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**ISES
NEW YORK
METRO CHAPTER**

What's Happening in New York City's Event Industry? This month's E-Newsletter from the New York Metro ISES Chapter brings you informative articles, schedule of events, press releases and much more to keep you in the know!

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PRESIDENT'S MESSAGE

Dear Fellow ISES NY Metro members,

The Board of Directors has a great year in the planning for all of you! We want to dazzle you with great opportunities and inspire you with ideas. Our mission this year is simple: Provide YOU with opportunity for Education and Advancement and, work together with you to promote OUR industry.

Our chapter membership continues to grow and we are now the second largest chapter in the society. July 1st marks the start of the new membership year, so it is time to renew your ISES membership. Many of you have already renewed -- that's fantastic and thank you! For those of you have not yet renewed, we ask you to please make this a top priority.

Your Board of Directors just spent a productive two days hard at work at a regional leadership retreat, planning for the 2005-2006 season. We are interested in hearing what you think. Please send me your comments and ideas about what you would like to see happen during this next year to improve the value of your membership and we will be sure to discuss your suggestions.

Please make the choice to support your local ISES chapter by renewing your membership today: log on to www.ISES.com and or simply call 800.388.4737.

I look forward to seeing you all on September 13th at our first event of the year. And I look forward to working together with all of you to grow our chapter and promote our industry. Let's make the NY Metro chapter the best and most successful ISES chapter!

Respectfully,
Carmen Tomassetti
President, ISES NY METRO



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PAST-PRESIDENT'S MESSAGE

Members and friends,

To say the least (and I've said it a lot), we had a great ISES year these past twelve months. We have come so far and so fast and I could not be more proud of our Board, Vice-Presidents and Executive Director who put us



right where we are today.

For me, as the final days of my Presidency have finally arrived, I have looked back quite a bit, while looking forward just the same. Progress this year has been fast and furious and I expect the pace to remain the same as a new Board year begins and new leadership, under the keen eye of Carmen Tomassetti settles in.



In recapping our year it should be easy to see how our accomplishments have been outstanding and inspiring:

- Membership now stands at an all-time high of 236 members, an increase of 105 members over this past year's low.
- We signed up more new members (24) than any Chapter in the world during ISES International's May Membership Drive.
- Our "Twinning" program with the United Kingdom ISES Chapter is in full swing this year.
- Our Treasury funds on hand are now three times greater than when our year began.
- We now average over 100 attendees at monthly meetings, double the number of just last year.
- We now make monthly contact with nearly 4000 event professionals, over six times more than last year.
- Nearly all of our background work (invitations, finances, Newsletter, telephone, fax, etc.) is processed on-line at a huge cost savings.
- "Share Your Heart-Volunteer NYC" was by far the greatest charitable event this Chapter has ever been involved in as 26 member companies donated a quarter of a million dollars in materials, time and expertise.
- Our Strategic Partnership Program started off with a bevy of willing participants eager to work with ISES here in New York.
- Our web site has been completely redesigned and is more accessible, more current and more user-friendly than ever before.
- For the very first time, we have been able to hire an Executive Director, Ilene Levy (ilene@isesnyc.com), to help us continue moving forward like never before.
- And, if you missed it, our Big Apple Awards Gala was, in a word, SPECTACULAR!! The UN Delegates Dining was positively glittering with an ISES aura rarely ever seen. The venue was beautiful both inside and out - in the ballroom and on the terrace under the moonlit sky. The food was delicious with service crisp, friendly and unassuming. The music from CTO World Entertainment was groovy, and our Big Apple Awards presentation was exciting! Our latest innovation, the ISES NY Metro Membership Directory was unveiled and distributed for the first time that evening, as well. For those members who could not make the event, you will be receiving one in the mail shortly.

The legacy of these fine people that made up our Board this year will continue as we have more initiatives just starting:

- A members-only section of our website at www.isesnyc.com will soon be up and running with a special Job Board for independent member planners looking for employment.
- Master Classes will begin in the fall to augment our regular schedule of meetings.
- Very shortly the ISES NY Metro Calendar of Events through the December holiday season should be complete. Look for that soon as we want everyone to continue to think "ISES First" in their business and private schedules throughout the year.
- A Past Leaders Board will be implemented to make sure we never lose sight of our illustrious past while moving into the future.

And on that note of looking back to help look forward, I would certainly be remiss if I did not remind everyone we did not accomplish so much this year by chance. The founding fathers of ISES, our International Board of Governors, our Regional leaders and past leaders right here in New York had much to do with the growth and prosperity of this past year and will continue to have the greatest of influences on the future of ISES NY Metro. Thank you to you all for your help and guidance in the Sweet 16 years of our Chapter.

As I sign off as President of this outstanding organization I need to thank (one more time!) my Board and officers, our general membership, our International leaders and

even our prospective members. All of YOU and all of your words of advice, encouragement and satisfaction have made this past year most enjoyable for me through the challenges of leadership; enlightening through our initiatives that were not only planned but worked very well; and gave a somewhat pessimistic guy like myself the opportunity to dream and see so many of my dreams become a reality for ISES NY Metro.

It's been GREAT! It's been FUN!

And now I'm DONE!

Sincerely,

Mark Zettler
 President, ISES NY Metro Chapter
 President, Life O' The Party
mark@lotparty.com
 201-342-2121

ISES 2005 BIG APPLE AWARDS GALA WRAP-UP

Big Apple Awards Honor Excellence in the NYC Special Events Industry at the "Feelin' Groovy" Gala at the United Nations

The New York Metro Chapter of ISES hosted its Big Apple Awards Gala celebration on Tuesday, June 21st. The affair had a "Feelin' Groovy" theme and was hosted in the renowned Delegates Dining Room at the United Nations.

Modeled on the Esprit Awards (categories and rules), the Big Apple Awards recognize achievement and honor excellence in the special events industry in the New York City metropolitan community; 2005 marks the fourth year of the Big Apple Awards. Judging of the 2005 Awards was completed by a distinguished panel of judges from the ISES United Kingdom Chapter.

The 2005 Big Apple Awards Winners are...

- **Parties with Pizzazz** took home two ISES Apples – the first for best Corporate Event Planning under \$50,000 for a private corporation grand opening and press conference event; the second for best Social Event Planning under \$50,000 for a traditional Connecticut wedding.
- **The United Nations Delegates Dining Room** was thrilled to accept the ISES Apple for best Social Event Planning over \$50,000 for the fun and festive "50th Anniversary of Her 10th Birthday" Birthday Party.
- **Impressive Events**, winner of the 2004 Big Apple Award for best Corporate Event Planning over \$50,000, took home the ISES Apple once again in that category for the Colorado Auto Auction.
- **Grand Central Marketing**, won an ISES Apple for best Entertainment Production for the victorious New York City NASCAR Victory Lap.
- **Perfect Productions/The Perfect Affair** was awarded the ISES Apple for best ISES Team event – a category that celebrates the strength of ISES and its members – for the "New Year's Eve: Live and Let Live" event.

There were also three chapter awards presented during the Gala...

- **Joy Feliciano** was awarded the **Vision of Tomorrow** award – an award specifically for a new member (less than one year) who has contributed greatly to the success of the chapter.
- **Jennifer Quinones** and **Trey Moynihan** shared this year's **Spirit Award**, recognizing their efforts and highest levels of integrity and enthusiasm in their support of the chapter and its mission.
- **Jennifer Claire Scott** was the recipient of the first annual **Membership Award** for greatest membership recruitment.

President-Elect of the ISES UK Chapter, direct from London, England, Robert Wright emceed the Big Apple Awards program. Remarks were also made by Mark Zettler, Life O' the Party, out-going President of the ISES NY Metro chapter, and Carmen Tomassetti, World Entertainment Productions, in-coming President of the Chapter.

Members and friends of ISES NY Metro were greeted at the "Feelin' Groovy" Gala by costumed look-alike icons of the 1970's: Goldie Hawn from her "Laugh In" days, a young Mick Jagger, and even Austin Powers guided guests through security and escorted them up to the Delegates Dining Room. During cocktail hour, sumptuous hors d'oeuvres including garlic roasted lamb lollipops and lobster empanadas were served al fresco on the Terrace. Guests then proceeded into the Delegates Dining Room for the Awards Program and dinner where they enjoyed a wonderful meal created by ARAMARK's Executive Chef Daryl Schembeck. Sitting at tables decorated with groovy psychedelic colors and a '70's flair, designed by Kathy Vermilye of Green Apple Events, attendees were served a soft herb salad and medallion of filet mignon with a wild mushroom potato croquette and wilted spinach. The "Feelin' Groovy" celebrations continued following the dinner program with dessert and dancing. World Entertainment Productions' 12-piece "CTO Manhattan" got people out of their seats and on the dance floor with the funky sounds of the '70s. The evening concluded with two surprise musical guests: incoming President Carmen Tomasetti picked up the microphone and graced guests with a song while outgoing President Mark Zettler (aka "Ringo") backed him up keeping the beat on the drums.

Distinguished guest, ISES International President, Dale Harmon officiated the New Officers installation ceremony for the ISES NY Metro 2005-2006 Board of Directors just prior to the Big Apple Awards Gala. ISES NY Metro Co-VPs of Programs Jennifer Quinones and Trey Moynihan were Co-chairs of the "Feelin' Groovy" Gala. Patricia Ahaesy chaired the Big Apple Awards committee. Generous sponsors to the affair included: ARAMARK, Bentley Meeker, World Entertainment Productions, Cort Furnishings, Cloth Connection, Florisan, Green Apple Events, Opening Nite Entertainment, Phil Kramer Photography, Marc Smiler The Video Artist, Party Rental, A Pampered Affair, Alpine Creative Group, Fleur De Wire, I Draw A Crowd, Ice Sculpture Designs, Klein Creative Communications, Michael Bongar Entertainment, and SM Design.



Photo credits: Phil Kramer

[Click for more pictures from the 2005 ISES Big Apple Gala](#)

SUMMER BASH 2005



[Click here to register.](http://hsmainyc.org)

WORLDWIDE EVENT INDUSTRY CONFERENCE

AUGUST 11-13, 2005

ISES GOES "NEW" HOLLYWOOD!
ISES Eventworld 2005 – Los Angeles, CA

Hooray for Hollywood isn't just a cliché, it's the excitement of ISES Eventworld® 2005 – A Conference for Professional Development, heading to the West Coast from August 11th through the 13th for its annual conference at the glamorous Renaissance Hollywood Hotel spotlighting the theme "**The Business of Service**". Serving as Executive Producer is Brenda Schwerin, CSEP of Los Angeles, CA who says: "The 2005 ISES Eventworld conference is produced by ISES members and designed for event professionals about "The Business of Service" in special events."

Hot topic educational sessions with a Hollywood twist will peak your knowledge for the novice or experienced along with incredible evening command performances capped off by the Esprit Awards, being held in the Grand Ballroom of the Renaissance Hotel where the Academy Award's Governor's Ball is held each year. According to Esprit Producer/Designer, Timot McGonagle of Nashville, TN – "We honor our origins as we project ourselves into the future with "**BLANC ET NOIR – The New Hollywood Black and White**" - unusual kaleidoscope footage as the icon of the event which captures 'The New Hollywood' with the class of 'Vintage Hollywood' for a night of glamour, surprises and a wonderful new experience." "To make Renaissance Hollywood Hotel reservations call (800) 468-3571 and mention ISES.

The ISES Eventworld® 2005 committee:

CONFERENCE PRODUCERS:

ISES staff/Convention Manager, Jocelyn Kins; Executive Producer, Brenda Schwerin, CSEP, Metallic Design Studio, Inc. (Los Angeles, CA); Conceptual Designer/Director of Photography & Catering, Edwin Lashley, Metallic Design Studio, Inc. (Atlanta, GA);

Talent Director, Debbie Meyers CSEP, BRAVO! Entertainment (Dallas, TX); Technical Director, Matthew Clouser, Active Production and Design, Inc. (Atlanta, GA); Publicist, Wendy Fujihara Anderson, WOW! Productions & Public Relations (Pasadena, CA); Esprit Producer/Designer, Timot McGonagle (Nashville, TN); Leadership Reception Producer, Carol Saunders (Chatsworth, CA); Welcome Event Producer, Ilona Hobbs Cort Event Furnishings (Anaheim, CA); Tobey Dodge, CSEP, Wedding Connection by Tobey Dodge (Woodland Hills, CA).

Make your reservations now!

The Renaissance Hollywood Hotel is filling up fast – be sure to make your room reservations as soon as possible at www.marriott.com. The entire hotel has almost sold out, if you are unable to make reservations at the Renaissance there is another hotel across the street called The Hotel Roosevelt. If you have any questions at all please feel free to call ISES Headquarters at 800.688.4737.

2005 NY METRO MEETING CALENDAR

"Save the Date"

Our next program is Tuesday, September 13th at the Marriott Eastside.

More details to follow at www.isesnyc.com/calendar.html.

BUSINESS BUILDERS

How to Avoid the Ten Biggest Marketing Mistakes Businesses Make

By Peter Koepfel

Have you noticed a slump in your sales? Are you having trouble establishing your new business in the marketplace? Or maybe you're established, but you just can't seem to get the word out about your new product? If these situations sound familiar, then your marketing may be to blame.

New businesses may not know how to market themselves properly to get the results they want. But marketing challenges are actually quite common among businesses of all sizes. In today's competitive business world, many small and mid-sized companies lose sight of the marketing practices that made them successful in the first place. And even the large, established companies tend to let their good marketing practices slide sometimes.

So what can you do if you suspect your marketing efforts are less than satisfactory? First, understand the ten biggest marketing mistakes businesses make, and then learn how to avoid them.

Mistake #1: Not Developing a Marketing Plan

A marketing plan is a critical part of every successful business. It helps you design your product and service to fill a market niche, identify your target audience, and then see what you need to do to get your target audience to buy your product or service. Also, when creating a marketing plan, you design the objectives and tactics to further develop your marketing efforts in the future.

Mistake #2: Not Planning a Marketing Budget

You need to spend money to publicize, market, and advertise your business to make it successful. As a general rule of thumb, you may spend at least ten percent of your revenue on marketing efforts. Essentially, these costs keep your company going and your products selling. No matter what size your company, you need to have a marketing budget.

Mistake #3: Not Targeting a Specific Target Audience

You need to understand that your market doesn't include everyone. No matter what product you have, not everyone is going to want to buy it. So decide your target

demographic and use appropriate media outlets to reach that audience. For example, if you have a diet product, you may target women ages twenty-five to fifty-four, who are ten pounds or more overweight. Then you need to advertise in women's magazines or during women-oriented television and radio programs. Trying to appeal to everyone doesn't work.

Mistake #4: Not Developing a Clear and Consistent Marketing Message

All your marketing materials, advertisements, and promotions need to convey a consistent look and message. You want your target audience to know what you do or sell no matter where they see your name; you want to be recognizable. This helps you achieve more from your marketing budget because the message is reinforced throughout all the mediums you advertise in.

Mistake #5: Believing Your Product will Sell Itself

Many companies make the mistake of thinking that their product is so great and so different that they don't need to market it at all. However, no one will know how great your product is, or that it even exists, if you don't tell them. Word of mouth and referrals can only take you so far. No matter how great your product, you need to advertise and market to get it sold.

Mistake #6: Not Clearly Defining the Product Benefits

The highly competitive marketplace is constantly changing and offering consumers more and more choices. For example, if you need laundry detergent, you have a whole aisle of different brands to choose from. So how do you base your decision? Something has to get your attention to make you choose one brand over another. And you need to create this differentiation in your product as well.

Defining the unique selling proposition for your product will help your target audience differentiate it from your competitors. Then work this uniqueness into your marketing plan and strategy to reach the specific audience who will buy your product.

Mistake #7: Not Diversifying Your Media Mix

At one time, you could advertise on the three big television networks and reach eighty percent of the population. But now viewers have hundreds of different networks and channels to choose from just on television. Plus consumers can choose from satellite or cable television, print, radio, satellite radio, and the internet. Media today is very fragmented, so you need to reach your audience through more than one outlet.

Mistake #8: Not Understanding the Lifetime Value of a Customer

If you can earn a customer and keep him or her for life, then the value of that customer multiplies. For example, imagine you sell cars. If you have a customer who spends \$10,000 a year to drive one of your cars, then over the lifetime of the relationship that customer will have given you \$200,000. So what is it worth to earn that customer's business? If you spend ten percent, or \$20,000, to get the customer's business, you'll earn a ten to one return on your investment.

Mistake #9: Not Having a Back End Revenue Program

A back end revenue program creates additional streams of income for your business. For example, if you sell someone a cosmetic product on television, a back end revenue would be to sign them up for a continuity program where you send them more of the product on a regular schedule and charge their credit card automatically. This type of program allows you to bring in additional revenue and maintain your customer relationships.

Mistake #10: Not Up-Selling the Customer

Up-selling means taking advantage of the sales opportunity and incremental revenue by adding additional or related products to a customer's purchase. For example, adding fries to an order at a fast food restaurant or adding additional features, such as a sunroof on a car sale, are up-sells.

Avoiding Marketing Mistakes in the Future

Marketing is critical to the success of every business. Unfortunately, many businesses discount the effect it can have, and they forego their marketing efforts for other activities. Or they make one or more of these mistakes, and their marketing efforts become ineffective. Perhaps this is why nine out of ten businesses end in failure. But your business doesn't have to be one of the nine that doesn't succeed. When you avoid the ten biggest mistakes, you can market your business successfully and increase your bottom line as a result.

About the Author

Peter Koeppel is Founder and President of Koeppel Direct, a leader in direct response television media buying, marketing, campaign management and



creative strategies. With over 20 years of marketing and advertising experience, Peter has helped Fortune 500 companies, small businesses and entrepreneurs develop marketing campaigns to increase profits. Peter is a Wharton MBA and improved the media buying strategies and advertising for clients such as The Hair Club for Men, Berkeley Premium Nutraceuticals, Ben Hogan Golf, H.J. Heinz and DIRECTV. For more information on his work, please visit: www.koepeldirect.com or call: 972-732-6110.

