ALL THE DIFFERENCE
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 Foundation

MEREDITH ROLLINS
Chief Community Officer
PCMA and Executive Director
PCMA Foundation

$733K total in 2019 support for the business events industry

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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
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.

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.

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.

$259K
161 total scholarships awarded in 2019 to both university students and established industry professionals

20 IN THEIR TWENTIES, CLASS OF 2019
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 ConveningLeaders 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
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.

OUR 2019 BENEFICIARIES
Bevery's Birthdays, Pittsburgh, PA
Calvary Women's Services, Washington, DC
CMM-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 banquet 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.
THANKS TO OUR SPONSORS

THANKS TO OUR SPONSORS

VISIONARY AWARDS

PARTNERSHIP SUMMIT

FOUNDER CUP

PARTY WITH A PURPOSE

Accor Hotels
Associated Luxury Hotels International (ALHI)
Visit Anaheim
Arlington Convention & Visitors Bureau
Austin Convention Center
Visit Austin
Aventri
Visit Baltimore
Caesars Entertainment
Calgary Stampede
Meetings + Conventions Calgary
Destination Cleveland
Community Brands
Visit Dallas

Destination DC
Design Foundry
EAPhoto
Executive Events
Greater Fort Lauderdale Convention & Visitors Bureau
GES
Hilton Worldwide
Visit Houston

Hyatt Hotels Corporation
Hotel Indigo
Visit Indy
International Incentive Travel
Meet in Ireland
J&S Audio Visual
Jshea
JW Marriott Cancun

Liaison Capitol Hill
Meet Los Angeles
Louisville Tourism
Maritz Global Events
Marriott International
CEO Mexico DMC
Tourisme Montreal
New Orleans Convention & Visitors Bureau

Oklahoma City Convention & Visitors Bureau
Orange County Convention Center
Caribe Royale Orlando
Ottawa Tourism
Discover the Palm Beaches
Greater Palm Springs CVB

Philadelphia Convention & Visitors Bureau
Visit Pittsburgh
PRA
PSAV
Discover Puerto Rico
Rosen Hotels & Resorts
Visit San Antonio
San Diego Tourism Authority
Visit Seattle
SpeakInc
Sterling Experiences & Workshop
Terramar Destinations
Business Events Toronto
Trade Show Ready
Vancouver Convention Centre
Supporters, continued


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

AUCTION Bid on a variety of experiences and items donated to the PCMA Foundation. foundation.pcma.org/auction

FOUNDATION CUP Visit the Foundation Cup at EduCon June 28-July 1, 2020, at the Hilton Caribe in Puerto Rico.

VISIONARY AWARDS Available at PCMA Convening Leaders and EduCon.

PARTNERSHIP SUMMIT April 23, 2020, at Hilton Washington in Washington, D.C.

PARTY WITH A PURPOSE June 28-July 1, 2020, in Montreal, Quebec.

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.

GIVE BACK BASH at EduCon June 28-July 1, 2020, in Monterrey, Puerto Rico.

FOUNDERNS CUP Aug. 24, 2020, Hinsdale, IL.

ORGANIZE Add corporate social responsibility to your next business event with GivingGood.com.
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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

foundation.pcma.org