

Meeting Professional Basics: Why Do I Plan Your Meetings?

Meetings have become an integral part of business success. As a meeting professional (planner) I am a leader, whether I am on stage or behind the scenes. The meetings I organize create platforms for education, connection, and inspiration that can change the world.

Leadership is not about doing: It's about co-creating and becoming. Leadership is the art of getting things done through people. That is what a meetings planner does, getting things done working hand in hand with other travel professionals and developing a relationship.

As a meeting planner I am the force that makes meetings come to life. It is less about position, action, and role. Leading is about co-creating goals, objectives, and results. Meeting professionals today must be conscious of the impacts they make, mindful about the energy they bring, with an eye toward the future vision of the world.

My work now, from start to finish is to educate, connect, and inspire my corporate account leaders in the meetings industry to become what their spirit inspires them to be. To encourage you to build, through co-creation, spirit-inspired meetings that make the world a better place. To help you use your heart for meetings and your head for planning strategies that will lead your organizations forward. I feel that sometimes we do not realize that a good meeting will inspire us to greatness, not just in that moment, or the moments after the meeting, but for all time. It is up to me to make sure that this happens by working with my corporate accounts to produce the best meeting, training, product launch, convention program.