



## CALENDAR OF EVENTS

### ISES CHICAGO CHAPTER MEETING

JANUARY 18, 2005

PROGRAM: DALE CARNEGIE SALES TRAINING, "COLD CALLING"

LOCATION: SWISSOTEL – CHICAGO

### ISES CHICAGO CHAPTER MEETING

FEBRUARY 15, 2005

PROGRAM: GAYETY'S CHOCOLATE

LOCATION: FRIENDSHIP PARK CONSERVATORY, DES PLAINES

### ISES/NACE NICE AWARDS GALA

MARCH 15, 2005

LOCATION: PARK WEST, CHICAGO

### ISES CHICAGO CHAPTER MEETING

APRIL 19, 2005

TOPIC & LOCATION: NETWORKING SEMINAR, LOCATION TBD

### ISES MIDWEST LEADERSHIP RETREAT

APRIL 24-25, 2005

COLUMBUS, OHIO

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**Disclaimer:** Statements of fact and opinion within Chicago Chapter Chat are the responsibility of the authors and do not imply an opinion of the officers or members of ISES or the ISES Greater Chicago Chapter.

## 10 Easy Tips on How to Win an Industry Award

By: **Kathy Miller**  
**President**  
**Total Event**  
**Resources, Inc.**  
**Inverness, Illinois**



If you are working on a program that you believe will be award worthy, than the work should begin as you are planning for the event, not following the event. Think in advance about the things that you will need to submit and make that part of the planning process for your event. For example, if you know that you are going to have a variety of collateral material, make sure that you print extra copies and keep them in your awards file. Here are some simple things you can do to get those judges interested in your submission.

### 1. Professional Photographs

I believe one of the most important parts of your submission is great photographs. When you are planning and know the event is worthy of submitting, spend the extra money to get your program recorded by hiring a great professional photographer. Be sure and talk with them about what you are trying to capture and all the reasons you are having them take photographs. We also take the photographs to a professional studio where the copies tend to be clearer than if we are printing them off of our own printers. If you have a high quality photographic printer, go for it. I find that great pictures sure do help!

### 2. Document Your Event

Be sure again and spend the time immediately following the event to write down the most important elements of the events. Even though each award submission is a bit different, you can be sure that they will be asking you what made your event stand out, what made it unique and how it meets the objectives. So why not get it down when it's fresh in your head.

*(Continued on Page 5)*

## In the Loop:

Congratulations to **Jim Bailey, CSEP**, of The Meetinghouse Companies, Inc. for the successful passing of the ISES Certified Special Events Professional Examination. He can now proudly use the hallmark CSEP designation!

Congratulations to **Jennifer George, CSEP** for completion of the October meeting survey and won a free registration to the next regular Chapter Meeting in April 2005! Kudos also to **Margarita Heinzl, CSEP** for shee too completed the January meeting survey and won a free registration to the regularly scheduled April meeting. Attendance and feedback has its rewards!

**Jennifer James** gave birth to a baby boy, Cole, in September 2004. Congratulations on your newest production, Jennifer!

**TBA Entertainment Corporation** announces their name change to **TBA Global Events Corporation**.

**Schaul's Signature Cuisine & Events** has recently sold their Niles catering building and will be moving to a new location to be announced....so stay tuned.

More than 40 members attended the presentation by **Julia Rutherford Silvers, CSEP** as she presented her program on *Threshold to Threshold Event Production*. Following the program, Ms. Silvers signed copies of her new Special Event Coordination book. Proceeds from the sales of the book will benefit our local ISES Chicago Chapter in support of ongoing education programming.

The **Members Table** is available at each membership meeting. This *value added* benefit of membership will allow you to share your business cards or soft marketing materials to members and guests at regularly scheduled meetings!

This column is a venue to "showcase" our members in the news. Opened a new location, been recognized by the industry for accomplishments or started a new job? This is the column to share the excitement! We've also converted to electronic invites as we've become "green" in the paperless age! Watch for your Cvent invites.

Please send your news to [gloria@nelsoneventdesign.com](mailto:gloria@nelsoneventdesign.com) for inclusion in "in the loop". Visit the [www.iseschicago.com](http://www.iseschicago.com) website for the latest in scheduled events and registration information!

**New Member Update:** Add these new members to your membership roster information and don't forget to welcome these new faces at the next ISES Chicago Chapter meeting or event you attend! (Joined Since 7/04)

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### **3. Be Prepared**

If you have entered awards in the past, put them on your calendar for next year, not just the date of the gala celebration, but also when the entries come out and when they are due. These don't change much on an International level, they may on a local level, but at least you'll be ahead of the game if you mark it on your calendar. It won't seem as overwhelming, and you may be surprised at how many more you will be able to submit if you are prepared.

### **4. Collateral Material**

Again, be prepared and keep extra copies of your materials, or make sure that you can easily find the materials you need to submit. Judges like to see the printed elements and it helps to paint the picture of the event in its entirety. If your client has printed invitations, brochures, or anything that would help to tell your event story, ask them for copies. And it's always great if you capture an event on video, it's worth the extra money to have a professional videographer come and chronicle the event.

### **5. Establish Your Style**

For us, this has been a great time saver and it allows us to submit more entries. When I talk about a style, I mean the way you put your entry together, your writing, how the inside of the binder is put together, utilizing, paper protectors, how you lay out your photographs (with or without captions). These may seem like little things, but they are the difference in what stands out. I know there are many things you are unable to do to get creative; however, being neat and presenting your entry in a professional manner is extremely important.

### **6. Be Concise**

Make sure you answer all the questions asked within the entry and in the appropriate spot. Remember, judges may be judging hundreds of entries and reading long overwritten documents may become difficult for them to keep their attention. Bullet points are a great way to get your point across and a wonderful way to be concise. Try to stay away from writing something so flowery that you lose the point. Remember these aren't clients you are trying to sell an event to, but some very savvy event professionals that have seen and done it all. So keep that in mind as you work on your entries. Make sure your writing holds the judge's attention.

### **7. Follow Directions**

This is the most important part of your entries. Take the time to read, re-read, have someone else read and have yet another person look over the entry in its entirety. The more eyes you have on it the better off you will be.

(Continued Next Column)

(As long as everyone agrees with the style, the content, etc.) If you forget to follow any one of the directions you will be automatically disqualified, and that's not fun considering you've taken so much time to create your entry. We make a copy of the entry form and put it with every entry and we use that as our checklist to make sure we have followed all of the directions. It sounds like the easiest of things, but you would be amazed at how many people don't follow the directions.

### **8. If you don't enter...you won't win!**

It's like the lottery, if you don't play...for sure you won't win, but if you do play, there is a chance that you might win. A friend once told me when I was single, that she could guarantee me that if I stayed home at night, I would never meet the man of my dreams, but that if I went out, she couldn't guarantee it, but the chances would increase. You know, she was right!!! This is no different; if you don't enter...you won't win!

### **Know this about becoming an award winner...**

It is good for your business, when your clients know you are an award-winning company, their confidence level changes. All the awards our company has been honored with have definitely helped in positioning our company in the industry. It is an honor to be among colleagues in our business who have been winning awards for years. With that in mind, follow tip number 10.

### **10. Keep a positive attitude and don't give up!**

I have heard colleagues say that they aren't going to take the time to submit and I've heard all the reasons; no time to do it, too busy at work, it's fixed, the competition is too much, etc. However, I can tell you that with an attitude like that, you are right, you will never win. It's like anything else in life, with the right attitude it's amazing what things can happen. Even if you don't win the first or second time that you submit, or maybe even the third time, I guarantee you that the judges do look at every entry with the same criteria. You get equal judging and if you don't give up, you too will take home an award!

~KM

*Kathy Miller is President of Inverness-based Total Event Resources, Inc., a full-service event and meeting planning and management company. Emphasis is also placed on development of the communications message woven throughout the events. Ms. Miller is a multi-award winner at both the local and international level and well versed in the award writing and submission process. Miller also served as Eventworld 2004 Chair and continues being committed to the industry. She is serving as the 2005 Esprit Awards Chair in tandem with Eventworld 2005.*

*(Continued Page 4)*

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## Snowbirds Hit TSE and Beaches: **ISES Leadership and International Conference** By: **Frank Del Medico, Event Mall**

In early January 2005, several of our Greater Chicago ISES Chapter members made like "snow birds" and headed south to sunny Miami, Florida to attend the ISES Leadership Meetings and to take part in "The Special Event Show". So many benefits are available to the ISES community through programs like these and what a great opportunity to reconnect with old friends and renew your excitement for our wonderful industry.

Although I was unable to attend the January ISES meetings due to scheduling conflicts in Miami, they were excellent sessions to plan and exchange ISES ideas and issues with other leaders from throughout the world. Many opportunities are available for those interested in serving in a leadership capacity either as a local board or committee member.

Also, a large part of our Miami trip was attending "The Special Event Show". What a great opportunity to learn new trends, techniques and concepts to bring back to our own businesses. While in Miami, we were able to attend educational sessions, observe the latest products on the trade show floor and later see them used in some of the most spectacular attendee social events.

So if I saw you in Miami, I hope you had as great a time as myself, and if you did not make it, I hope you will consider attending one or more of the upcoming educational opportunities.

*Frank Del Medico serves as President-Elect 2004-2005 for the ISES Greater Chicago Chapter and also serves as Chairman of the ISES International Sponsorship Committee. Recently having sold Del Medico & Associates, Frank has joined the umbrella of Event Mall.*



*(Continued from Page 6)*

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## C.S.E.P. Vocabulary

Best practices and a cohesive industry language are pivotal to seamless event quoting and execution. There are regional differences that are in need of streamlining communication and event terminology. This is key to the industry and to the vocabulary portion of the CSEP exam. Are you on the same language page with your industry associates? Let's delve into more industry terminology in this issue.

1. A person who is responsible for all public appearances and speaking engagements is the \_\_\_\_\_ (two words.)
2. A term used to indicate that insufficient time is allowed for connection between planes, as regulated by the FAA is a \_\_\_\_\_.
3. A small scene set within a larger one is an \_\_\_\_\_.
4. A \_\_\_\_\_ is the departure of an individual traveler from the established group itinerary.
5. \_\_\_\_\_ (two words) is a transportation service priced between first and economy class and offering special amenities.
6. The rules by which an organization is governed are known as \_\_\_\_\_.
7. A hotel room adjacent to the pool area with or without sleeping facilities is a \_\_\_\_\_.
8. A cluttered image on a screen is \_\_\_\_\_.
9. Anyone whose work in or for the theater is without financial gain is known as an \_\_\_\_\_.
10. \_\_\_\_\_ include expenses, rebates, refunds and overcharges of revenue.
11. Cheese in the US equates to \_\_\_\_\_ in France.
12. \_\_\_\_\_ is boned meat, pressed into a symmetrical shape that usually includes truffles.
13. A \_\_\_\_\_ is a large room for public assembly.

A baker's dozen....how well did you score?

(Answers in Right Column)

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C.S.E.P. Vocabulary Answers



## Sponsorships: A Nonprofit Perspective

**By: Gwendolyn Y. McNutt, CSEP  
ChildServ, Chicago**

Ask any nonprofit event manager what one of their biggest challenges is and many will say, “sponsorships” without a doubt. Generating revenue from your event adds an additional degree of difficulty to your planning duties. Couple that with the fact that many nonprofits are working with limited monetary and human capital resources and that the current economic climate is tenuous at best, sponsorships are high on the importance scale. The fact is our industry’s reaction to the economic slump differs little from the reaction of corporate America. The reaction is to cut costs. The call for reduction in costs and expenses on top of an already tight budget, leaves little room to produce high-profile large-scale events. However, sponsorships are an effective way to help nonprofits increase the bottom line of their events, while helping to improve their quality and the experience of their attendees.

The sponsorship process usually includes a letter with attached sponsorship opportunities, follow-up calls, resending information, face-to-face contacts and follow-up thank you letters and calls. Sponsorships are a cost-effective marketing opportunity for corporations, organizations and individuals to enhance visibility and exposure or increase their philanthropy. If done properly, they can raise community awareness and money for the organization, while building and strengthening relationships and corporate partnerships. In return for their generosity, the sponsoring entity receives recognition in the event marketing materials and program and an acknowledgement of their generosity at the event in accordance with sponsorship guidelines.

Corporations, organizations or individuals make most sponsorship donations because of current or past involvement with the organization, an interest in the area of work or mission or a desire to increase community awareness of their product or service. In return, the sponsorships help nonprofit organizations to reduce the out of pocket expense they may incur to produce an event. Many nonprofit events are done on a tight and very limited budget.

Becoming a sponsor indicates to employees, clients, stakeholders, and government entities that the organization is one that respects its constituents, is committed to improving the quality of life in the community, providing opportunities for growth and meeting the important needs of the community in which it operates. Nonprofit sponsors may choose from a variety of events including but not limited to galas, dinners, auctions (silent and live), golf tournaments and walk-a-thons.



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Their sponsorships may be large or small, monetary (cash contribution), in-kind (product or service) or a combination of the two and can always be negotiated. Monetary sponsorship options may include an array of opportunities such as underwriting an entire conference or event or individual activities, services like printing programs or invitation design, provide scholarship opportunities or items such as goody bags or food and beverages that each participant will receive at the event.

Whatever case, the nonprofit that receives a sponsorship is grateful. For those of us whose job it is to continually ask the question, we understand that we have to hear the word “no” many times before we get to a “yes.” We don’t necessarily view this as a negative as long as potential sponsors understand that asking is the nature of our business. Sponsorships largely depend upon who you know, who they know and gold old-fashioned luck. With regard to the decline in philanthropic giving, economic recovery will help but there is no guarantee that all nonprofits will share equally in the prosperity.  
~GMC

## DON'T STRANGLE THE WHINERS! Tips for Dealing with Difficult People

By: Paul Wesselmann, Stone Soup Seminars

Here are a few strategies for working with difficult people.

### TRUMPING THE GOLDEN RULE

We all remember the Golden Rule: "Do unto others as you would have them do unto you." This classic truth reminds us to think about our actions before we put our mouths and bodies in gear. The Golden Rule assumes everyone wants to be treated the same way. Do they? Extroverts don't mind being interrupted (heck, sometimes we are WAITING for someone to shut us up!) while introverts are often silenced when someone cuts them off mid-sentence. "Feelers" need a few compliments before hearing critical feedback, while "Thinkers" might believe compliments are fluffy and prefer the direct criticism. The *platinum rule* encourages people to treat others, as THEY, not you, would like to be treated. This requires you to deepen your relationships so you *know* how someone would like to be treated! STRATEGY: Become a student of others.

### NO DEPOSIT, NO RETURN

Steven Covey, in his book *The Seven Habits of Highly Effective People*, describes relationships as "emotional bank accounts." When you do something nice for someone, or when you follow through on a commitment you make, that creates a "deposit" in the relationship. When you make a mistake, or let someone down, you make a "withdrawal." The important thing to remember is that withdrawals are inevitable in any relationship. Relationships survive withdrawals because over time so many deposits have been made that a healthy reserve has built up. In some of our work relationships, however, the only interactions we have with them are withdrawals. This quickly leads to a "bankrupt" relationship where both people shudder at the mere thought of crossing paths. STRATEGY: Think of a person with whom you have a bankrupt relationship and commit to creating three deposits in the next few weeks.

### ACCEPT THE GIFT

Every person you encounter in your life has a gift for you. And you have a gift for them. That challenging person may be a pill to work with, but perhaps have competency in a certain area, or a perspective that is important to consider when developing a new idea. Their gift may not be readily evident, and you may need to be patient and continue creating deposits in the relationship for a few weeks or months. Eventually, though, you will find there is a good reason that your paths have crossed.

STRATEGY: Choose a person who you often avoid, and be curious as to what gift they may have for you

### LISTEN FIRST

Hey, you extroverted TALK TALK TALKers! Listen Up! We often are so comfortable TALKING that we forget the most valuable communication skill we have is listening! It is difficult for some to advance from just waiting for a person to finish talking so we can talk again! Many times when someone asks your opinion, they actually don't want your advice as much as they need help sorting through the options. STRATEGY: The next time someone asks you for help in solving a problem, don't advise, simply help him or her identify what the problem is and ask them to list their options. After they identify their options, ask them to list the pros and cons of each option and then select one they are leaning toward. Without ever having given YOUR opinion, people often feel like you have provided the most valuable assistance (P.S. You Have!)

### STAY CALM

Which of these situations apply to you:

- I usually come up with a better response the day after an argument, rather than in the moment.
- I often snap back when I get defensive, and then regret it moments later.
- I find it hard to keep a "poker face" in discussions, often revealing tears, defensiveness, or frustration in difficult conversations.

The best solution to all of these is to seek ways to remain calm in discussions. All those little tricks you have heard before (take a deep breath, count to five, picture the other person in underwear, imagine watching the conversation from a distance) really do work if you can remember to implement them. STRATEGY: The next time you are having lunch with a trusted friend, ask them to try "pushing your buttons" with topics or phrases that often upset you. Strive to quickly disengage, detach, and distance yourself and then apply that skill in real conflict situations.

### GET OUT OF YOUR CHAIR

In almost every presentation I usually have participants switch seats several times. Partly to give them a quick stretch break, but more importantly because of the value I place on perspective. I think so many times we get used to sitting in OUR seat, that we forget the many other ways to view it. Sometimes by physically getting out of our chair and moving to a different place, it allows us to shift our perspective. STRATEGY: The next time you are in a lively discussion with someone, let him or her explain their side of the story first, and then before you tell your side, take just a moment to repeat back to them what they've said to make sure you've heard them correctly.

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### VEGETABLES ARE GROSS

While growing up I was never allowed to leave the dinner table until I finished my vegetables. I was usually the last person at the table, discovering over and over and over again that the only thing worse than a big bowl of steamed peas and carrots was a big *cold* bowl of steamed peas and carrots. When I went to college, I didn't eat a single vegetable for four years.....FREEDOM! My epiphany came following graduation when I became a hall director, feeling obliged to set a good vegetable eating example to students. One day I noticed the "food pyramid" tent card sitting on the cafeteria table. I observed that nowhere on the food pyramid did it say, "Like Vegetables." What did it say? "EAT THEM!" You don't need to like everyone you work with; you just need to work with them! While this may be difficult for some people who really want to be liked, in changing your perspective, it can alter our compatibility quotient.

### DELUSIONS HELP!

We often ascribe negative motivation or intention to the words and behaviors of difficult people. If someone cuts in front of us in traffic, our first reaction is that the driver was intentionally challenging us or attempting to assert his or her dominance. While it is possible that deep-rooted territorial compulsions are being played out, it is also plausible that the driver is distracted or simply oblivious. My road rage has diminished by creating "good excuses" for the person, i.e. He is on his way to the hospital for the birth of his first child, or she was just laid off from work and is frustrated. Delusional? I am probably wrong about the situation, but no more incorrect than when I was assuming the person was out to get me! STRATEGY: Select someone who often barks at you and dream up some terrible situation that could be causing this person to be angry at the world, i.e. an illness, childhood hurt or financial crisis. It won't mean you must endure abuse, but it will likely bring out your compassionate side making the situation better instead of worse.

### CONCLUSION

When participants attend a presentation called "Strangle the Whiners," they usually anticipate learning strategies to control or "fix" difficult people. The bad news is that you cannot change them...they have a lifetime of interactions and experiences that created their interpersonal style and you will most likely have little influence. The good news is that there IS someone who you can change....YOU! Experiment with these strategies and you will gradually upgrade your perspective and your ability to manage interactions with unpleasant people. Dealing with difficult people is a skill, and like all skills you can improve with PRACTICE!

~PW



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