

Industry Vets

These veteran Meeting Pros to Watch have more than 15 years of experience in the industry & are sharing their words of wisdom.

Lynne K. Tiras, CMP

President/Owner, International Meeting Managers Inc.

Tiras says this Houston-based full-service meeting, association and event management company does it all.



30 Years!

Long-Term Rewards: We managed an annual AIDS conference for 11 years. On the 10th year, as their Meeting Manager, I was given a crystal award at the

annual banquet for my continued support of the organization. It was truly a great honor. My celebration was the fact that we were getting closer to being able to discontinue the meetings, since research had come so far by that time to help fight AIDS.

Have Another Open Door First: One of the worst experiences in planning a meeting was moving a meeting from a not so great hotel to a new hotel and finding out the new hotel was not going to be ready in time for the meeting. We were able to re-book the not so great hotel. Lesson learned: Do not close one door unless you can be assured the next door will open.

Destination Videos Can Build Attendance: For one of our meetings last year, we sent eblasts to potential attendees showing

videos of local places of interest in the city where the meeting was to be held—a new video with each eblast. The response from attendees was extremely positive and many visited the sites they had seen ahead of time on the videos.

When Working With Organization's Committees: Having some of our committees follow our timelines is a challenge. My advice, start early building a good working relationship and keep in communication.

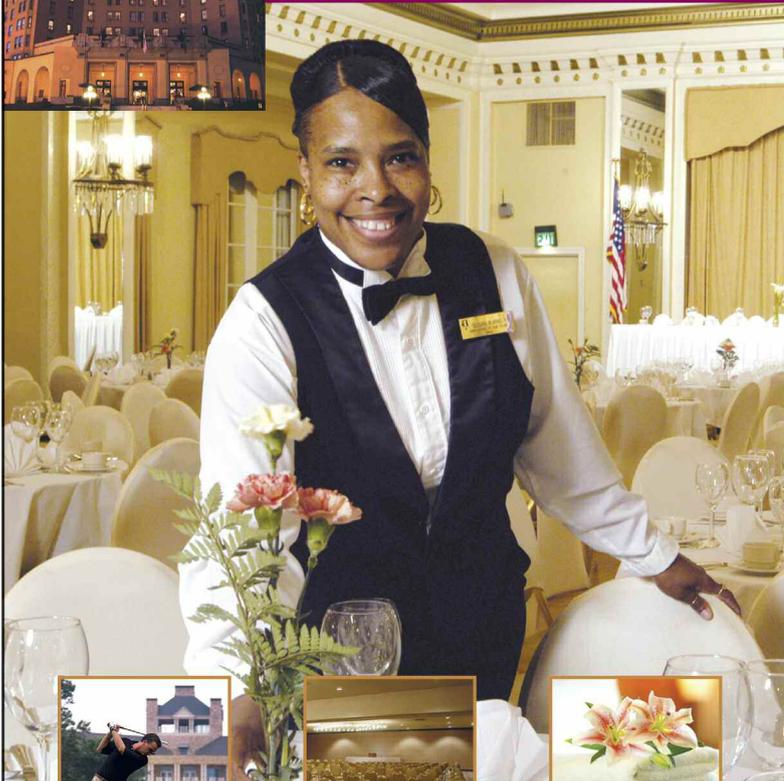
Amy Hightower, CMP, CMM

MPI Accredited Trainer,
Standing Ovation Meetings & Events Inc.

As a successful corporate meeting and event planning professional, Amy has combined her



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