



## Chairman's Letter

The IAEE Midwestern Chapter is in full swing, offering great programs, networking opportunities, and fun! We have a little something for everyone this summer and the only way to benefit from your membership is to participate. We hope to see all of you throughout the summer at either our in-person or virtual offerings that cater to all needs. Thank you to all who came to our June 8th event in collaboration with PCMA. It was, once again, a huge success! Next up, be sure to check out our summer networking series brought to you by our Young Professionals Committee and by sponsorship from GES. The great events keep coming, but the chapter is all ears for any additional resources you might find valuable. Watch out for additional programming and events as the year continues.

For those of you who do not know me, I started in the industry almost 8 years ago. I almost immediately began volunteering in the IAEE Chapter to learn more about the industry and build my network. I have found my time volunteering invaluable, giving me the opportunity to try things outside of my day job and meet some of the best people our industry has to offer. I know I have leveraged my connections when I have been in a pinch more than once and can truly say I call many of them friends. As our industry rebuilds after the pandemic, we hope to see even more of you on committees and as part of our board as the face of the industry's future.

Regards,

**Gretchen A. Thielen, CMP, CEM**

IAEE Midwestern Chapter Chairman of the Board  
American Academy of Neurology

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## Call for Board/Committees

Looking to get involved with the chapter? There is no better time than now! The chapter has a dedicated board who is committed to seeing the chapter hit its goals and launch new initiatives. Working on a committee gives you the ability to really make a difference in the industry and meet like-minded people who see value in making connections. It can also be a great way to build your professional brand and see other career paths within the industry. Please contact Gretchen at [gthielen@aan.com](mailto:gthielen@aan.com) if you want to hear more about getting involved in the chapter.

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## Global Meetings Industry Day 2023 Recap

Global Meetings Industry Day celebrates the business of meeting and trade show event planning for our industry each year. The IAEE Midwestern Chapter joined our fellow Chicago based professional associations; Association Forum, Destination Reps, ILEA, MPI-CAC, NACE, GMC PCMA & SITE on March 30, 2023 to celebrate together in an event we call Industry Xchange. This coming together of industry associations for education and networking took place at Convene in Willis Tower in Chicago and included nearly 300 attendees. Thank you to all of you who joined us for this day of celebration.

## June Program Recap: STOP! Collaborate & Listen



IAEE MWC & PCMA GMC came together again to host the 2nd Annual Stop! Collaborate & Listen June event.

The program was centered around the idea of collaboration and learning from others within our industry. Rather than a traditional panel or speaker session, the content was attendee-driven, with participants encouraged to actively engage in discussion and share their experiences and insights with one another.

Attendees tackled topics such as AI Technology in events, new challenges with destination demand, designing attendee experiences and activations, and rising costs. Each area had a facilitator guiding the conversation, and attendees were able to share their own experiences, ask questions, and offer advice and insights to their peers. Afterwards, all were invited to the networking reception where we could continue conversations and build new connections.

Overall, the "Stop! Collaborate & Listen" event provided an excellent opportunity for everyone to connect, share experiences and ideas, and build key relationships in the industry. By putting attendees at the center of the event and encouraging collaboration and engagement, IAEE MWC and PCMA GMC created a valuable and impactful experience for all those involved.

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### IAEE MWC Member Spotlight



**Name:** Ben Cramer

**Company Name:** GES

**Title:** Senior Manager of Business Development

Ben Cramer is a Senior Manager of Business Development at GES and has been a member of IAEE for seven years. He hails from Athens, GA and is a graduate of the University of Georgia. He began his career in the hospitality industry as a Food Runner at an Italian restaurant and currently resides in Chicago.

Ben feels that networking with industry professionals and learning from them is the #1 IAEE member benefit. He also appreciates the strong presence of young professionals actively involved within his chapter. Ben's advice to new members is "IAEE is a very inviting community. Try and meet as many members as you can." If you're looking to break the ice with Ben... make sure to ask him about the time he had a single day move-out that turned into a ten-day move-out!




Outside of work, Ben enjoys biking around Chicago, cooking and spending time with his friends and family. We are so thankful for all Ben does as a member of the IAEE Midwestern Chapter Board!

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## YP Meet-ups



 **Calling all IAEE Midwestern Chapter Members!** 

Your 2023 Young Professional Committee is excited to announce the IAEE Midwestern Chapter Summer Series – three upcoming events that will take place on the third Thursday of each month this summer. 

Each event will offer something different, and there is no cost to participate.

-  Networking Happy Hour – June 15
-  Round Table Discussion on Career Advancement – July 20
-  Communication: How and Why it Matters, Even Virtually (Virtual Event) – August 17

Want to win \$25.00? The IAEE member who drives the greatest amount of registrations & participation at these events will earn up to \$25.00 per event!

Brought to you by the IAEE Midwestern Chapter’s Young Professionals Committee, but open to all!

Special thanks to [GES - Global Experience Specialists](#) for sponsoring this series.

[Register Now](#)

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**Save the Date!**

## 2023 IAEE MWC Golf Outing



### July 12 Connect & Share

Save the date! Please join us online Wednesday, July 12, from 11:00am – 12:00pm CT for our first Connect & Share of the year. **Kathy Horkey, Director of Event Management at McCormick Place**, will be leading the discussion on how to best negotiate for business and for yourself and personal brand. This interactive event will allow attendees to learn from a subject matter expert while also discussing in smaller breakout rooms. Be on the lookout for an email to register and receive the Zoom link.

### August 17 IAEE Webinar

#### ***The 7 Simple Habits of Inclusive Leaders***

What do inclusive leaders do? What specific actions do they take to demonstrate a commitment to inclusion? Inclusive leadership expert Melissa Majors is an innovator and optimizer of inclusion, leadership, and education strategies. In [The 7 Simple Habits of Inclusive Leaders](#), she reveals how great leaders enjoy superior team performance and drive much higher profitability by incorporating inclusive practices.

Register Now



The annual IAEE MWC Golf Event returns to Topgolf this Summer! If you're looking to create meaningful connections with

our industry's top meeting planners and show organizers, this is the event for you!

You can make a strong and lasting impression on potential new partners by joining us as a sponsor at the IAEE MWC Golf Challenge Thursday, August 24, at Naperville Topgolf. Sponsorship opportunities, starting at \$250 and ranging from Bay sponsors, Bar sponsors, 19th Hole sponsors, to Welcome Gift sponsors, offer you the chance to stand out from the crowd! These opportunities offer your company or organization promotion to over 3500 industry professionals and will receive special recognition onsite at the event. And at only \$800, the **Green Jacket Golf Bay Sponsorship** comes with six complimentary registrations, and offers incredible value for those looking to entertain new and current clients!

Please contact Tracy Mitchell at [tmitchell@iaeemwc.com](mailto:tmitchell@iaeemwc.com) for sponsorship information or to book your sponsorship today!

Watch your inbox, as registration will open soon.

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## International Association of Exhibitions and Events - Midwestern Chapter

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### Connect With Us

