



THIS WEEK
@ PCMA

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October 20, 2009

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Business Travel Budgets Stay Tight for 2010

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IEG Presents Profitable Sponsorship Ideas for Nonprofits

CIC Adds Global Exam Day

The Convention Industry Council (CIC) is adding a CMP Global Exam Day on Feb. 20, 2010, with testing locations to include Mexico, South Korea, Singapore, South Africa, and Italy. [More](#).

Business Travel Budgets Stay Tight for 2010

Increases in business travel spending are expected to happen slowly and to be small, USA Today reports. [More](#). In a related story, The New York Times reports that business travel cost-cutting is the "new normal." [More](#).

Airlines Add New Fees

Domestic and international airlines are introducing new fees, for everything from advance seat selection to surcharges for travel on popular travel days. [More](#).



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MEMBERSPOTLIGHT



Suzanne Sinatra, CMP, says being a PCMA member has given her more than she ever expected; the opportunity to plan programs for her peers; ability to expand her professional network; and to learn about marketing, sales and being a board member. [More](#).

Interested in being featured? [Email us](#).

Members in the News

Jack Ferguson, executive vice president of the Philadelphia Convention & Visitors Bureau (PCVB), will succeed long-time PCVB President Tom Muldoon when Muldoon steps down Dec. 31, 2010. [More](#).

*** A Word From Our Sponsor ***

F R E E M A N

Freeman is the world's leading provider of integrated services for face-to-face marketing events, including conventions, corporate events, expositions and exhibits of all sizes. Services are provided from offices located in 40 cities throughout North America, including event design and production, communications content development, logistics coordination; large-scale digital graphics; décor; event staging; audio, video, lighting, projection, digital services including presentation management; simultaneous interpretation; entertainment; theatrical rigging; exhibit program management; installation and dismantle services; electrical; global freight transportation and material handling services.

Annual Meeting Video Contest Winner Announced!



Richard Scholl, President of Scholl Marketing Research, Inc. is the winner of the PCMA Annual Meeting Video Contest and as such will win complimentary registration and housing to the [2010 PCMA Annual Meeting](#) in Dallas, Jan. 10-13. Thank you all for voting! [View all videos here](#).

Hosted by [Dallas Convention & Visitors Bureau](#)
Brought to you in part by [PCMA Strategic Partners](#)

Position Your Organization for the Rebound at Executive Edge - Limited Planner Scholarships Available

Will your organization be positioned for the economic rebound? Attend Executive Edge and join Roch Parayre, Ph.D. for, ***Making the Right Choices During Tough Times***, on



**Early Bird Fees End
11/2 at 5pm CT!**

[More](#)

PCMA/PCMA Education Foundation Events

October 26:

[Business Lessons from Leaders of the Past with Steve Forbes](#)
Learn from your desk!

November 5:

[Executive Edge: Position Your Organization for the Rebound Limited Planner Scholarships Available](#)
The Wharton School of Business Philadelphia, PA

January 10-13:

[PCMA Annual Meeting](#)
Early Bird Fees End 11/2 at 5pm CT!
Dallas, TX

Chapter Events Through October 24

October 22:

[Fall CMP Study Sessions](#)
Capital Chapter

October 23:

[Educational Program](#)
Canada East Chapter



November 5 at the Wharton School of Business in Philadelphia.

In this full-day, highly-interactive workshop, you will join fellow meetings executives to examine real-world situations and learn how they apply to the meetings and convention industry. You'll learn to:

- Develop new services and products.
- Identify new value for your stakeholders.
- Create new market space aimed at accelerating your organization's top-line growth.

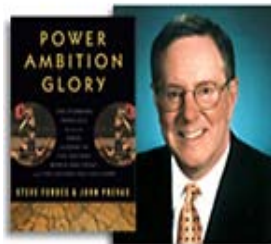
Register now - space is limited. [Learn More!](#)

Are you a planner with budget cuts but interested in attending? A limited number of hosted planner scholarships may be available. [Email us.](#)

Brought to you by [Canada and Partners](#) and [PSAV[®] Presentation Services](#)

FREE Soundview Live Author Series - Featuring Steve Forbes

A conversation with Steve Forbes, the co-author of *Power, Ambition and Glory* is featured in a live Soundview 60-minute discussion, ***Business Lessons from Leaders of the Past***, Monday, October 26 at 3pm ET.



Join Steve Forbes, President and CEO of Forbes Magazine, former Presidential candidate, and best-selling author for a discussion on the attributes of great leaders, their character and management styles.

Price: Free to all PCMA Members and Soundview subscribers. Not a member? [Click here](#) to learn more about the benefits of PCMA Membership.

[Learn more and Register](#)

Brought to you by [Starwood Hotels and Resorts Worldwide, Inc.](#)

IEG Presents Profitable Sponsorship Ideas for Nonprofits

Securing sponsorship for events, programs and year-round relationships is a challenge in a time of tight corporate budgets, especially for nonprofits that need to prove they can provide business-building benefits in addition to generating goodwill for their sponsors. Attendees of this Webinar, held October 22, will receive a

roadmap for maximizing revenue and minimizing resources needed to deliver value to corporate partners. [More.](#)

Pricing

Regular price **\$199**

Price for **PCMA members: \$149**

Special Offer Code: **PCMAIEGWEB**

[Register now!](#)

Check Out PCMA's Social Media Section

Join PCMA's Official LinkedIn Group, become a fan on Facebook, follow us on Twitter, read Chairman John Folks' Blog *(un)Conventional*, and view the latest photos and videos from PCMA events. [More.](#)

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