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NINTH ANNUAL TOP DMCs

It's our annual look at those who know what's hot, where it is and how to get it—the biggest destination management companies

BY SPECIAL EVENTS MAGAZINE

They're the ultimate know-it-alls—and we say that with respect. DMCs have all the inside information on all the best destinations. The big players agree: Business is bouncing back, but budgets stay tight. Read on for the insider scoop.

ADVANTAGE DESTINATION & MEETINGS SERVICES

North Miami Beach, Fla.

WEBSITE www.advantagedms.com

TOP OFFICER Mark C. Howard, DMCP, CMP

AVERAGE NUMBER OF PROGRAMS PER YEAR 250 to 300

ESTIMATED 2013 REVENUE \$7 million

CAPABILITIES Company prides with pride to its "outside the box" destination management and special event services including customized tours, entertainment, team-building, theme events, staffing services and indigenous amenities—"We're authentically local to the south Florida market," they say.

NOTEWORTHY EVENTS Noteworthy events have included a "Rock of Ages" theme party for a high-end financial client at the Ritz-Carlton Biscayne for 400, and they're "the first DMC to buy out and produce an on-field event" for Volvo Trucks for 900 at the new Marlins Stadium.

AWG DESTINATION SERVICES

Las Vegas

WEBSITE www.awgdm.com

TOP OFFICERS Alan Waxler, Alene Waxler

AVERAGE NUMBER OF PROGRAMS PER YEAR 200 to 250

ESTIMATED 2013 REVENUE \$5 million to \$7 million

CAPABILITIES Capabilities include events, meet-and-greets, transportation, staffing, models, entertainment, team-building, dine-arounds, golf, and tours and activities.

NOTEWORTHY EVENTS Event roster has included the Electric Daisy Carnival and events for the Children's Diabetes Foundation, Torchmark and Liberty Mutual.

TRENDS TO WATCH Despite shorter confirmation windows and tight budgets, "Las Vegas is booming again," they say, with its big hotels, hip restaurants and new attractions such as the Mob Museum.

ALLIED WITH DMC Network

BASKOW & ASSOCIATES

Las Vegas

WEBSITE www.baskow.com, www.baskowtalent.com

TOP OFFICER Jaki Baskow

AVERAGE NUMBER OF PROGRAMS PER YEAR 830 plus

ESTIMATED 2013 REVENUE \$10 million to \$12 million

CAPABILITIES This veteran DMC is celebrating 37 years in Las Vegas, offering full destination services, event and meeting management, entertainment, decor and transportation, plus registration and a speakers bureau.

TRENDS TO WATCH Clients range from cost-cutters to big spenders, but they all come in at the last minute.

ALLIED WITH Global Events Partners

BIXEL & CO.

Los Angeles

WEBSITE www.bixeico.com

TOP OFFICER Dabney Bixel

AVERAGE NUMBER OF PROGRAMS PER YEAR 190 to 220

ESTIMATED 2013 REVENUE \$8.5 million to \$9 million

CAPABILITIES Bixel celebrates: "2013 is our silver anniversary, and we have sustained our business because of our high level of customer service, creativity, and the people who make up our wonderful team," management says.

NOTEWORTHY EVENTS Busy this past year with a Golden Globes-inspired show for 1,200 guests on an insurance incentive from Indonesia—produced with only two weeks' notice—a country western party at a ranch for 1,000 with headliner Gretchen Wilson, and several events that included charitable components.

TRENDS TO WATCH Both the financial and real estate segments seem to be picking up, they say, as does international business.

ALLIED WITH Global Events Partners

BRIGGS INC.

New York

WEBSITE www.briggsnyc.com

TOP OFFICER Anthony Napoli

AVERAGE NUMBER OF PROGRAMS PER YEAR 100 to 250

ESTIMATED 2013 REVENUE \$14 million

CAPABILITIES Company management notes Briggs is the "preferred DMC for all of the major U.S. incentive companies." Provides meeting, product launch and event services for Fortune 500 clients.

NOTEWORTHY EVENTS Briggs has been in overdrive, with a major motorcycle launch in Times Square and an automobile incentive dinner at the Temple of Dendur at New York's Metropolitan Museum of Art.

ALLIED WITH DMC Network

CSI—CAPITOL SERVICES INC.

Washington and Orlando, Fla.

WEBSITE www.csi-dc.com, www.csi-fla.com

TOP OFFICERS David Hainline, Amberlee Huggins

AVERAGE NUMBER OF PROGRAMS PER YEAR 250 plus

ESTIMATED 2013 REVENUE \$14 million

CAPABILITIES Covering Washington, Baltimore, northern Virginia and Florida, CSI's capabilities include special events/galas, festivals, team-building, meeting management, transportation, tours, entertainment, and other convention services needs.

NOTEWORTHY EVENTS Recent programs have served high-profile clients including the American Bar Association,

Campbell's, U.S. Bank and CITGO.

TRENDS TO WATCH CSI "continues to surpass" its goals as "a reflection of the improving economy as incentive programs, conferences and special events return to our market," management says.

ALLIED WITH DMC Network

DALLAS FAN FARES

Dallas

WEBSITE www.fanfares.com

TOP OFFICER Kaye Burkhardt

AVERAGE NUMBER OF PROGRAMS PER YEAR 90 to 110

ESTIMATED 2013 REVENUE \$9 million to \$10 million

CAPABILITIES Company provides DMC services in the Dallas/Fort Worth area along with providing corporate hospitality at major sports events, ground transportation, team-building programs and theme parties.

NOTEWORTHY EVENTS Work this year has involved DMC services for Super Bowl, NCAA Final Four, the Ryder Cup, Indy 500, World Series and the Masters, along with corporate events.

TRENDS TO WATCH New venues in the Dallas-Fort Worth market—such as the George W. Bush Presidential Library and Museum and Klyde Warren Park—along with an improving economy and the power of social media "are setting the stage for a productive year!" management says.

DESTINATION CHINA

Beijing

WEBSITE www.destinationchina.biz

TOP OFFICER Brian Yin Hong Bo

AVERAGE NUMBER OF PROGRAMS PER YEAR 90 to 110

ESTIMATED 2013 REVENUE \$9 million to \$12 million

CAPABILITIES Company provides incentive programs, custom tours, events, team-building, and meeting and conference management, along with expertise in production and AV.

NOTEWORTHY EVENTS Memorable events have included a "magnificent" dinner at the Tai Miao imperial temple in the Forbidden City in Beijing and another at the Panda Reserve in Chengdu. "Beijing has become the 'hot' destination in China again," management says. "With direct flights from Europe and the Middle East, Chengdu is becoming a center for business meetings."

ALLIED WITH Euromic

DESTINATION CONCEPTS INC.

San Diego

WEBSITE www.destinationconcepts.com

TOP OFFICERS Brynne Frost, Ana Reilly



AVERAGE NUMBER OF PROGRAMS PER YEAR 250 (comprising more than 1,500 events)

ESTIMATED 2013 REVENUE \$14 million to \$15 million

CAPABILITIES Company strives to "develop creative solutions" to fit client needs and offer a "high level of service combined with unmatched creativity and logistical skills," management says.

NOTEWORTHY EVENTS The event roster has included a "Coachella"-style music festival in Palm Springs, Calif., for 1,300 attendees.

TRENDS TO WATCH "Business is definitely back, with shorter turnaround times for proposals," management says. "Clients are looking for more from a DMC than just local knowledge. They rely on us to be efficient, reliable, creative and cost-effective."

ALLIED WITH Global Events Partners

DESTINATION NASHVILLE

Nashville, Tenn.

WEBSITE www.destinationnashville.com

TOP OFFICER Rhonda Marko, CMP, CMM, DMCP

AVERAGE NUMBER OF PROGRAMS PER YEAR 250 to 300

ESTIMATED 2013 REVENUE \$7.5 million to \$7.9 million

CAPABILITIES "Music City" experts and the preferred DMC vendor for giant Gaylord Opryland Resort, this DMC operates two offices in Nashville offering "total" destination management services.

NOTEWORTHY EVENTS Highlights of the year include producing the grand opening of the new Music City Center.

TRENDS TO WATCH From six months to six weeks—that's how much the lead time for "short-term" business has shrunk, management says.

ALLIED WITH Global Events Partners

DESTINATION SAN ANTONIO/THE CE GROUP

San Antonio

WEBSITE www.destination-sanantonio.com

TOP OFFICER Janet Holliday

AVERAGE NUMBER OF PROGRAMS PER YEAR 150 to 175

ESTIMATED 2013 REVENUE \$7 million

CAPABILITIES Capabilities include unique off-site theme dinners, specialty tours, team-building activities and transportation services as well as event and production management.

NOTEWORTHY EVENTS The client roster for the past year has included USAA, Abbott Laboratories, BCBS, Texas Master Gardeners Association, Aetna, Novartis and Roche.

ALLIED WITH DMC Network

DESTINATIONS BY DESIGN

Las Vegas

WEBSITE www.dbdvegas.com

TOP OFFICERS Jim Nelson, Joyce Sherman

AVERAGE NUMBER OF PROGRAMS PER YEAR 275

ESTIMATED 2013 REVENUE \$20 million to \$25 million

CAPABILITIES DBD is a direct supplier of "the details that take a program from good to great," management says, including floral, entertainment and design capabilities, serving events from intimate gatherings for 50 up to productions for more than 5,000.

NOTEWORTHY EVENTS DBD points with pride to a private "block party" buy-out of famed Fremont Street for 3,500 guests, which included food trucks, DBD's "candy wall," a flash mob singing a custom song, and a custom LED canopy show. Also busy with four back-to-back incentive programs packed with activities, entertainment, transfers and VIP services.

TRENDS TO WATCH It's tough to forecast and staff properly, management says, when "DMCs are the last to be booked and the first to be eliminated due to budget."

DESTINATION ST. LOUIS

St. Louis

WEBSITE www.destinationstlouis.com

TOP OFFICER Julie Greenspoon

AVERAGE NUMBER OF PROGRAMS PER YEAR 200 to 300

ESTIMATED 2013 REVENUE \$5 million

CAPABILITIES In business for 22 years, the company is the preferred DMC for Experient Inc., HelmsBriscoe and Maritz Travel, among others. Also the exclusive DMC at the Renaissance Grand Hotel and the preferred DMC at the Ritz-Carlton, Millennium and Westin, all in St. Louis. Charter member of the Accredited Destination Management Companies.

NOTEWORTHY EVENTS Recent big projects have included shuttles, events and VIP transportation for MPI's World Education Congress for 3,000 attendees and serving as the official DMC for two direct-selling companies' "top producer" incentive events.

TRENDS TO WATCH Themed events are back: "Whether on-site requiring a transformation of the hotel ballroom or off-site at a unique venue, clients are all about the theme," management says.

ALLIED WITH DMC Network

HELLO! DESTINATION MANAGEMENT

Orlando, Fla.

WEBSITE www.hello-dmc.com

TOP OFFICER Paul Mears III

AVERAGE NUMBER OF PROGRAMS PER YEAR 5,000 to 7,000

ESTIMATED 2013 REVENUE \$74 million plus

CAPABILITIES Combine 27 full-time account executives with 12 full-time creative managers and you get "an amazing variety of theme products and concepts that make us a great local event partner," management says. **NOTEWORTHY EVENTS** With only two weeks' notice, the team created an interactive event for 1,200 including a 24-foot-tall freestanding truss with automated high-tech lights serving as the centerpiece. "Our client was blown away by the quick turnaround and flawless execution," they say.

TRENDS TO WATCH "As decision times get tighter and tighter, experience, technology and relationships grow even more critical," management says. "Our proprietary software and data entry investments allow us to meet new response-time requirements while maintaining a creative edge."

IVI DESTINATION MANAGEMENT

Cancun, Mexico

WEBSITE www.ividmc.com, www.dquest.travel

TOP OFFICER Jose-Manuel Garcia

AVERAGE NUMBER OF PROGRAMS PER YEAR 200 plus

ESTIMATED 2013 REVENUE \$7 million plus

CAPABILITIES In business since 1986, the company offers full destination services for MICE businesses including incentive travel, corporate events and meetings.

ALLIED WITH AlliedPRA

JPDl DESTINATION MANAGEMENT

Montreal

WEBSITE www.jpdl.com

TOP OFFICER Jean-Paul de Lavison, CMP

AVERAGE NUMBER OF PROGRAMS PER YEAR 300 plus

ESTIMATED 2013 REVENUE \$10 million to \$15 million

CAPABILITIES With more than 60 employees, JPdI is the largest DMC in Canada, management says, with a 97 percent satisfaction rate for its programs; destination experts and creative, well-developed supplier relationships ensure the best rates and value for clients.

NOTEWORTHY EVENTS Recent highlights have included a program of 50 events in four days for a group of 16,000 attendees; a 4,000-guest barbecue in three different locations for a Canadian high-tech group; and a high-end, full-service three-day program for an international insurance and financial services company.

TRENDS TO WATCH Clients still demand the "wow" factor, management says, but they won't budge from tight time lines, lean budgets and transparency in the pricing model.

ALLIED WITH Global Events Partners

KUONI DESTINATION MANAGEMENT

Dubai, United Arab Emirates, and New York

WEBSITE www.kuoni-dmusa.com

TOP OFFICERS Yasser Norman (global), Mark Morello (USA)

AVERAGE NUMBER OF PROGRAMS PER YEAR 4,000 plus

ESTIMATED 2013 REVENUE \$900 million plus

CAPABILITIES Kuoni holds the distinction of being the world's largest, multinational, wholly owned DMC.

NOTEWORTHY EVENTS Management notes that many events over the past 12 months have been specially designed to offer not only a unique attendee experience but also a CSR (corporate social responsibility) component.

TRENDS TO WATCH Management has had to grapple with economic crises and political instability in some markets, along with the ubiquitous DMC challenge of erratic booking patterns.

METROCONNECTIONS

Minneapolis

WEBSITE www.metroconnections.com

TOP OFFICER David Graves

AVERAGE NUMBER OF PROGRAMS PER YEAR 1,400

ESTIMATED 2013 REVENUE \$15 million

CAPABILITIES Four service centers—conference services, event services, production services and transportation services—are combined in one strategic group. The company owns a 35,000-square-foot facility including a prop and set warehouse.

NOTEWORTHY EVENTS Big DMC clients include Lifetouch and MLT University.

TRENDS TO WATCH Despite shorter event programs, "the quality of content is improving and organizations are finding ways to streamline," management says. "Technology is rapidly improving and creating more efficiencies on a variety of levels for the event/meeting management industry."

ON THE SCENE

Chicago

WEBSITE www.onthescenechicago.com

TOP OFFICER John Stadnik

AVERAGE NUMBER OF PROGRAMS PER YEAR 50 to 75

ESTIMATED 2013 REVENUE \$5 million plus

CAPABILITIES In business since 1969, On The Scene specializes in complete ground transportation management, tours and activities, theme parties and special events.

"On The Scene is the only DMC to be a member of U.S. Tour Operators Association, and we are covered by their

THE GREAT, BIG GROUPS

Many DMCs band together in groups that range from marketing networks to formal franchise systems to hybrids of both company-owned and allied offices. Here are profiles of the biggest players:

ACCESS Destination Services San Diego, Calif.

www.accessdmc.com

Founded in 1970, ACCESS is a mixture of company-owned and licensed offices serving destinations throughout North America. All offices are locally owned and operated and maintain standardized terms, insurance coverage and quality-assurance programs. Benefits include national reach in the U.S. while maintaining local expertise. Requirements include but are not limited to criteria such as number of years in business and professional affiliations; must be ADMEI-certified.

DMCs IN SYSTEM 11

2013 SYSTEMWIDE REVENUE FORECAST \$60 million

TRENDS Management points to integrated use of technology (iPads, tablets) for team-building activities, focus on recyclable/reusable items such as centerpieces, and experiential activities, such as meeting the winemaker and learning the process rather than simply wine tasting.

AlliedPRA Inc. London, San Diego www.alliedpra.com

Company comprises international and U.S. corporate offices as well as U.S. locally owned franchise offices. All offices contribute to a monthly promotional fee and receive global sales assistance, standardized business tools and systems, a quality-assurance compliance program, and centralized, proprietary DMC software to ensure performance and consistency in delivery to clients.

DMCs IN SYSTEM 27

2013 SYSTEMWIDE REVENUE FORECAST \$70 million

TRENDS Top management points to greater collaboration between clients and their DMCs to better manage event spend while meeting event objectives. "The incentive market is hungering for a more experiential, hands-on learning environment," they say.

Destinations Unlimited Hampshire, U.K. www.dudmc.com

Next year marks the 25th anniversary of this DMC network, which requires an annual fee and maintains quality standards (including financial stability). Benefits include an in-house inquiry management system to send leads to members.

DMCs IN SYSTEM 43

2013 SYSTEMWIDE REVENUE FORECAST \$115 million plus

TRENDS The flat economy is squeezing marketing budgets and leading clients to expect more for less money, management says.

\$1 million Travelers Assistance Program," management notes.

NOTEWORTHY EVENTS A highlight of the year has been the Pharmaceutical International Forum, which brought some 750 guests to Chicago. Since the majority of attendees had never been to the city, the team highlighted Chicago's status as a center of business and culture by using landmarks for the evening off-site events.

ALLIED WITH DMC Alliance

PACIFIC WORLD MEETINGS & EVENTS

Singapore

WEBSITE www.pacificworld.com

TOP OFFICER Selina Chavry

AVERAGE NUMBER OF PROGRAMS PER YEAR 120 to 150

DMC Alliance Las Vegas

www.dmc-alliance.com

An invitation-based organization where member selection is based on destination, reputation in the industry and customer referrals. Members must have been in business at least five years, be ADMEI members in good standing, and be locally owned and operated.

DMCs IN SYSTEM 12 plus

2013 SYSTEMWIDE REVENUE FORECAST \$10 million to \$13 million

TRENDS The economy is improving with meetings starting to come back, but often in short windows and with restricted budgets compared with pre-recession years. "Often there is little time to secure vendors, which makes our customized referral system much more important," management says. "Planners don't have time for trial and error through a bid process, so putting them in the hands of a trusted colleague is a win/win for all."

DMC Network San Ramon, Calif. www.dmcnetwork.com

The network is owned and governed by the principals of its independently owned DMC members, all of whom have ADMEI accreditation and average more than 25 years in business. Members must meet financial, performance and professional (e.g., association membership) criteria.

DMCs IN SYSTEM 27

2013 SYSTEMWIDE REVENUE FORECAST \$95 million to \$110 million

TRENDS Today's pressures include "high demand and a high percentage of short lead times," they say.

Euromic Events & Destination Management Partnership Brussels, Chicago www.euromic.com

An alliance of independently owned DMCs that operate under Euromic's guidelines; participants receive sales and marketing support, trade show representation, market intelligence and client communication services.

DMCs IN SYSTEM 36

2013 SYSTEMWIDE REVENUE FORECAST \$100 million plus DMCs' annual revenue

TRENDS The Big Three: improving economy, short confirmation windows, competitive pricing.

Global Events Partners Washington

www.globaleventspartners.com

GEP provides U.S. sales support for 65 member DMCs in

ESTIMATED 2013 REVENUE \$11 million

CAPABILITIES Company points with pride to its "originality and creativity in proposals" in support of its full DMC and events capabilities.

NOTEWORTHY EVENTS The event roster has included the Tax Free World Association Conference and the World Nutrition Forum.

TRENDS TO WATCH DMCs' margins are shrinking as the local market becomes "more savvy," management says. "DMCs are evolving to provide a full spectrum of MICE services to remain competitive."

ALLIED WITH Global Events Partners

RMC

Aspen, Colo.

96 locations worldwide.

DMCs IN SYSTEM 65

2013 SYSTEMWIDE REVENUE FORECAST \$275 million to \$300 million

Hosts Global Alliance Las Vegas

www.hosts-global.com

Rebranded from the former USA Hosts, Hosts Global Alliance is a worldwide consortium of DMCs representing more than 70 destinations globally on all seven continents. HGA is made up of company and independently owned offices that subscribe to the same standards; they benefit from brand marketing, dedicated account representatives, and an "exceptional" global business platform.

DMCs IN SYSTEM 48

2013 SYSTEMWIDE REVENUE FORECAST \$185 million

Ovation Global DMC Dublin

www.ovationdmc.com

A mix of 22 wholly owned DMCs along with strategic alliances and partnerships with 72 other DMCs; requires marketing fee.

DMCs IN SYSTEM 94

2013 SYSTEMWIDE REVENUE FORECAST \$85 million

TRENDS Along with the impact of social media, new technology and short lead times, "disintermediation"—or the push to cut out the middleman—is a big influence today, management says.

World Marketing Group Minneapolis

www.worldmarketinggroup.com

WMG provides B-to-B contract sales and marketing services on a full-service or à la carte marketing retainer and sales incentive basis; specializes in more than 40 international destinations through its portfolio of DMCs and "key alliance" partners. Requires SITE membership liability insurance and offers discounts on EVED membership.

DMCs IN SYSTEM 28

2013 SYSTEMWIDE REVENUE FORECAST \$20 million to \$22 million

TRENDS Be on the lookout for increased competition, slow growth in Europe and, again, "disintermediation," or the trend of clients trying to go direct to vendors, management says.

WEBSITE www.rmcdmc.com

TOP OFFICERS Nathan Boyd, Shawn Thomson-Palmero

AVERAGE NUMBER OF PROGRAMS PER YEAR 300 to 350

ESTIMATED 2013 REVENUE \$15 million

CAPABILITIES With 25 years in business, RMC takes pride in its high-end customer service. "In each of our destinations, we are the in-house provider to Four Seasons, Montage, St. Regis and Ritz-Carlton. We believe this speaks volumes to our capabilities," management says.

NOTEWORTHY EVENTS "Major trends affecting our markets are still a short-term confirmation window, but with that, we are now experiencing group requests for high-end, one-of-a-kind experiences," management says. "They are awarding their top producers once again."



SOUTHWEST CONFERENCE PLANNERS

Scottsdale, Ariz.

WEBSITE www.swcp.net

TOP OFFICER James G. Lammy

AVERAGE NUMBER OF PROGRAMS PER YEAR 400 plus

ESTIMATED 2013 REVENUE \$5 million plus

CAPABILITIES With "fully staffed" offices in Scottsdale and Tucson, Ariz., the company is able to provide "an unparalleled pool of creativity and the operational depth to manage a program with precision," management says. Also, a wholly owned transportation company provides quality control and pricing benefits for clients.

NOTEWORTHY EVENTS "Improving budgets for DMC-related activities have allowed us to show the depth of our company," they say.

ALLIED WITH DMC Network

SPECTRA

London

WEBSITE www.spectra-dmc.com

TOP OFFICERS Paul Miller, Wendy Moffat

AVERAGE NUMBER OF PROGRAMS PER YEAR 400

ESTIMATED 2013 REVENUE \$30 million

CAPABILITIES SPECTRA operates in the U.K., Scotland and Wales, offering a "creative, flexible, strong team" that is "operationally focused," management says.

NOTEWORTHY EVENTS Thanks to its special business relationship with London's legendary Abbey Road Studios, SPECTRA recently took an incentive group to record the Beatles' "With a Little Help from My Friends" in Studio 2, which is "virtually unchanged since the Beatles recorded

the very same track there in the 1960s—an unforgettable experience for our clients, who are now forever immortalized on CD!" management says.

TRENDS TO WATCH Thanks to blockbuster events in London including the 2012 Summer Olympics, SPECTRA has seen increases in headcounts at its events: "People are working harder than ever to qualify to get here and see London for themselves."

ALLIED WITH World Marketing Group

360 DESTINATION GROUP

Irvine, Calif.

WEBSITE www.360dgcinc.com

TOP OFFICERS Shelly Archer, Pete Samulewicz, Trevor Hanks

AVERAGE NUMBER OF PROGRAMS PER YEAR 400 to 450

ESTIMATED 2013 REVENUE \$15 million to \$18 million

CAPABILITIES With a team that is "100 percent focused on our clients," management says, "all employees live, eat and breathe our 3 P's: progressive, passionate and personalized."

NOTEWORTHY EVENTS A highlight of this year was a 300-guest Emmy Awards afterparty with 12 A-list celebrities in an exclusive L.A. coastal property, along with six professional racing events around the U.S.

TRENDS TO WATCH Partnerships with clients are coming back, as shown by the "request from clients to be an integral part of their team in brainstorming, planning and execution of the programs," management says. "Clients are selective to choose the right vendor that really stands out."

ULTIMATE VENTURES

Dallas

WEBSITE www.ultimateventures.com

TOP OFFICERS Val Lenington, CSEP, CMP, DMCP; Laurie Sprouse, CMP, DMCP, CITE

AVERAGE NUMBER OF PROGRAMS PER YEAR 150 to 200

ESTIMATED 2013 REVENUE \$6 million to \$7 million

CAPABILITIES With 20 years of experience in special events, transportation, team-building and customized tours, "UV boasts a 98 percent client satisfaction rate as a result of thorough processes, ADMEI accreditation, and a seasoned team with over 300 years of experience," management says.

NOTEWORTHY EVENTS Highlights from 2013 include a variety of large events on the field at Cowboys Stadium including awards ceremonies and "an all-out Denim & Diamonds spectacular complete with pyrotechnics," they say, along with the ASAE closing night event and a Taste of Texas street party in the heart of downtown Dallas.

TRENDS TO WATCH Confirmation windows stay brief, management says, and more groups are asking for dine-arounds, "giving guests more flexibility in their evening activities."

ALLIED WITH DMC Network

Unless otherwise noted, all information has been supplied by the companies listed. While every effort is made to ensure accuracy, errors and omissions sometimes occur. All figures are in U.S. dollars. Should your DMC be on our list? Please let us know at info@specialevents.com.

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ises **i n s i g h t s**

ISES Live: The Creative Experience

By Robert Wright

In his new book "Creative Intelligence," Bruce Nussbaum, a professor at Parsons The New School for Design in New York City, says that creativity is an undervalued skill that anyone can cultivate. Creativity is not, he argues, something reserved just for artists, designers and musicians. Indeed, Nussbaum believes that Creative Intelligence (or CQ for short) is what will ultimately separate the winners from the losers in the wider world of business.

Creativity and, more importantly, the creative process are things we are all currently very focused on as the battle for new ideas and new thinking becomes even more intense. This focus on creativity and the creative process forms the basis of the educational content within ISES Live, ISES' new international event for the creative event professional.

As well as creating and delivering something totally different for the events industry, ISES Live has been designed to provide a new event experience. The concept is something that not only stimulates and encourages creative thought and the generation of new ideas, but also enables our delegates to turn those thoughts and ideas into tangible business solutions and commercial opportunities.

ISES is also making sure that it doesn't lose sight of what we do as an industry: face-to-face communication.

Whether ISES members are producing an awards ceremony in Chicago, planning an incentive trip to Dubai, staging a sales conference in Vancouver or creating a magical wedding in Paris, they are using the power of events to communicate a message, thought or emotion through a live, face-to-face experience. At ISES Live, we are using a variety of live experiences to deliver some of the best educational content ever seen in this industry.

The live experiences will also occur outside of the education sessions, with a variety of networking and knowledge-sharing activities being woven into the three-day event. This will allow attendees to become immersed in the creative process through informal group discussions in a relaxed environment, permitting even greater opportunity for creative intelligence to be realized.

Creativity is not something used just for artistic purposes. Creativity is within all of us, every single day. Creative intelligence is becoming more significant as clients demand even more imaginative solutions and inventive approaches to their own events from creative event professionals.

ISES Live is here for you to be part of that creative experience. You'll obtain superior creative intelligence and, ultimately, you'll remain a winner.

ISES Live
takes place at Atlantis,
Nassau, Bahamas,
Aug. 22-24, 2013.
For further information
on the program
and registration details,
visit www.iseslive.com



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