MEETINGS & EVENTS

FEBRUARY 19, 2018
Top Five Meetings Industry Trends and Topics of Focus

With the number of natural disasters and safety concerns that arose last year, event safety and security has certainly reigned to the top of the list of concerns for events industry CEOs. Following a recent Council Meeting, the Events Industry Council has released the top five trends that are currently shaping the events industry. In addition, cyber security and data protection is a top concern for organizations.

“The Events Industry Council gathers together the leading organizations in our industry and we always use time at our Council meetings to discuss what is top of mind for their organization and its members,” said Karen Kotowski, CAE, CMP, President and CEO, Events Industry Council. “Event safety and security was most certainly top of mind for our members given what our world and the industry has experienced this past year and the Events Industry Council is working through our APEX Committee to curate resources available as well as develop tools for meeting professionals to use.”

Following are the five key trends for event professionals to keep top of mind:

- **Safety and Security**
  Safety and security has been top of mind for all of the industry associations. The events of 2017, including floods in South Asia, hurricanes in the United States and Caribbean, acts of terror such as the bombing at the Manchester Arena, the mass shooting in Las Vegas and the release of the WannaCry ransomware attack, have strengthened the resolve to provide risk management education and resources to industry professionals. Also discussed was a shift in perceptions about safety and security measures. The need for metal detectors at public events, for example, has gone from their presence being questioned, to their absence being questioned. Also reported was the coordination between convention centers and relief organizations and federal agencies in establishing mega shelters and providing services for first responders.

- **Cyber Security and Data Protection Regulations**
  Cyber security continues to be an important issue for our industry. The General Data Protection Regulation (GDPR) that come into effect in Europe in May, 2018 will have a significant impact on how organizations in our industry manage Personally Identifiable Information (PII). The regulation not only affects European organizations, but also any organization that offers goods or services to Europeans. Because of this, the Events Industry Council has created a resource for everyone to ensure they are prepared and in compliance.

- **Demonstrating Relevance**
  A common issue discussed at the meeting was the need for associations to demonstrate their relevance. Many of the associations are re-examining membership and management models as well as event formats and are tailoring their programs to meet the specific needs of stakeholders. While recognizing that associations can’t do all things to all people, there is a need to be relevant to all membership segments, as well as for the industry as a whole. Augmenting the relevance of events themselves, through better event design, greater engagement and improved practices for knowledge retention, was also a focus.

- **Workforce Trends**
  A number of factors are affecting the workforce of the future in our industry. As we consider the role of automation, outsourcing, new technology and disruptors that are changing cost models, it is clear that new skills will be needed to meet our changing needs. Workforce development, defining career paths, staying ahead of technology, and acquisition and retention of talent continue to be top priorities.

- **Diversity, Inclusion and the Value of Global Perspectives**
  The importance of protocols for encouraging diversity in supplier selection, accessibility guidelines and opportunities to encourage greater representation and interaction between different facets of the industry and global regions were recognized as valuable for the industry’s future.

The Events Industry Council is tapped into the leading organizations in the industry and will continue to keep a pulse on these topics and apprise the community of others that arise. Watch for regular updates as well as helpful resources to support the industry in these areas.

The Events Industry Council’s more than 30 member organizations represent over 103,500 individuals and 32,500 firms and properties involved in the events industry. The Events Industry Council promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) program and signature program initiatives. The CMP credential is recognized globally as the badge of excellence in the events industry. The qualifications for certification are established by professional experience, education, and a rigorous exam. The four signature programs — Sustainability, Industry Insights, Knowledge, and Leadership — represent the key initiatives, assets, services and products for the Events Industry Council. Learn more at www.eventsindustry.org.

THE EVENTS INDUSTRY COUNCIL RELEASES PRELIMINARY EVENTS INDUSTRY ECONOMIC IMPACT DATA

Results show nearly 20 percent increase in events industry direct spending

The Events Industry Council announced the preliminary data last month from its most recent Economic Significance Study commissioned to evaluate the economic impact of the events industry. In partnership with Tourism Economics and Events Industry Council members and partners, the study is conducted to quantify the economic contributions made by the events industry throughout the United States based on 2016 calendar year data.

“This data demonstrates the substantial impact that our industry has on the U.S. economy in terms of spending, jobs and taxes generated and is extremely valuable for our industry in order to articulate the value of face to face events in our advocacy efforts,” said Karen Kotowski, CAE, CMP President and CEO, Events Industry Council. “We are currently exploring further studies outside of the United States to better gauge and assess the global impact of our industry.”

The Events Industry Council’s Economic Significance Study data is based on primary surveys and secondary research conducted over the past six months. Preliminary data thus far reveals:

- 1.9 million meetings were held, which is a 5 percent increase from 2012 when 1.8 million meetings were reported.
- More than 250 million participants attended meetings, representing a 10 percent growth from 2012.
- International meeting participation also grew by 26 percent from 2012 to over six million participants.
- More than $330 billion (US) in direct spending was reported related to events, representing an 18 percent growth from 2012.

The Events Industry Council expects to release the final report later this month. Information on previous studies can be found at www.eventsindustry.org.
Bringing Ruth’s Chris Quality to Your Event

If you want to serve cuisine at your next event that will have your attendees talking long after the event has ended, consider catering your event with Ruth’s Chris. The Ruth’s Chris signature steak experience arrives at your location with a dedicated sales manager and a team of executive chefs, certified butchers and trained servers. The catering staff is here to help you make your event absolutely perfect, from tailoring the menu to crafting the smallest finishing touch.

Regardless of the event—boardroom lunches and corporate events; social gatherings and life moments; outdoor festivals, shows, concerts and sporting events—Ruth’s Chris does it all—with the utmost in service and attention to every detail.

Ruth’s Chris honors its founder by making every detail unforgettable. They are dedicated to personalizing your celebration or event to your specific taste and budget ensuring those moments last a lifetime.

IT’S MORE THAN A NAME

Ruth Fertel, the founder of Ruth’s Chris, wasn’t just a hard-working restaurateur. She was a world-class host. Tables for two or large gatherings—it didn’t matter. Generous hospitality was her thing. Fertel had a recipe for absolutely everything, not just her food. She never compromised her high standards.

When you plan an off-site catered event with Ruth’s Chris, know that every detail, every nuance, every request that you and our team plan together will be executed flawlessly. The experience itself will be unforgettable. Just how Ruth Fertel would have wanted it. Whether it’s a business event catered to the office or a grand wedding reception for hundreds of guests, there will be no compromises. It’s how Ruth’s Chris honors its founder and helps you celebrate a perfectly relaxing, elegant event, at the venue of your choice.

Whether intimate or for hundreds of guests, business or pleasure, the dedicated events team will work tirelessly to provide a flawless Ruth’s Chris experience, off-site.

WHAT’S INCLUDED?

Catering menus include all basic food and service items required for events lasting up to four hours. Venues requiring additional equipment (for instance: grill, stove, fryer) may incur additional costs for equipment rentals. Final cost will be provided pending a venue walk-through with a Ruth’s Chris manager.

CUISINE

Ruth’s Chris catering menus are designed with the potential off-site location, time frame and event style in mind. Whether it is a cocktail reception, full-service buffet or formal plated experience, we promise to deliver the same trusted quality that is expected when you dine at the world-class Ruth’s Chris restaurants. Don’t see what you’re looking for in the preset catering menus? Simply contact your local sales manager to discuss creating the perfect menu that meets both your wants and your needs alike.

BEVERAGES

From non-alcoholic options to full-service bar, the Ruth’s Chris team will ensure that your beverage selections perfectly complement your event. Legal requirements vary; please confirm with your local sales manager.

SERVICE

Your dedicated sales manager will work to orchestrate every aspect of your occasion alongside our executive chefs and service team. The Ruth’s Chris catering team adheres to the highest standards of service and focuses its attention to every last detail.

EVENT DURATION

The catering menus are designed for events lasting up to four hours. Longer events will incur additional costs for the hours of service provided as well as extension of food and beverage service.

SPECIALTY ITEMS

Your local sales manager will assist in coordinating the rental of any additional items preferred to make your event shine. Cost and availability of specialty items vary; please discuss with your local sales manager.

DELIVERY AND PICKUP ORDERS

Delivery orders are subject to local sales tax, 3% administration fee, and suggested 17% gratuity. Minimum delivery fee may apply. Pick-up orders are subject to local sales tax and 3% administration fee.

PAYMENT

A 50% deposit is due upon signature of the catering event policy agreement. Final payment for non-wedding events is due the day of the event. Final payment for wedding events must be paid in full two weeks prior to the event. All payments must be made by American Express, Diners Club, MasterCard, Visa, Discover, certified check, corporate check, money order or cash. Personal checks are not accepted.

For more information, contact Maya Camara, Regional Sales & Catering Manager for Ruth’s Chris via (818) 426-2086.
What may seem like a beautiful golf oasis for only the San Fernando Valley’s most privileged turns out to run a whole lot deeper. El Caballero Country Club boasts one of the finest golf courses in the greater Los Angeles area but deserves a lot more than just kudos for it’s connection to the community. Founded on a culture of philanthropy and community service, this country club is redefining what it means to be a good neighbor by touching nearly every corner of the valley when it comes to charity organizations and a membership that cares.

PROVIDENCE TARZANA
This medical center has some very exciting things on its horizon with construction already underway for The Reimagined Project. Providence Tarzana “ranked among the nation’s top 100 hospitals, will invest more than $540 million to build a new, state-of-the-art patient care wing, featuring all private rooms and a new Emergency Department, as part of a major redevelopment of the medical center campus. The project plan also includes improvements to the existing 33-bed Women’s Pavilion and new Neonatal Intensive Care Unit (NICU)”

Dale Surowitz, Chief Executive for Providence Tarzana is a member of El Caballero Country Club and hosts a myriad of meetings, events and lectures for Providence Tarzana at the club.

IMPACT HOUSE
El Caballero member James Caan has used his home club to make a huge difference in the world of addiction recovery. “Since 2003, the funds raised during the James Caan Golf Classic have gone directly to men and women who cannot afford treatment. With these funds, Impact has been able to provide residential treatment plus transitional housing to homeless, drug-addicted people for 30-90 days. This has allowed thousands to get well and return to their communities, families, and employers as healthy, positive, clean and sober individuals… Every year, we are humbled by the wonderful contributions of our sponsors and celebrity guests who gather at El Caballero Country Club for a fun afternoon of golf.”

ANIMAL HOPE AND WELLNESS
Club members Mark & Allison Kanter have a special place in their heart for animals and have brought the kindness of their home club and The Animal Hope and Wellness Foundation together. This organization is “focused solely on rescuing abused and neglected animals, providing full rehabilitation services and, ultimately, working to help find them their forever families”.

MATTHEW SILVERMAN FOUNDATION
Another hugely impactful annual golf tournament that is held at El Caballero is the Matthew Silverman Foundation Tournament. “To find meaning and purpose after Matt took his life, we formed the Matthew Silverman Memorial Foundation. Matt’s Foundation is dedicated to preventing teen suicide by underwriting life-line prevention, awareness and mental health programs for schools, parents and teachers.”

El Caballero also hosts meetings and events for many other organizations like Hadassah, the Anti Defamation League, Motion Picture and Television Fund, Jewish Federation, Jewish Home for the Aging and even has its own El Caballero Foundation which supports it’s staff and community in educational contributions and medical emergencies.

For More information about hosting a charity or corporate event at El Caballero, please contact Sarah Leibsohn, Director of Catering 818-654-3008 sleibsohn@elcaballeroc.com

1. https://california.providence.org/tarzana/about/tarzana-reimagined/
2. www.impacthouse.com/james-caan-golf-classic/
3. https://animalhopeandwellness.org/marc-ching/
Have an Unforgettable, Blockbuster of an Event at The Garland

Located in the heart of North Hollywood, The Garland offers more than 20,200 square feet of indoor/outdoor meetings and event space, catering to groups of all sizes with the highest level of technological capabilities and services. With its prime location, groups are just minutes away from some of the city's most popular destinations, including Universal Studios Hollywood and Universal CityWalk, Hollywood Blockbuster movie, television and music studios such as Walt Disney Pictures, Warner Brothers Studios and Studio Tour, as well as major entertainment production companies ABC, CBS and NBC Studios.

The property features 13 unique meeting areas that can be reconfigured depending on guests’ needs:

• Beverly Park is a hidden gem of an outdoor event space measuring 4,000 square feet and nestled under towering sycamore trees. With the recent addition of the adjacent 5,200 square feet Beverly Park West, Beverly Park is the perfect gathering place for special celebrations, cocktail events, weddings and beyond.

• Elevate the occasion with a private screening at Beverly Garland Theatre complete with Dolby surround sound and plush seats. The 1,800-square foot space fits up to 130 people.

• Book a 490-square foot secluded private dining room at the property’s signature restaurant, The Front Yard, for an intimate experience for up to 20 guests.

• The 5,100-square foot Garland Ballroom is ideal for receptions or banquets, seating 300-650 people comfortably. Within the ballroom are north and south sections, offering 2,500 square feet each for small celebrations.

• For those interested in a medium-sized space, book the El Camino room, featuring floor-to-ceiling windows and seating up to 160 people.

• Mission is a smaller meeting and event space, ideal for a quick corporate session and fits anywhere from 30-75 people.

• Rent out the entire 1,500-square foot Cabrillo room or just reserve the North or South spaces for smaller gatherings. This room can be filled with up to 150 people.

• The Green Room is situated close to the entrance of the property, with 200 square feet of space. Ideal for business travelers looking for an intimate meeting area.

Custom banquet and catering options featuring locally sourced ingredients are available, as well as an on-site event manager, pre-check in for groups, wireless internet access throughout the hotel, and printing, shipping and messenger services. To heighten any meeting or event, groups can also request a unique “Themed Break” which include:

• Vintage Variety – includes classic candies and sodas such as peanut M&Ms, Fun Dip, Sugar Babies, Pop Rocks, Lemonheads, Kit Kats, and classic soda pops including Coca-Cola, Diet Coke, Hank’s orange soda and more. Guests will also receive an Atari Game station.

• DIY Popcorn – receive soft drinks and air popped popcorn with toppings such as butter, cinnamon sugar, Reese’s Pieces, marshmallows, olive oil, wasabi, sriracha, and more.

• Healthy Happenings – build your own trail mix and receive an antioxidant smoothie.

• Taste of LA – from street tacos and guacamole to hot dogs, purchase your choice of two from an LA Street Food Cart.

The Garland is located at 4222 Vineland Ave. in North Hollywood. For more information, call (818) 980-8000 or visit thegarland.com.
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New Horizons: More Than Just a Place to Meet

The New Horizons Conference Center Banquet Hall, affectionately known throughout the community as Sam’s Café, is an 11,000-square-foot facility ready for your next business or social event.

Along with video and sound capabilities, it boasts a full professional kitchen, facilities for up to 250 guests, Wi-Fi, ample complimentary parking, and affordability. It is the perfect location for wedding receptions, quinceañeras, holiday parties, service club and business meetings. Sam’s Café is also the home of New Horizons Cookies. These famous treats can be purchased at Pavilions at 6534 Platt Avenue in West Hills and at 1110 W. Alameda Avenue in Burbank. They can also be bought online by visiting New Horizons’ website at www.newhorizons-sfv.org. These cookies can be shipped nationwide as corporate gifts, and shared at special events.

MORE THAN A VENUE

Since 1954, New Horizons has been fulfilling the dreams of thousands of individuals with special needs, and providing business services to hundreds of local and national businesses.

As a long-standing member of the San Fernando Valley business community, the organization provides services including, but not limited to: Employment Services, Travel Training Sponsored by METRO, Banquet Hall Rentals, Residential Services and Mobile and On-Site Day Programs which extend into the Greater Los Angeles Area.

The campus is located at 15725 Parthenia Street in North Hills. Everyone is invited to tour the agency and book a special event, giving New Horizons the opportunity to partner with you on behalf of the more than 1,800 individuals the organization serves each year.

Learn more about the programs of New Horizons by visiting www.newhorizons-sfv.org.
MPI to Develop Meeting and Event Management Degree

Meeting Professionals International (MPI) and the L. Robert Payne School of Hospitality and Tourism Management at San Diego State University (SDSU) announced today they will collaborate to create the first graduate-level degree program offered in the United States focused on meeting and event management for mid and senior-level professionals. In addition, they plan to develop an academic certificate program for non-traditional students.

Scheduled to launch in 2019, the master’s degree program will incorporate experiential learning, simulations, and industry partner mentoring and will be delivered online with meet-ups on the SDSU campus to accommodate work schedules of students. It will be taught by faculty who have worked in the meeting and event industry, and feature guest lecturers from the industry as well. After successful completion of the program, students will be awarded a master of science degree in meeting and event management from SDSU.

“We are thrilled about this opportunity to co-create unique and rigorous educational programming with the globally-recognized L. Robert Payne School of Hospitality & Tourism Management at SDSU,” said Paul Van Deventer, president and CEO of MPI. “MPI continuously strives to bring more visibility and credibility to the meeting and event industry as well. Successful completion of the program, students will be awarded a master of science degree in meeting and event management from SDSU.

“Our certificate programs are stellar examples of how we fulfill our mission.”

The MPI/SDSU academic certificate program is slated to launch in 2019 as well. The program’s curriculum will cover select core content from the master’s degree program, and it will be administered online with meet-ups on SDSU’s campus. The MPI/SDSU academic certificate will be presented to participants upon successful completion of the program. Participants will also earn college credits, which can be applied towards the master’s degree program if students wish to pursue that path.

“We could not be more excited about co-creating this first of its kind master’s degree program for mid- to senior-level professionals in developing their skills while still employed, benefitting both themselves and their organizations,” said Carl Winston, Director, L. Robert Payne School of Hospitality and Tourism Management.

MPI has been an industry leader dedicated to enhancing the skills and career success of its core constituency, meeting professionals. MPI continues to facilitate the professionalization of the meeting and event industry. The leadership and faculty at the SDSU School of Hospitality and Tourism Management are equally committed to excellence and innovative approaches in delivering a graduate level educational experience of the very highest caliber. This collaboration is the genesis of what could very well become a game changer in the meeting and event industry,” said Vince LaRuffa, senior vice president of Resort Sales and Marketing at Universal Orlando-Resort, SDSU School of Hospitality and Tourism Management Master’s Program alumni, and previous member of the MPI Foundation Global Board of Trustees and MPI Board of Directors.

Since 2015, MPI and SDSU have worked together in partnership with Event Model Generation to present the Event Design Certificate (EDC) Program, an immersive three-day training course that teaches a systematic 10-step visual approach to event design. The next EDC Program course is scheduled for January 11 – 13, 2018, on the SDSU campus, and registration is open until January 1.

MPI is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries. “When we meet, we change the world.” www.mpiweb.org