OUR ANNUAL IMPACT REPORT

GIVING SO MANY A HAND

pcma foundation

THANK YOU.

At the PCMA Foundation, we empower individuals and advance innovations that fuel the future of business events. We see the Foundation as the incubator for making personal dreams happen and turning research and innovation into tangible learning and resources that benefit our industry and community.

This work is possible only through the generosity of more than 2,000 individual donors and supporters, and 250 organizations that are aligned and connected with our mission.

In this year's Impact Report, we share the outcomes of this support and two stories about inspiring scholarship recipients.

If you haven't become a supporter yet, we invite you to donate or participate in one of our fundraising events. The future is bright for PCMA and the business events community. We'll make it even brighter together.

Sincerely,

DAVID PECKINPAUGH, CMP, CIS
2018 Chair
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SHERRIF KARAMAT, CAE
President & CEO
PCMA and PCMA Foundation

MEREDITH ROLLINS
Executive Director
PCMA Foundation

$664K *total in 2018 support for the business events industry*

Godwin "Charles" Ogbeide, Ph.D., MBA, leaves the stage after accepting the Foundation's 2018 Lifetime Achievement Award as the Educator Honoree.

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20 IN THEIR TWENTIES, CLASS OF 2018

A RICHER FUTURE

The Foundation provides substantial financial support to advance professional growth. We awarded 156 scholarships in nearly two dozen categories this year to college students and business events professionals around the world to enhance their careers.

$358K

156 total scholarships awarded in nearly two dozen categories in 2018 to both college students and established industry professionals

SUPPORTING STUDENTS

The Foundation continued to support the Singapore MICE Challenge for Asia Pacific college students majoring in business events and the meetings, incentive, conferences and exhibitions (MICE) industry. The outreach program, first organized in 2015 by the Singapore Association of Convention, Exhibition Organisers and Suppliers (SACEOS), seeks to enhance students understanding and experience in the business events industry. Participants develop and submit an event proposal. The winning team was fully sponsored by the Foundation to present the proposal at Convening Leaders. Singapore Polytechnic won the 2018 competition.

CARLA BATTLE

DIRECTOR, CONFERENCES & EVENTS
CORPORATE COUNCIL ON AFRICA
WASHINGTON, D.C.
2018 CONVENING LEADERS ALL ACCESS PASS PROFESSIONAL SCHOLARSHIP

Carla Battle is an experienced veteran of the business events industry after landing in the field by chance. The president of her organization asked if she wanted to work in the meetings planning division, and her career path was set. While she has more than two decades of business events experience, 2018 was the first time she attended Convening Leaders. She would not have been able to attend PCMA's signature event without the financial support of a Foundation scholarship.

"Being a scholarship winner afforded me a myriad of opportunities to meet people, renew acquaintances and learn the latest trends. It was a great opportunity," Carla says. "We have no budget for professional development."

Her "amazing" Convening Leaders experience in Nashville had such an impact that Carla self-financed her PCMA membership, where she takes advantage of the online resources.

KYLE SMITH

DIGITAL EVENT STRATEGIST
CONFERENCE CONSULTANCY
SOUTH AFRICA (PTY) LTD.
20 IN THEIR TWENTIES CLASS OF 2018

In his 13 years in the business events industry, Kyle Smith has worked on some of South Africa's largest events, including the 2016 International AIDS Conference, which drew 18,000 delegates. In 2017, he became the first in his country to earn the DES (Digital Events Strategist) certification, which he did through PCMA's Digital Experience Institute. That same year, Kyle became a PCMA scholarship recipient when was named to the Foundation's "20 in their Twenties" Class of 2018. Now, he leads Conference Consultancy South Africa's digital department.

FUNDING INNOVATION

The Foundation continued to support leading-edge research in 2018 to help those within and outside the business events industry gain better understanding of trends and future opportunities. In addition to funding or co-funding five research studies, the Foundation backed three education programs to ensure our community has the best professional development tools.

GLOBAL ECONOMIC SIGNIFICANCE OF BUSINESS EVENTS

In partnership with Events Industry Council and Oxford Economics, the PCMA Foundation, MPI Foundation, IMEX, and Hilton Worldwide collaborated to produce a study that analyzed the global impact of business events and found that in 2017 the industry contributed $1.5 trillion in total global GDP and generated more than 10.3 million jobs worldwide.

ROOM BLOCK OF THE FUTURE

PCMA Foundation, Hilton Worldwide and NYC & Company wanted to better understand attendee booking behavior for business events so they engaged Kalibri Labs to explore attendee needs, expectations, behaviors and trends utilizing an interlocking analysis of booking data together with a custom survey of event attendees.

ATTENDEE ROI PLAYBOOK

PCMA Foundation and the International Association of Exhibition & Events (IAEE) co-funded a study to examine how individuals and/or organizations determine what business-to-business exhibitions to attend and their expected return on the investment of attending.

TRAVEL TRUTHS FOR BUSINESS EVENTS CORPORATE INCENTIVES

PCMA Foundation partnered with the Melbourne Convention Bureau to identify future trends in Asia Pacific's Corporate Incentive Travel sector to help professionals and destinations maximize opportunities.

$231K *Funded 5 research studies and 3 education programs*

See all of the findings at
foundation.pcma.org/grants

THE ROOM WHERE IT HAPPENS: PCMA and Marriott brought thought leaders together in Bethesda, Maryland, to tackle five trends that will affect the business events industry in the next three to five years.

THE FUTURE OF BUSINESS EVENTS

PCMA Foundation and Marriott International Inc. gathered leaders from disparate industries to discuss five key macro trends that will affect the business events industry in the next five years. Five key findings were released during the January 2019 PCMA Convening Leaders event in Pittsburgh, Pennsylvania.

CMP ONLINE PREP COURSE UPDATE

The Foundation funded an update of the course to match the new domain content released by the Events Industry Council.

CMP GLOSSARY

The Foundation supported a new CMP Glossary designed to help learners study on-the-go and at their own pace. This additional resource enhances student experience and provides a new content delivery channel.

BEST IN CLASS

Each PCMA chapter continued to receive financial support to offer a "Best in Class" education program featuring a speaker and topic from a previous Convening Leaders or Education Conference session.

SOCIAL IMPACT&OUTREACH

A HAND UP

The Foundation supports several social impact and outreach programs in addition to funding scholarships, industry research and education programs. An enhanced Giving Good program was introduced in 2018 and the Foundation continued to operate our Industry Relief Fund and Hospitality Helping Hands. We also provided charitable donations to local community organizations where PCMA events are held.

OUR 2018 BENEFICIARIES

W.O. Smith Community Music School in Nashville, Tennessee, which provides music education to low-income students.

American Experience Foundation in Washington, D.C., which helps low-income students gain exposure to the hospitality industry through scholarships, internships and field trips.

College Now Greater Cleveland in Cleveland, Ohio, supporting its mission of assisting low-income or first-generation college students in completing higher education programs.

ECPAT-USA of Brooklyn, New York, a policy organization seeking to end trafficking and sexual exploitation of children.

PCMA Hospitality Helping Hands, a project at Convening Leaders 2018 in Nashville with the non-profit PENCIL's LP Pencil Box, which donates school supplies to local teachers and students.

Industry Relief Fund contributions went to **SEARCH Foundation**, an organization that assists events professionals in recovering from catastrophic occurrences. All contributions are directly impacting those dealing with the aftermath of hurricanes Florence and Michael and the devastating wildfires in California.

$75K

6 charities supported

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$160K *was raised for the Deborah Sexton Education Scholarship Fund, which will provide 16 scholarships to early career professionals over the next 4 years*

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WHAT'S NEXT?

For more than 30 years, the Foundation has supported hundreds of scholarships, numerous research projects and various social impact programs. We look forward to continuing that work in 2019 and hope we can count on you to make next year even better.

OUR STRATEGIC GOALS

RAISING $2.2 MILLION from events and programs.

PROVIDING $600,000 to support individuals, innovation, research and charitable organizations.

ENGAGING WITH MORE THAN 2,500 individuals and organizations.

DONATE

Support the future of the events industry by donating at **foundation.pcma.org/donate.**

ORGANIZE

Add corporate social responsibility to your next business event with GivingGood.com.

SAVE THE DATE

PARTY WITH A PURPOSE January 7, 2019, at Convening Leaders in Pittsburgh, PA.

FITNESS EVENTS available at both the January Convening Leaders and the June Education Conference to get fit for a good cause.

VISIONARY AWARDS May 7, 2019 in Washington, D.C.

PARTNERSHIP SUMMIT June 13-16, 2019 in Cancun, Mexico

GIVE BACK BASH at Education Conference June 25-29, 2019 in Los Angeles, CA

FOUNDATION CUP August 2019, Chicago, IL

We are forever thankful for your support of the Foundation's mission to provide equal opportunity to promising individuals in the events industry and fund crucial projects. We care deeply about our industry's future — and are grateful you do, too.

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