

2022

# Foundation Impact Report



# A Personal Message

I would like to introduce myself. I am Irene DeLinggo and I am a student at Iowa State University. I will be graduating in 2024. My education survives on receiving scholarships. I greatly appreciate the support from the PCMA Foundation. Last year I received the Foundation Scholarship and this year I have received the Legacy Society Scholarship.

I am the first child in my family to go to college. My parents try very hard to financially support me but it is a burden for them since they also provide for my three younger siblings. The pandemic has really impacted my family's financial situation.

At a young age, my dream was to become either a wedding planner or a designer. In high school, I had the opportunity to be part of various committees for school events. Going into college, I did not really understand the whole idea of event planning. After attending PCMA Convening Leaders in Las Vegas, I could see how beneficial it is as a student, to be able to network with industry leaders and to be introduced to the different fields within the industry. I realized after attending Convening Leaders what I wanted to do in the future.

Thank you to the PCMA Foundation.



## Irene DeLinggo

LEGACY SOCIETY SCHOLARSHIP  
Iowa State University, Class of 2024



# Thank You

**The PCMA Foundation Impact Report is published each year to share key results from all the Foundation activities.**

The role of the Foundation of PCMA is to support the mission of PCMA through fundraising and grant giving, focused on scholarships, education and research that will advance the global business events industry. In 2022, 200 Scholarships were awarded totaling \$241k, \$310K in research and education was supported and \$59K was contributed to a variety of charitable organizations.

The 2022 Impact Report brings to life the stories of our Scholarship recipients in their own words. Meet those who received Foundation, Legacy Society and Chris Wehking Scholarships. Meet the 10 new Legacy Society members and our individual donors and sponsors. None of this would have been possible without their support and commitment to the Foundation's mission.

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## Cassie Mancera, MBA

### LEGACY SOCIETY SCHOLARSHIP RECIPIENT

Staff Associate, Meetings, American Association of Oral and Maxillofacial Surgeons (AAOMS)

#### How did the Legacy Society scholarship help you?

The Legacy Society Student Scholarship was a wonderful award that assisted with paying off my tuition during my last year of grad school at DePaul University. I was very grateful for that award as well as the opportunity to continue my membership and attend Convening Leaders for the first time at no cost.

During Convening Leaders, I was able to make connections with cities, vendors, and other event professionals. It felt like I was at home with people who were on the same boat planning meetings and events post pandemic. The discussions that were had in the breakout rooms were very helpful and gave us all hope for the future of meetings and events.

## Tonisha Landry

### CHRIS WEHKING SCHOLARSHIP

VP Events, Points of Light

#### What is your ultimate career goal within the business events industry and how will this scholarship help you achieve that goal?

My desire is to develop and produce thought provoking and immersive event experiences and enhance the industry by teaching others how to transfer skills and stay relevant on trends to realize true impact from events. I enjoy the business aspect of events and helping others to see and track the value of meetings.



## Simona Milenkova

### FOUNDATION SCHOLARSHIP

Marketing Manager, Kenes Group

#### How did the scholarship help you?

Building up the post-covid recovery in the event industry. We came up to the point when we needed to focus not solely on finding new exciting solutions for our events, but on seeking advancement. For me, this happened through advancing my Marketing expertise and through international know-how exchange.

With the support of PCMA I continued my university education and obtained a Master's degree in Marketing from Vrije Universiteit Amsterdam. The program I was enrolled in helped me gain more academic knowledge on the latest updates and solutions, get in touch with international experts in the field, and apply everything I learn in practice at my job.

Eventually, this also led to making the next step in my career as an events Marketing Manager. I truly praise PCMA and its devotion to being an international platform for knowledge exchange, targeting professional growth, and it is an honor for me to represent these values as a PCMA scholar.

## Alice Kondja

### LEGACY SOCIETY SCHOLARSHIP

A Ph.D. student in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University

#### How did the scholarship help you?

Being a beneficiary of the Legacy Scholarship during the Covid season has helped me enormously. I am honored to say the past two years have been challenging but the scholarship came at the right time to help me continue to pursue my dreams of becoming a renowned researcher and a consultant in business events. This scholarship gives me hope to become a better talent for the industry and a valuable mentor for future generations.

#### Where are you in 5 years?

I am in a process of progressive learning, unlearning, and relearning to become a better individual and a career woman. Crisis for the past years taught us that change is constant to becoming resilient and innovative. Hence, recent years have taught me not to wait for the storm to settle but to be creative to achieve. So, in 2021, I graduated with my MSc in International Tourism and Conventions Management and gained admission to pursue my Ph.D. from the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. This journey is a path set to accomplish my dream career as well as make an impact in business events. Therefore, I believe 5 years will unravel the key opportunities my talents have for the business events industry.



# The PCMA Foundation awarded 200 scholarships in 2022



## Lucy Piscitelli

### FOUNDATION SCHOLARSHIP

Niagara University, Class of 2024

#### How did the scholarship help you?

The scholarship money that I received from PCMA helped me in ways I will never be able to fully express. The obvious help is the stress that was taken off me to cover the costs of my education. This allowed me to focus more on my classwork as well as the start-up business that I have been working on over the past year or so. Perhaps more importantly that that, receiving such a prestigious scholarship has given me the sense of achievement and power to help me move forward in my goals and dreams in an arena that could otherwise make a person feel overwhelmed.

#### Where are you in 5 years?

In five years, I see myself owning my own mobile coffee shop, which is the project I am currently working on, but I also see myself starting my own event management business where I create not only a venue for events but a feeling, an atmosphere, where guests will be fully immersed in the material being presented or the dreamscape that the presenter desires to project.



## Erica Linskey

CHRIS WEHKING SCHOLARSHIP

Meeting/Event Coordinator, Pediatric Orthopaedic Society of North America (POSNA)

### Share your ideas about how you might “give back” to the industry?

I always saw myself as an underdog. I didn't choose to get into this industry until my late 20's and even then, I had a degree in accounting. I have worked my way up from an admin position to a planner role by my will to want to learn and grow. I would love to mentor someone like me. Someone who is willing to be a sponge and grasp everything I know.

## Molly McKeown

CHRIS WEHKING SCHOLARSHIP

Temple University, Class of 2023

### What led you to choose a career in the business events industry?

When I was a sophomore in high school, I took a leap of faith and randomly applied to be the event coordinator for my high school concert choir. I was able to plan our Disney Concert and realized I like problem solving, chaos, and being in charge. Little did I know, two years later as a senior, I'd be sitting at my choir director's desk asking for advice on choosing my major for college and he mentioned "What about the event industry?".



## Neema Kamala

CONTINUING EDUCATION SCHOLARSHIP

Booking Coordinator, MSG Live

### How did the scholarship help you?

The scholarship allowed me to successfully complete my education at NYU. I graduated in May 2022, as a Dean's Scholar and flag bearer for the M.S. in Event Management program. Without the financial support of my scholarship, I'm not sure if I would have been able to dedicate myself to my final year of studies as fully.

### Where are you in 5 years?

In the past year, I've learned a lot about what I want for my career. I've discovered a love of being on the venue side of events and in 5 years I want to be well on my way to being a GM of a venue.

## Future of Meetings & Events

This research refreshes the Future of Meetings & Events Study that was conducted previously in 2015 and 2018 to identify and explain emerging trends that will impact the business events industry. The study, due to be released in Q2 2023, explores the post-pandemic business landscape and the way it has led to new business models and ways of operating, and the evolution of engagement with regards to customization, augmented reality, and how people interact with one another. PCMA, CEMA and Marriott International in partnership with Storycraft Lab are collaborators for this project.

## Advancing Women in Business Events

The business events community is being engaged to understand key factors in the advancement of women into leadership roles. PCMA and Business Events Sydney are collaborating to uncover leadership attributes and skills critical for the future, pivot points in a career trajectory, mentorship and building talent, and barriers that exist and solutions to remove. The study will be released in Q3 2023.

**Best in Class Chapter Education**

**Digital Event Strategist (DES) Certification Update**

**Event Accessibility Certificate**

**Spanish Translation for DES and Event Data Strategy Certificate**

**3 new PCMA Learning Micro courses**

**Response Room**

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# Thank You to the Legacy Society

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The Legacy Society are the Champions of the PCMA Foundation who are passionate about the industry's future. A Legacy Society commitment establishes a personal legacy that impacts the lives of many in this industry for years to come. The Legacy Society has over 130 members and supports a scholar's program which helps to launch the careers of students in their last year of undergraduate study before they enter the workforce. Not only does the Legacy Society help to ignite the career of a student entering the workforce, but it also provides them with crucial funding to support their education.

"To me joining the Legacy Society was a no brainer. PCMA has benefited me and my professional career development for almost 35 years now. I needed a way to give back to an organization that has provide so many ways for me to participate and support this industry. The Legacy Society gives me that opportunity."

**Doug Bennett** | Louisville Tourism

## WELCOME 2022 NEW LEGACY SOCIETY MEMBERS



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# What's Next?

**We are grateful to each and every donor. Your giving spirit makes a difference as we help provide scholarships and critical research for the industry.**

## Donate

Any contribution amount will help us pave the way to a bright future for the business events industry.

[FOUNDATION.PCMA.ORG/DONATE](https://FOUNDATION.PCMA.ORG/DONATE)

## Participate

During PCMA events, the Foundation hosts several fundraising events: GET FIT with the Foundation fitness, Hospitality Helping Hands, Party with a Purpose, Give Back Bash, as well as the annual Stepping Up Challenge. By participating, you are supporting the work of the Foundation.

[FOUNDATION.PCMA.ORG](https://FOUNDATION.PCMA.ORG)

## Join the Legacy Society

One of the most generous ways you can give back to the industry you love is through a Legacy gift to the PCMA Foundation.

[FOUNDATION.PCMA.ORG/LEGACY](https://FOUNDATION.PCMA.ORG/LEGACY)

## PCMA Foundation Fashion Show.

PRESENTED BY THE PALM BEACHES  
WEDNESDAY, MARCH 8, 2023

Our "Living in Color" Fashion Show will be held during Business Events Industry Week at the Gaylord National Resort and Convention Center in National Harbor, MD. This inaugural PCMA Foundation fundraiser will celebrate authenticity, pride, compassion, and living life boldly and in vivid color! Cheer on your industry friends and colleagues\* who will be taking to the catwalk in their favorite Palm Beach inspired attire (featuring Lilly Pulitzer and Amanda Perna) and sharing their personal story of how they live their life in color.

[POWEROFPURPOSEDC.ORG](https://POWEROFPURPOSEDC.ORG)

## Join us for the Visionary Awards

PRESENTED BY VISIT AUSTIN & AUSTIN CONVENTION CENTER  
THURSDAY, MARCH 9, 2023

Thursday, March 9, 2023, this celebration will be held during the inaugural Business Events Industry Week at the Gaylord National Resort and Convention Center in National Harbor, MD. We will recognize industry trailblazers - Three Lifetime Achievement Honorees and 21 Professional Excellence Award Finalists.

[FOUNDATION.PCMA.ORG/VISIONARYAWARDS](https://FOUNDATION.PCMA.ORG/VISIONARYAWARDS)



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