

THE BEST OF THE NORTHEAST

YES, WE CANADA

WINTER 2017

Connect

ASSOCIATION

ARE
EVENTS
LIVING
IN A
BUBBLE?
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FEAST MODE

DIVE INTO NEW INDUSTRY
TRENDS THAT WILL LEAVE
YOU THIRSTY FOR MORE



FALL FOR PHILLY 68 CANADA IS EH-OK 84 POSTCARD FROM PERU 96

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WINTER 2017

CORPORATE

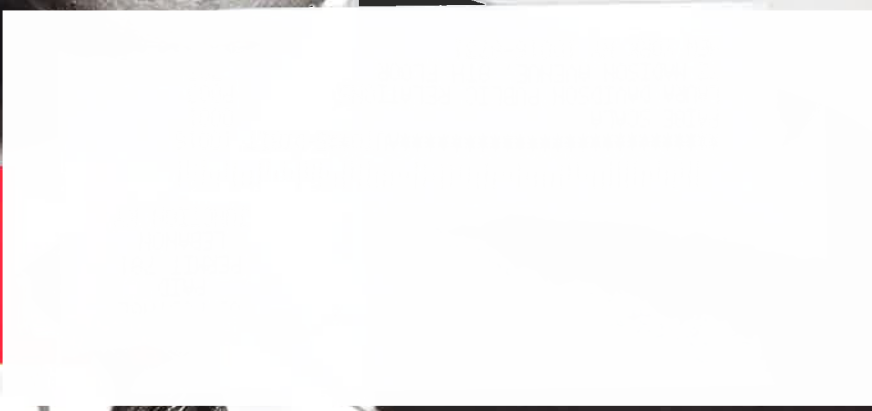
BEHIND THE SCENES
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EVERYTHING YOU
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ABOUT AV 54

YOUR KEYNOTE JUST
CANCELLED. NOW
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GOODFELI

CAESARS SVP MICHAEL MASSARI
GOT AN OFFER TOO GOOD TO REFUSE
IN 1985. THE REST IS HISTORY.



MICHAEL MASSARI, CHIEF
SALES OFFICER AT CAESARS
ENTERTAINMENT CORP. 46

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FAITH

THE NEXT-GEN ISSUE



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Face Time

Few people are greater champions of face-to-face meetings than Caesars Entertainment Corporation's Chief Sales Officer Michael Massari. While staying at Caesars Palace on the Las Vegas Strip in June, Matt Swenson even received a card from Massari stressing the benefits of in-person interaction. Flash forward a couple days and Swenson got some quality face time with Mr. Face-to-Face. And what did Massari talk about? How this meeting between himself and Swenson—their first—would be more memorable than any phone call they had in the past (and there had been several).

Months later, Massari's point rings true. Swenson has interviewed the Caesars superstar many times, but the most memorable, by far, was the lone in-person meeting. Massari's assuredness and storytelling ability are impossible to replicate in any other setting. None of this should be news to anyone who knows Massari or works in the events industry. The experience just reinforces that as our society moves more toward artificial intelligence and robots, face-to-face meetings are not going anywhere. And something tells us that if that's the only takeaway Swenson took away from the in-person meeting, Massari would be extremely pleased.



Travel Tracker

Our editorial team has been on the go this summer and fall, staying on top of all that's new from destinations around the country.

Leigh Harper headed to Asheville, North Carolina, in June to explore the artsy, historically rich city. In July she visited the newly renovated Sheraton Bay Point in Panama City, Florida, a serene bayside property. She checked out Marriott's largest property in the U.S., the Orlando World Center Marriott, over Labor Day weekend.

Matt Swenson attended MPI's World Education Congress at MGM Grand in Las Vegas in June. Outside the meeting, he also experienced the Lip Smacking Foodie Tour,

exploring five restaurants on the Strip.

Kelsey Ogletree road-tripped to Kohler, Wisconsin, to revel in the beauty of small-town America. She also packed her bags for the big city and spent 48 hours exploring New York, checking out properties in Marriott's Convention & Resort Network. She headed West in September to sunny Newport Beach, California, staying at Balboa Bay Resort.

Matt Love soaked in the Brooklyn experience at The William Vale (pictured) over the course of three days.

Save the Dates

Planners and suppliers, join us at our upcoming regional events to enhance your skills, interact with industry leaders and drive more business.

Connect Missouri!
Branson, Nov. 29-30

Connect Pacific Northwest
Seattle, Nov. 30-Dec. 1

Connect Georgia
Atlanta, Nov. 30-Dec. 1

Connect Southwest
Palm Springs, Dec. 4-5

Connect DC
Washington, D.C., Dec. 7

For a full list of 2018 events, visit connectmeetings.com