum



Gold



Bronze



Strategic



CHAPTER CHALLENGE!

The PCMA Chapter Challenge is here! PCMA Foundation is hosting the annual PCMA Foundation Raffle. To get everyone excited for Convening Leaders 2022, PCMA Foundation has added some extra fun. The Chapter that sells the most PCMA Foundation Raffle tickets wins. PCMA Foundation is giving one lucky Chapter a chance to win all of these prizes:

- (3) PCMA Memberships
- (2) DES Courses
- (3) EduCon 2022 Registrations

The Chapter with the most tickets sold (the number of tickets sold divided by number of members) will win. The raffle winner will be announced from the stage at Convening Leaders 2022 live in Las Vegas, Nevada.

[Click Here](#) to purchase Raffle Tickets and help us win and support PCMANCC!



pcma foundation RAFFLE

CHAPTER challenge

YOUR NEXT ADVENTURE AWAITS.....

Each ticket gives you the chance to win one of four incredible experiences!

<https://foundation.pcma.org/get-involved/raffle/>

Convening Leaders pcma

2022 • CAESARS FORUM • LAS VEGAS • JANUARY 9-12

Now, more than ever, it's essential to stay connected to your business events community. At Convening Leaders 2022, you will find your place, the people who will support you, and who can help propel your career to the next level.

At Convening Leaders 2022 you can be part of an incredible opportunity: helping brands, communities and organizations connect people with purpose to ideas and opportunities after two years of being apart.

Don't miss out on one of the industry's premier conferences. [Learn More](#)

PCMA NCC CHAPTER RECEPTION AT CONVENING LEADERS

Kick off Convening Leaders and celebrate with your Southwest & Pacific & Northern California Chapter colleagues and friends. This conjoined Chapter celebration will feature highlights of our 2021 accomplishments, and opportunities to support the chapter in 2022.

Attendance is complimentary. Registration/RSVP is Required. In 2020 we had a packed house. Capacity will be limited. [RSVP now](#) to reserve your spot ~ don't miss out on the fun!

Where: Margaritaville, Las Vegas, Second Floor (Clipper Level)
When: Sunday, January 9 | 4:30-6PM

Contacts for event:
Southwest & Pacific Chapter: southwest@pcma.org
Northern California Chapter: northerncalifornia@pcma.org

