

Business Brilliance: A “Fairytale Fantasy” Come True

If you have any questions about ISES Indiana functions contact:

ISES Chapter Services
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Business Brilliance, held Monday, January 28, lived up to its promise. It was, indeed, quite a “Fairy Tale Fantasy.”

Hansel and Gretel were there. Cinderella made an appearance. Jack and the Giant stood out among the guests. Merlin could be seen mingling through the crowd. A Prince (who was, indeed, rather charming) attended, and so did another 300 or so members of the meeting and event industry.

“The attendance was really great,” says Mark Records, ISES chapter manager. “We had more than 330 people pre-registered. Of course, there were a few no-shows and some walk-ins, so the final attendance came in right around 300. Really quite an amazing turn-out!”

The ISES fundraising event, co-sponsored by the Meeting Industry Council (MIC) and the

Children’s Museum of Indianapolis, was developed as a networking opportunity for members of the various organizations involved in the meetings, tourism and training industries.

A spokesperson from each organization in the MIC made a brief statement to the crowd about his/her association and the benefits of membership.

In addition to being a great networking opportunity, the event also featured a marvelous array of food and beverage, provided by the Children’s Museum’s exclusive caterer, Sodexho. From a seafood bar manned by Captain Hook to desserts ala Hansel and Gretel...the menu was as colorful as it was delicious.

A special thanks to those who made this event a success.

A-Classic Party Rentals
Annie-O’s DeSIGN
The Children’s Museum
Markey’s Audio-Visual
Meeting Industry Council
Party Time Rentals
Sodexho



Indiana Chapter
International Special Events Society
P.O. Box 501097
Indianapolis, IN 46250

Reminder

Come to the Power Lunch
Wednesday, February 20
Jillian’s/Indianapolis
(See cover for details.)

the 50 Main Event

February, 2002
Volume 4
Issue 1

Newsletter for the Members of ISES Indiana

ISES Power Lunch: The Art of Meeting

In our personal and professional lives, we all must participate in networking events. Some people enjoy them and some don't. Some people are good networkers and some aren't.

If you know networking is important to your business, but you're not comfortable meeting new people, or you just hate small talk, don't miss this luncheon.

Networking isn't nuclear science-it's simply sharing interests, skills, resources, information and ideas. Join us for this high-energy workshop designed to foster quick friendships and help you make contacts you can use to achieve your goals. You'll have fun learning valuable networking and relationship building techniques that will make every event more enjoyable and productive.

What:

ISES Power Lunch

After this Power Lunch you will:

- Understand how to 'work' an event to achieve your educational and networking goals
- Understand the importance of knowing why you are attending any given event
- Have made personal connections, which make you feel like a true part of the group

When:

Wednesday, February 20

Cost:

Members: \$25 Walk-ins: \$32
Non-Members: \$35 Walk-ins: \$42

Register online at www.ISESIndiana.com or call ISES Chapter Services at (317) 841-9525.

Agenda:

11:30 a.m. Networking
12:00 p.m. Luncheon
12:40 p.m. Presentation
1:30 p.m. Complimentary Black Light Bowling

Where:

Jillian's
141 South Meridian Street, Indianapolis
Hibachi Area (1st floor)
822-0400

Parking:

City lots and meters.

Menu:

Great Hibachi Choices
Guests can select Chicken, Shrimp, New York Steak, Filet Mignon or choose Two for a Rockin' Combo and then add Salad, Steamed or Fried Rice, Vegetables and a Shrimp "After"-tizer.

Meet the Speaker:

Lisa Lamarre
Director of Event Marketing
Play With a Purpose
Orlando, Florida
(407) 872-3838

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Take a Chance

ISES



INTERNATIONAL
SPECIAL EVENTS
SOCIETY

An ISES function wouldn't be the same without a raffle. This month we'll do our ISES 50/50 raffle and give away some very special gifts sponsored by *The Perfect Wedding Guide*:

- Two Massage Wellness Clinic Gift Certificates
- A \$100.00 Gift Certificate to L'Opera Restorante, Noblesville
- One Complimentary ISES Luncheon ticket (your choice)

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of Directors**

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Get More for Your ISES Money...Activate your Membership

by Mark Thornton
President, ISES Indiana



As ISES Indiana chapter president, I shared my goals in this column when I started my term last summer. As we dig into a new year with the holiday event stresses behind us, I wanted to revisit a few of the goals that most affect you — our members:

- **Increase the value of ISES membership by holding beneficial meetings and increasing prospecting opportunities.** Have you been to one of our Power Lunches lately? Review the upcoming meetings on the next page and mark your calendar today.
- **Foster an environment where ISES members refer and use ISES members.** At our February Power Lunch you'll learn about "The Art of Meeting" so you can maximize ISES networking opportunities...and others.
- **Raise membership to more than 200 people.** Growing our ISES membership adds value for all of us. The more each of us learns about the

other's business, the more referrals we can give and the more business will come our way. As event professionals we have a unique opportunity to work together for the benefit of the industry. By encouraging others to become ISES members, we can raise the bar in education and ethics — two areas that are critical to the growth of our industry. If you consider yourself an active member — great! You already know that the greatest benefits come from you activating your membership by attending meetings and really getting to know people.

If you are paying your dues, but haven't been coming to the ISES functions, start getting your money's worth by attending the February Power Lunch and learning tips and techniques for successful networking. Invest in your professional development by attending the Midwest Regional Education Conference in March. There are great sessions planned and you'll have the chance to practice the networking tips you learned at the luncheon.

Bottom line—your membership is only as valuable as you make it and you can make it a lot. Activate your membership and increase your benefits today.

Working Together Brings Joy to the Lives of Many

December ISES Meeting: A Holiday Event to Remember

The success of our ISES functions depends upon successful collaborations and our December meeting is a wonderful example of what good things can happen when people work together. On December 12 we held our fourth annual holiday meeting in conjunction with the Indiana Chapter of Meeting Professionals International (IMPI) and had a wonderful time.

More than 170 meeting and event professionals gathered for an entertaining, informative and delicious luncheon at the Indianapolis Athletic Club. Raffle prize winners walked away with turkeys and hams under their



arms and the USMC Toys for Tots program benefited from your generosity as well. In all we collected \$175 in cash donations and the toys filled Santa's bag eight times. Thank you.

Plan to join us next year and please take time to thank the committee members and sponsors who made this joint meeting a huge success:

- Indianapolis Athletic Club
- Indianapolis Marriott Downtown
- Party Time Rental
- Jose Hernandez Ice Carvings
- Markey's Audio-Visual
- SYSCO Foods

We also thank Captain John Moloko and Staff Sergeant David Lindauer for attending the luncheon and helping us spread some holiday cheer.

The REC is Coming...The REC is Coming!

Mark Your Calendar for March 4-5, 2002

Make plans to attend the midwest's most incredible, influential and industrious conference, the ISES Regional Education Conference (REC) in Indianapolis.

Regional Education Conferences provide valuable opportunities for members to attend educational and networking programs in their regions. The RECs offer educational courses, speakers, panels and workshops, as well as networking functions to allow attendees to meet other ISES members.

ISES Chapters from Indiana, St. Paul, St. Louis, Chicago, Cincinnati, Toledo and Columbus are hosting this event in Indianapolis March 4-5. Plans include a kick-off networking event Monday evening and a full day of noteworthy speakers on Tuesday.

What:

The 2002 Midwest Regional Education Conference

When:

March 4-5, 2002

Cost:

Only \$125.00

Where:

Indianapolis Marriott Downtown
(Conference room rate of \$129.00)

For hotel reservations call (877) 640-7666

Speakers include:

Jeff Smulyan, CEO of Emmis Communications
Robert Sivek, CSEP
Deborah Borsum, CSEP
Julia Rutherford Silvers, CSEP
Gene Huddleson, Owner of LGH Design Group
David Granger, CSEP
and more!

Agenda:

Monday, March 4, 2002

5:00-7:00 p.m. Registration
7:00 p.m.-until Social Event
at the Eiteljorg Museum

Tuesday, March 5, 2002

7:30-8:30 a.m. Registration
8:30-9:45 a.m. Breakfast and Keynote Speaker:
Julia Rutherford Silvers, CSEP
10:00-10:45 a.m. 3 Concurrent Sessions
11:00-11:45 a.m. 3 Concurrent Sessions
12:00-1:15 p.m. Luncheon with Keynote Speaker:
Jeff Smulyan
1:30-2:15 p.m. 3 Concurrent Sessions
2:30-3:15 p.m. 3 Concurrent Sessions
3:30-4:15 p.m. Keynote Speaker:
Robert Sivek, CSEP

Sponsors:

Indianapolis Marriott Downtown
Expo Design
Party Time Rental
Eiteljorg Museum
Thomas Caterers of Distinction
SYSCO Food Services
Grapevine Productions

If you are looking for a great professional development opportunity, topped off with an evening of networking, don't miss the REC with sessions planned to cover the following great topics:

- Branding
- Preparing a Technology RFP
- CSEP Certification
- Diversifying your Company
- Event Design
- Fundraising Events
- Selecting Wines for Menus

Visit isesindiana.com for additional information, and registration.

You can also register by calling ISES Chapter Services at: (317) 841-9525.

Save These Dates

ISES Indiana Meetings

Wednesday, February 20

The Art of Meeting
Jillian's
141 South Meridian Street
Indianapolis
11:30 a.m. - 1:30 p.m.

March 4-5

Regional Education Conference
Indianapolis Marriott
Downtown
350 W. Maryland Street

Wednesday, April 17

Speaker: Wayne Zink
The Ultimate Fundraising
Expert
St. Elmo's

Wednesday, June 19

Speaker: Steve Vogel
Wedding & Hospitality
Industry Expert
Community Life Center
Event catered by
American Pic

August 2-5

Get Down Under
The ISES CPD 2002 is set
for August 2-5 in Sydney,
Australia.
Details and on-line registra-

Another Industry Opportunity

tion are now available.
Visit
www.ISES.com/shine.html
for new and exciting information.



All Roads Lead to Indianapolis

International Special Events Society
Regional Education Conference
March 4-5, 2002 • Indianapolis Marriott Downtown