

# OUR ANNUAL IMPACT REPORT



*ALL THE DIFFERENCE*

 **pcma** foundation

# THANK YOU

The PCMA Foundation empowers individuals and advances innovations that fuel the future of business events, thanks to the generosity of more than 2,000 individual donors and supporters and 250 organizations annually.

We are always humbled by the personal stories of people who receive financial support and professional growth opportunities through scholarships.

In 2019, the PCMA Foundation produced some of the most compelling and actionable research for the industry, including an updated edition of The Future of Meetings & Events; Room Block of the Future; and 5,000 people, 5,000 Personal Journeys, a study about attendee behavior using PCMA Convening Leaders 2019 as the test lab. We also made a difference in the communities where we meet with a variety of projects and outreach.

If you are a supporter, we thank you for your continued contributions. If you haven't participated yet, we invite you to join us in 2020. Together, we'll make it another great year for our industry.

Sincerely,



**CAROL MCGURY, MPS**  
2019 Chair  
PCMA Foundation



**SHERRIF KARAMAT, CAE**  
President & CEO  
PCMA and PCMA  
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**MEREDITH ROLLINS**  
Chief Community  
Officer PCMA and  
Executive Director  
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**\$733K**

*total in 2019 support for the  
business events industry*

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**EDUCATOR**

**Lauren Kramer, CAE, MTA**

**Founder & Principal, g Priorities, LLC**



**Lauren Kramer, CAE, MTA, CMP, accepts her Lifetime Achievement honor in the Educator category at the 2019 Visionary Awards. Her fellow Lifetime Achievement honorees were Chris Wehking, CMP (Business Events Strategist) and Eduardo Chaillo, CMP, CMM, CASE (Supplier).**

See the full list of winners and finalists at [foundation.pcma.org/visionaryawards](http://foundation.pcma.org/visionaryawards)



20 IN THEIR TWENTIES, CLASS OF 2019

## FUNDING FUTURES

The Foundation provides support to advance the career growth of emerging and established professionals.

### Member Profile

#### JAMIE MURDOCK

VICE PRESIDENT OF SALES, EXPERIENT

*Hotel management: That was one option from Jamie Murdock's eighth-grade career aptitude test. The son of high school teachers hadn't given the profession much thought until then. He graduated from Cornell University's School of Hotel Management and took a job at PwC doing feasibility studies for hotel developers before realizing he was more passionate about sales. Here's more about Murdock, who co-produces the popular Hackathon sessions at PCMA events.*



**PCMA'S VALUE:** I attended my first Convening Leaders in 2000 and found an event where you could see everyone you needed to conduct business. And there was an exceptional education component. I like that PCMA is always taking risks; you never know what you're going to experience. Plus, PCMA members have this passion and loyalty.

# \$259K

161 total scholarships awarded in 2019 to both university students and established industry professionals

### REMEMBERING ROY B. EVANS, JR.



Former PCMA President and CEO Roy B. Evans, Jr., CAE, passed away July 9, 2019, at age 83. Evans was a highly respected and transformative industry leader who established the PCMA Foundation, Convene magazine and Party With a Purpose. He retired from PCMA in 2000.

Since 2005, the Roy B. Evans scholarship has supported 45 university students as they started in the business events industry. We will be launching a campaign in the coming year to raise funds for this scholarship and continue to honor Roy's legacy.

### ON CO-CREATING THE PROBLEM-SOLVING HACKATHON PROGRAM:

I got a call from Donna Kastner about co-coordinating a hackathon session for Convening Leaders 2017. I thought I had to know about coding, but it was more about the methodology. We've held successful Hackathons at EduCon 2018 and 2019 and we're bringing it to Convening Leaders 2020.

**WORDS OF ADVICE:** Stay curious and ask questions. Two of my favorite books, "Rookie Smarts" by Liz Wiseman and "Questions Are the Answer" by Hal Gregersen, reinforce the value of curiosity and how asking questions can lead to new ideas, thoughts and innovation.

### Member Profile

#### SHAMEKA JENNINGS

DIRECTOR OF MEETINGS AND PARTNERSHIP DEVELOPMENT, NATIONAL COALITION OF STD DIRECTORS



*Shameka Jennings was on her college activities board when she recognized the transformative power that events have in bringing people together. She was an engineering student who graduated with a degree in psychology before pursuing a career in business events. Here's more about Jennings, a recipient of the 2019 Deborah Sexton Education Scholarship:*

**JOURNEY TO BUSINESS EVENTS:** I like to think of organizing business events as social engineering, which is how I switched majors from engineering to psychology. I earned my graduate degree in event and meeting management and started my career coordinating meetings for government agencies before working with associations.

### WHY BUSINESS EVENTS MAKE A DIFFERENCE:

There was some racial tension on my college campus, but that didn't matter during our campus events. I love having a group of people that are similar-minded that want to come together to learn.

**PCMA'S VALUE:** A former colleague and mentor encouraged me to join PCMA and I joined the Capital Chapter. EduCon 2019 in Los Angeles was my first PCMA event and I loved everything I learned and could take home personally and professionally.

**WORDS OF ADVICE:** Never stop learning because how we do things can change quickly. Network and meet people. Challenge yourself because great is never good enough. I organize the same event every year, but it should always be better.

## INSPIRING INNOVATION

The Foundation continued to back leading-edge research to help people connected to the events industry gain a better understanding of trends and opportunities.



### 5,000 PEOPLE, 5,000 PERSONAL JOURNEYS

PCMA Foundation partnered with Steelcase Event Experiences to collect observations during PCMA Convening Leaders in Pittsburgh, Penn., and identify ways to support engagement at business events. The data was synthesized into six insights to help the business events industry create future strategies.



# \$384K

Funded 4 research studies and 2 education programs



### THE FUTURE OF MEETINGS & EVENTS

PCMA Foundation and Marriott International Inc. gathered leaders from disparate industries to discuss five key trends that will affect business events in the next five years. The key findings were released during PCMA Convening Leaders in Pittsburgh, Penn., and presented at sessions throughout the year.

### ROOM BLOCK OF THE FUTURE, PHASE 2

The results from the first phase of the completed research with city-wide event attendees indicated a significant portion of them want more control of their hotel booking for city-wide events. This second phase of the research is designed to gather feedback on potential solutions. This study is being conducted by Prism Advisory Group and Kalibri Labs, and is supported by PCMA Foundation, Hilton Worldwide and NYC & Company.

### FROM ROI TO ROE (RETURN ON EXPERIENCE): THE IMPACT OF BUSINESS EVENTS ON REVENUE GROWTH & CUSTOMER ENGAGEMENT

This study with Long Beach Convention & Visitors Bureau and Marriott International will uncover how organizations are using events to achieve their financial goals and grow engagement, and to determine the correlation between organizational spend on event marketing and revenues.

### FUTURE MEETING SPACE, PHASE 3

This project with German Convention Bureau, European Association of Event Centres and Fraunhofer Institute of Labor Economics and Organisation will explore the future role of meetings and events in an organization's communications mix.

### BUSINESS EVENTS STRATEGIST

PCMA is exploring the evolving role and skill sets of the business events strategist.

### BEST IN CLASS

Each PCMA chapter continued to receive support to offer education featuring a speaker and topic from Convening Leaders or EduCon.

See all of the findings at [foundation.pcma.org/grants](https://foundation.pcma.org/grants)



**BEVERLY'S BIRTHDAYS**

## HELPING HANDS

Social impact initiatives were expanded in 2019 to demonstrate the social transformation that is possible through business events. In addition to Hospitality Helping Hands, opportunities to give back to local communities were organized at PCMA Convening Leaders, EduCon and the Partnership Summit.



**PERIOD**



**SKID ROW RUNNING CLUB**

### OUR 2019 BENEFICIARIES

Beverly's Birthdays, Pittsburgh, PA  
 Calvary Women's Services, Washington, DC  
 CIAM Cancun, Cancun, Mexico  
 Cradle of Hope, Macau  
 Downtown Women's Center, Los Angeles, CA  
 ECPAT-USA  
 The Ellen Meadows Prosthetic Hand Foundation, UK  
 Geutanyoe Foundation, Malaysia and Indonesia  
 Living in Liberty, Pittsburgh, PA  
 PERIOD  
 Positive Impact Events UK  
 Skid Row Running Club, Los Angeles, CA  
 World Affairs Council, Pittsburgh, PA

**\$90K** 13 charities supported

### Member Profile

#### ELISA SANDOVAL WONG

DIRECTOR OF GROUP SALES,  
THE MONTAGE HEALDSBURG

*Elisa Sandoval Wong's professional aspirations in college were unrelated to where her career has taken her. She was a marketing and business major who segued into business events thanks to a banquets job with the Cliff House restaurant in San Francisco. Here's a look at Wong, a passionate supporter of PCMA, chapter president, 20 in Their Twenties member and Visionary Award recipient.*

**ON LEARNING ABOUT PCMA:** I was working at Hotel Nikko in Union Square and it was important to the company to be involved with an industry association. I became the PCMA person. Now PCMA will always have a special place in my heart.

**ON BECOMING AN ACTIVE MEMBER AND VOLUNTEER LEADER:** My personality is to go all-in for whatever I do. My first role at PCMA was chairing an annual gala and I had only ever been to one and had never planned one. It was a stressful time, but it was such a good learning experience. One way to gain leadership experience is to lead.

**PCMA'S VALUE:** I'm looking to build relationships, not just see how many people I can meet or how many business cards I can collect. PCMA helps me belong to a community that does what I do, understands me and supports me. I can call my supplier friends to talk about what's going on in the industry.

**WORDS OF ADVICE:** If you're new to an area or the industry and there's a PCMA chapter in your region, it's a no-brainer to get involved.



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**AS OF 11/15/19. CHAPTERS LISTED BY AMOUNT CONTRIBUTED.**

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PCMA Pacific Northwest Chapter

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## WHAT'S NEXT?

For more than three decades, the Foundation has supported hundreds of scholarships, numerous research projects and various social impact programs. We look forward to continuing that work in 2020 and hope we can count on you to make next year even better.

### WAYS TO GIVE

**FOUNDATION RAFFLE** Win an unforgettable trip to a unique destination. Winner is drawn at PCMA Convening Leaders each January. [foundation.pcma.org/raffle](https://foundation.pcma.org/raffle)

**AUCTION** Bid on a variety of experiences and items donated to the PCMA Foundation.

**SHOP OUR STORE** Wear your heart on your sleeve when you buy swag from the PCMA Store. [shop.spreadshirt.com/pcma-hq](https://shop.spreadshirt.com/pcma-hq)

**LEGACY SOCIETY** Gifts of \$5,000 or more can be given during one's lifetime or deferred through a will, bequest or trust. [foundation.pcma.org/get-involved/legacy-society/](https://foundation.pcma.org/get-involved/legacy-society/)

**DIRECT CONTRIBUTION** Support the future of the events industry by donating at [foundation.pcma.org/donate](https://foundation.pcma.org/donate).

### OUR EVENTS

**PARTY WITH A PURPOSE** Jan. 6, 2020, at PCMA Convening Leaders in San Francisco.

**FITNESS EVENTS** Available at PCMA Convening Leaders and EduCon.

**VISIONARY AWARDS** April 23, 2020, at Hilton Washington in Washington, D.C.

**PARTNERSHIP SUMMIT** April 30-May 3, 2020, at the Hilton Caribe in Puerto Rico.

**GIVE BACK BASH** at EduCon June 28-July 1, 2020, in Montréal, Québec.

**FOUNDATION CUP** Aug. 24, 2020, Hinsdale, IL.

### ORGANIZE

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**STUART RUFF-LYON**  
Vice President,  
Events and Exhibitions  
Risk & Insurance  
Management Society, Inc.



**CHARLES STARKS**  
President and CEO  
Music City Center



**HEIDI WELKER**  
Senior Vice President,  
Business Development  
Freeman Audio Visual  
Canada



**SHERRIF KARAMAT,**  
**CAE**  
PCMA President & CEO

## OUR 2020 STRATEGIC GOALS

**RAISE \$2.3 MILLION** from events, programs and giving

**PROVIDE \$735,000** to support individuals, innovation,  
research and charitable organizations

**ENGAGE WITH MORE THAN 2,500** individuals and organizations