

WEC 2013

Adam Isseks  
MPINCC Scholarship Winner

Transformation can happen....

I was honored when I got an email out of the blue that read..... Congratulations! We are pleased to announce that you have been selected as the recipient of the chapter scholarship to attend WEC, 2013 (World Education Congress) in Las Vegas, Nevada.

This highly anticipated conference brought MPI chapters from across the country to Las Vegas for a week to collaborate, share new ideas and engage, with other Meeting & Event Industry professionals. Knowing that a projected 2,000 attendees from 20 Countries were expected at this conference... I knew I couldn't miss this once in a lifetime opportunity.

Upon arriving at my hotel, I was warmly greeted and received a WEC conference magazine and schedule which highlighted key events during the week. My first stop after settling into my hotel was to the MPI Foundation, Golf Tournament reception. This reception brought all the players together and paired each one with an MPI member or supplier to compete in a "Ryder Cup" format against 72 other planners and suppliers. The next morning was the MPI Foundation Players Golf Tournament which had me paired with 15 year veteran, Senior Sales Director of Circus Circus. It is not often you get the chance to ask questions and gain insight and knowledge from a peer in such a fun environment.

Following the day's tournament, the WEC General Session by Candy Chang was inspiring, picture thousands of people banging wooden drums on their table all at the same time...which definitely energized everyone and work up the crowd. Candy Chang touched on the fact that you can transform lives by getting people to come together if they all want the same thing and how you don't need large scale productions to be heard.

After the General Session was Opening Night at The Venetian which theme was I WANNA ROCK which featured not only amazing culinary cuisine but a live performance by Billy Idol. Everyone was dressed up in 80's attire and had accessories to look like a rock star. This was my first experience at an MPI conference reception, it was fun to see everyone dancing and enjoying the music.

The next morning's session on Digital Storytelling: Telling Your Story through Social Media focused on how we communicate using stories online. Digital tools can transform experiences from customers, clients, and your brand to get a message across in a succinct, and descriptive way. We were asked to sum up ourselves in 3 words... my words were, caring meeting planner. It was not easy to do and took some time but if learned can help your brand's visibility.

Each day of the conference you could choose from dozens of workshops, some focused on preparation for the, CMP, CMM and others were for gaining skills and core competencies, ROI, and Hosted Buyer Programs for suppliers and planners.

Networking continued with The Big Deal, an evening poker and networking reception held at Caesars Palace, hosted by Caesars Entertainment, MPI Foundation, and encore productions. The Closing

Reception at the Mandalay Bay featured Grammy- nominated country artist, Dierks Bentley which also had great food, and lively group of people to connect with.

The relationships and people I met at WEC, 2013 has shaped me as a professional and without MPI, its foundation and the amazing Northern California Chapter my WEC experience would not have been possible.

I recommend the World Education Congress, Conference to all MPI members and would like to thank MPINCC for supporting my career development, growth and excitement for this industry!