



"E-VENTS" NEWSLETTER

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What's Happening in New York City's Event Industry? Take a look at our new and improved E-Newsletter from the New York Metro ISES Chapter. Every month we will bring you informative articles, schedule of events, press releases and much more to keep you in the loop!

WHAT'S HAPPENING NOW?

Great news on our Twinning program with the ISES United Kingdom Chapter! Carmen Tomassetti, President-Elect and Treasurer attended the ISES United Kingdom Chapter's board meeting and monthly event in London this past September. This month Peter Pallai, ISES Board Member from the UK, attended the NY METRO's Board meeting and Event. ISES is only limited to your imagination. If you would like more information on our twinning program with the UK Chapter visit our site at www.isesnyc.com.

Wanted:

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Mark Zettler, ISES NY METRO PRESIDENT(right), Carmen Tomassetti, ISES NY METRO PRESIDENT-ELECT(left), pictured here at the most recent ISES NY METRO EVENT at NEWSPACE flank Peter Pallai, ISES United Kingdom Board Member while being entertained by an exotic performer from Pink, Inc.



Carmen Tomassetti, President-Elect ISES NY METRO CHAPTER pictured here at the ISES UK board meeting in London presenting a NY Event Specialist Survival Kit to Philip Hughes, president of UK Chapter and Arthur Somerset, Immediate Past President.

NEWS ARTICLES

Haven't We Learned Anything? by Mark Zettler

Over the last two to three years, conventions for most every industry have been running in a downward spiral. Attendance is down, expenses are up, fears have been rising, travel restrictions have grown, the price of gas, etc., etc., etc. Add that on top of a proliferation of local open houses, on-line instruction and more importantly, a general malaise to really better one's self and there you have it - a stagnating pool of knowledge!

We are always hopeful for better but how can we make it so?

Some conventions may occasionally whisper about these doldrums, but I am sorry, stop whispering and start imploring potential attendees to think of the consequences of non-participation and the true benefits of taking part in the convention or seminar experience:

1. Furthering one's education is the key to success in any field. Doesn't everyone want to be successful?
2. Choosing from an interesting and varied schedule of classes forces one to commit to learn new and potentially exciting skills.
3. Coming together in a classroom or convention setting is a wonderful opportunity to learn not only from capable instructors but from fellow attendees (peers), as well.
4. Questions get answered instantly, making for less confusion and creating immediate and lasting benefits.
5. Conventions with a trade show attached give attendees the enviable opportunity to learn about new products and designs and then purchase them immediately (and maybe even at a substantial 'show discount').
6. It's great to make friends in an industry in which you are involved and make new contacts who can help you in the future.
7. It's just darn good to get away from your business, take a breather, refresh, recharge and come back renewed and ready to take on the world!

Any other kind of educational experience cannot possibly compare to physically attending a convention or seminar. The Internet is a wonderful place, but learning a "hands-on" skill on-line, is at best, very difficult. Reading paragraphs or pages about a design or product on a computer screen is nothing like getting your hands "dirty" in a classroom setting. Listening, watching and ultimately participating physically in the creative learning process is still light years ahead of the World Wide Web.

If you're a parent like I am, you probably try every day to ask your children "what did you learn in school today?" Not, what they examined on-line, not what article they read, but what they physically achieved in a classroom setting. Maybe it was discussing a topic, building something, band practice, physical education, or just what was it they accomplished in a classroom or school setting. Now it is time to take a cue from your own parenting skills and realize the classroom is where YOU ought to be to attain success.

So go take a chance on your own schooling and 'enroll' in the convention or seminar of your choice. You insist on good schools and training for your family, why not do the same for yourself and your career? Join me at the Special Event January 5-8, 2005 in Miami Beach, Fl.

Mark Zettler
President, Life O' The Party
President, ISES New York Metro Chapter
201-342-2121

The Guinea Pig by Jennifer Jacovsky

Last month I was approached by Trey Moynihan and Liz Sanzo, the Co-VPs of the Programming Committee, to be part of a new effort the Board established for their monthly events. The idea was to have a different "Featured" Event Planner produce each of the chapter's monthly events. The goal of this endeavor was to give an up-and-coming event planner the chance to show their stuff and shine in the spotlight.

The event: 102 Hot Entertainment Ideas in 90 Minutes. The presenter: Michael Cerbelli from Total Entertainment.

With three weeks to plan this event, and the knowledge that I was the first person to be chosen for this initiative, I did what every event professional would do in my situation, I panicked. Just kidding. With a full slate of events already in production for my day job, I had to make sure I stayed completely organized. That was challenge number one. No problem, I could handle this.

Challenge number two was a brand new experience for me. How do I get people to provide services for my event for free? In my career as an event planner I have always paid my vendors. For an ISES event the aim is to form strategic partnerships with new and hot vendors. The desired result being zero production costs for ISES (which benefits the members) and various cross marketing opportunities for the sponsoring companies. After calling Liz and Trey for "talking tips" on promoting in-kind sponsorship, I was on my way. My first few calls to caterers, A/V companies, etc., were shaky, at best. However, the more I spoke to people the better I got.

My experiences as the "Featured Event Planner" reminded me of why I joined ISES. Not only did I have the opportunity to put my name out there with the hopes of further enhancing my career, but I learned a tremendous amount. That education is invaluable to me.

Jennifer Jacovsky
NYU School of Medicine
212-263-5498

UPCOMING EVENTS

High Profile International Events Come to ISES NY METRO

Q: What do Jack Morton Worldwide, NYC2012 and Vok Dams Gruppe have in common?

A: High profile events, international clientele and this month's ISES panel.

TOPIC: Developing Your Event Business & International Perspectives.

It's a Small World

Want an international company without ever leaving New York City? On Wednesday, November 16th, ISES will present an educational program that looks at how companies in the tri-state area can increase their businesses by thinking globally and acting locally. New York serves as a worldwide center for business. Considered the

most cosmopolitan of all major world cities, New York's event industry must also hold itself up as the model of worldliness and event knowledge. A panel of hand-selected event professionals will discuss how event companies here can:

1. Extend their existing client base by reaching more of the foreign markets that do business in the New York tri-state area
2. Take the first step in opening offices abroad
3. Better meet the cultural needs of international clients and guests

Come hear how small event companies created offices overseas to extend their global reach. Listen to the challenges and solutions presented by some of the largest worldwide events held in history. Listen to major foreign firms as they discuss what it is they look for in a Stateside event partner.

This program is perfect for any business owner - large or small, account managers or sales people, event producers and anyone interested in seeing how international business is conducted.

As the world gets smaller through technology, our reach needs to become bigger. Join ISES at the Digital Sandbox to see how.

Contributing Panelists and Educators

Katherine Wyse Goldman
 Jack Morton Worldwide
 Vice President & Senior Creative Director

Katherine Wyse Goldman serves as Vice President & Senior Creative Director in Jack Morton Worldwide's New York headquarters. Jack Morton is an experiential marketing firm with expertise in internal branding, BtoB marketing, consumer marketing and public events. The agency produced the Athens 2004 Olympic Games Opening & Closing Ceremonies and has 16 offices on four continents.

Gwynne Philbrook
 NYC2012
 Director of Major Events

Gwynne oversees the production of all events hosted by NYC2012, including major sporting events like the World Championships of Wrestling, the First Annual NYC Triathlon, as well as USOC-related events including Coaching Recognition Weekend and the USOC's site evaluation visit.

Frank J. Puleo
 Framboise
 Owner

Framboise is made up of three companies - Framboise Catering which services the Tri-State Area, Framboise Events which produces events throughout the United States, and Culinary Expressions International which produces events outside the United States. Collectively Framboise has produced events in 17 different US cities and in 4 countries over the past few years. They currently are establishing an office in Turin, Italy.

WHEN

Tuesday, November 16, 2004 6:00 PM - 9:00 PM

WHERE

Digital Sandbox Network Center
 55 Broad Street
 New York, NY

[Register for the ISES NY Metro November Event.](#)

Mark Your Calendars! ISES Gala 2005 will be held on Tuesday, June 21st at the United Nations.

