

VUCif9 Association Update M

By Alexis Gray

**The Direct Marketing Association** (The DMA) Pharmaceutical Council will present the Pharmaceutical Executive Forum Dec. 6 at the Wyndham Philadelphia. Designed specifically for senior-level marketing professionals, the event is being presented by The DMA Pharmaceutical Marketing Council. The event is the first of its kind presented by The DMA Pharmaceutical Marketing Council and will feature presentations by pharmaceutical marketing leaders including AstraZeneca, Novartis, Dey L.P. and St. Joseph's University Executive Pharmaceutical Marketing MBA Program. Broken down into specific niche segments, the program will be extremely intensive, designed as a one-track event focusing on professional marketing, pharmaceutical marketing strategies, CRM & marketing segmentation, marketing metrics and ROI.

**The Society of the Plastics Industry, Inc. (SPI)** and the NPE Executive and Operations Committees announced today that they have selected SmithBucklin to provide exposition management support services for NPE 2006: The International Plastics Showcase. SmithBucklin will provide logistical assistance, floor plan management, exhibit space sales, and exhibitor customer service for what will be the world's largest plastics exposition of 2006. The show is set for June 19-23, 2006, at McCormick Place in Chicago. NPE, which is held on a triennial basis, has consistently made Tradeshow Week's list of the top 10 largest expositions in the United States and was the third largest trade show in the United States in 2003. NPE 2006 is projected to draw 75,000 attendees and 2,000 exhibitors occupying more than 1,000,000 net square feet. SmithBucklin's more than 135 dedicated conference and trade show associates annually manage over 1.5 million square feet of exhibit space and provide services for such Tradeshow Week 200 shows as the National Association of Food Equipment Manufacturers (NAFEM), the International Baking Industry Exposition (IBIE), the Midwest Beauty Show, and Car Care World Expo. "We are delighted to have another opportunity to partner with SPI," said Julie Silverstein, chief operating officer of SmithBucklin. "Once again, SPI leadership, the NPE Committees and Barbara Voss have a clear vision of what NPE can be, and we're thrilled that they have decided SmithBucklin is the company to help them realize those goals."

**The Center for Association Leadership** (Center) will launch its new "Learning Communities" initiative in January 2005 to give ASAE members an opportunity to come together on an ongoing basis, both in person and online, to share information, best practices and solutions to common problems. Organized around six specific knowledge domains, the "Learning Communities" will provide participants with a forum to collaborate with their peers to develop effective practices and new ideas in association management

and leadership, to share critical knowledge and discover solutions to common problems around their particular domain. The first six "Learning Communities" are organized into "matched pairs" to help better evaluate their success. Two communities will be based on the demographics of staff size (large associations and small associations); two will be oriented around functional areas (technology and professional development); and two will be oriented around organizational tenure or level of experience (emerging leaders and senior staff). Each "Learning Community" will be engaged in a variety of activities, including face-to-face meetings of the community as a whole or subgroups within the community; ongoing discussions on topics within the community's

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domain; sharing of documents or work products among community members; and specific, time-limited projects developed and organized by community members.

**Meeting Professionals International (MPI)** announced that Marcus Buckingham, a best-selling author and expert on leadership and management practices, will serve as keynote speaker for its 2005 Professional Education Conference-North America (PEC-NA), Jan. 23-25 at the San Diego Conference Center in San Diego, Calif. Buckingham will share practical steps to increase effectiveness and professional success as well as proven strategies for bolstering leadership skills with, "Learn The One Thing You Need to Know To Be A Great Manager and Leader." He challenges conventional wisdom and shows the link between employee opinions and productivity, profit, customer satisfaction, and the rate of turnover. PEC-NA's "It's all about YOU" approach provides necessary education crucial

to enhancing skills to position meeting professionals as leaders and strategic assets to their organization, especially as the economy is improving. Approximately 90 top-notch learning sessions for professional and personal development include Connecting with Key Decision Makers, Effective Ways to Immediately Improve Your Bottom Line, Marketing and Branding Management, Technology Trends and Strategic Planning: Roadmap to Success. Inspiring Personal Power Keynotes will be conducted by business and life issues experts, and the popular Give & Take Roundtables will address hot topics. New this year for senior-level planners is a track titled "Influencing Executive Decision-Makers" and focused on the issues of procurement, supply chain management and strategic meeting management to help meeting professionals articulate the value of meetings to all stakeholders. This track supports MPI's strategic plan, Pathways to Excellence, and highlights ways meeting professionals can form partnerships and prove their strategic value to senior stakeholders, including procurement officers.