



PRESS RELEASE

FOR IMMEDIATE RELEASE

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CALIFORNIA MPI CHAPTERS UNVEIL GOLDEN STATE COLLABORATIVE Moving the California Event and Hospitality Community Forward

California – Launching October 8, 2020, the inaugural Golden State Collaborative unites California’s MPI community for premier professional development aimed at moving the hospitality community forward.

Join members from all 5 California MPI Chapters to hear from leaders statewide as they navigate safely returning to live events, provide insight into industry trends that will shape meetings moving forward, and discuss the challenges and opportunities that have come out of 2020.

“The MPI Golden State Collaborative started at the request of the Sacramento Sierra Nevada chapter. Early in the pandemic, we held a virtual town hall meeting asking how we could help meet member needs,” shared Rachel Hickerson, Immediate Past President of the MPI Sacramento/Sierra Nevada Chapter, “Overwhelmingly there was a desire to work with other California chapters on something state specific. This event is a true collaboration and I am beyond thrilled to see all of us come together and work as a team to get this event up and running.”

Covering topics from digital event strategy to sustainability to contracts and legalese, you will hear from speakers such as Paul Van Deventer, CEO of Meeting Professionals International (MPI); James Filtz, Director of Meetings and Special Events The Ritz-Carlton; Don Welsh, President and CEO Destinations International; and President and CEO’s from California’s major destinations.

“As we begin to look to the future and reopening California for events, it is critically important for the hospitality community to unite,” said Jay Burress, President and CEO of Visit Anaheim. “When event organizers and attendees return, California will be uniquely positioned to welcome them back.”

Registration for the Golden State Collaborative is now open at <http://bit.ly/GoldenStateC>. Member, non-member and student rates are available.

The Golden State Collaborative is presented by Northern California, Orange County, Sacramento/Sierra Nevada, San Diego, and Southern California chapters of Meeting Professionals International. California’s MPI chapters aim to connect the California meeting and event community and empower members to change their communities.



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CA MPI CHAPTERS CELEBRATE GOLDEN STATE COLLABORATIVE SUCCESS Partnerships Unite Hospitality Community

California – October 20, 2020 - The inaugural Golden State Collaborative held October 8, 2020 was overwhelmingly successful in bringing together all 5 California MPI chapters to discuss statewide preparations for the safe return of face to face meetings, as well as ways to elevate the digital experience.

Drawing over 350 attendees throughout California and beyond, participants enjoyed sessions addressing digital and hybrid event strategies; diversity, equity, and inclusion best practices; approaches to contracting during a pandemic; and managing career transitions. During the event speakers and moderators alike stressed the need for unity as an industry to ensure the future of live events.

“Digital has bridged the gap, but absence of face-to-face has reinforced value of in-person experiences,” claimed Paul Van Deventer, CEO of Meeting Professionals International.

The need to revive face to face meetings is abundantly clear. In 2019 California’s hospitality community brought the state \$66 billion in direct spending and accounted for 450,000 jobs.

According to Adam Burke, President and CEO, LA Tourism and Convention Board, “DMO’s are serving as a central resource.” The prestigious panel of destination leaders summarized ways each location has worked with organizers to revamp or reschedule events. They also outlined their combined efforts to work with city, county, and state health official to ensure the safe return of in-person meetings.

To date, 13 facilities statewide have achieved Global Biorisk Advisory Council (GBAC) certification to help them prepare for and respond to biological threats. Achieving this certification represented a financial commitment from the facilities and their dedication to the safety and security of attendees at live events. When able to reopen, California will lead the way in creating confidence amongst attendees and event staff.

The success of the inaugural Golden State Collaborative would not have been possible without the generous support of our sponsors: Pixilated, Visit RenoTahoe, Vario and Swancard. Please visit their websites to see how they can help you with digital, hybrid or in-person meetings.