

ME PRODUCTIONS

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Event Planning Luncheon to be Moderated by ME Productions

Ted Pollack

ME Productions is pleased to announce that Mike Quatrini, general manager of ME Productions' Orlando/Central Florida and Linda Hamburger, ME Productions' manager of marketing communications, will lead a discussion on 'Economic Recovery and the Event Planning Industry' at the Orlando Meetings and Events Expo Luncheon to be held Tuesday, August 26, 2003 at the Rosen Plaza Hotel, Orlando.

The Orlando Meetings and Events Expo is a one-day event that showcases hotels, special facilities, restaurants, caterers and event products to hundreds of Orlando area meeting and event planners. The Orlando Meetings and Events Expo is free and open to the public and is being sponsored by The Practical Guide to Event Planning. Tickets for the luncheon are \$35.00.

'The event management industry is a leading indicator of the economy in the near future,' explains Quatrini. 'Others look to our industry to gauge the potential for economic improvement, because when corporations are gearing up for an increase in sales, they hold more sales meetings. Likewise, when sales are improving, companies host more sales incentive and award events. Our most profitable clients realize that in difficult economic times, it's MORE important to clearly communicate the corporate strategy and keep employees motivated. Incentive meetings and face-to-face strategy planning sessions become critical to a company's success in a tough economic environment'

Florida's largest and most recommended meeting and special event planner, ME Productions, is an award-winning full-service Destination Management and Event Production Company specializing in national and international corporate events, business theater, staging, audio-visual, music and entertainment. For further

Corporate Holiday Parties Keep Party Planning Company Busy Even in Belt Tightened Times

Ask anyone from the CEO to the mailroom - holiday parties are an essential tradition for doing "good business." It's the height of the season for event planners, including Florida-based ME Productions. From the traditional to the radically new, company parties are in full swing at venues throughout South Florida and elsewhere. While some company budgets have been pared back, the annual events are still popular and going strong.

"We're working on all kinds of things," said ME Senior Events Consultant Fe Domenech. I've got one client that requested a Hawaiian coconut paradise for their holiday bash. We're going to be playing fun, interactive games, among a lush sea island scene complete with dock pilings, fish-netting, woven straw baskets, lobster traps. Of course, it's on the waterfront at a private home."

"Companies have proven themselves with parties like these," adds ME's CEO Hal Etkin. "Some folks say 'give me the money, not the party.' But, these events stay with a person in many ways longer than money and have a bigger pay-off. The fun and social interchange boosts morale, brings people together, and provides a sense that the company is doing well, even in today's leaner economy. Some companies will combine their parties with an awards ceremonies or opportunity to provide a year-end company overview."

Below is a brief review of what some companies are doing this year for their holiday galas:

Microsoft Corporation is hosting a Hawaiian Coconut Paradise Party at a private waterfront home on December 8.

Palm Springs General Hospital is planning their seasonal party at the Surf Club. It has been a tradition for more than 17 years.

Public Service Electric and Gas Americas (PSEG) with regional headquarters in Miami is hosting its own "PSEG Toy Store" on December 15 at the Doral Golf Resort & Spa. Guests will enjoy oversized holiday props and a winter street scene. There will be giant-sized lollipops, candy canes and gifts. Huge ornamental balls around the room



Hal Etkin
CEO

El's Wild On series guests will private yacht on December 8 entertainment by Smashmout on-board décor that would m feel like they are receiving the treatment.

Members of The Invention Su Corporation will create a new December 8 with a get togeth Doral with live entertainment | the Sensations Band. They'll l days of entertaining mixed in daytime meeting work.

As for the Party Planners then course, they have their own li look forward to. ME Productio crew will make use of its own showroom to host an in-hous party among the many props used as showpieces for its va

Last, but not least, there is alv Healing Hearts Fundraiser be Wednesday, December 12 at an event bringing together pa professionals from all around including, of course, ME Prod

To get some fun footage or pl a theme party can really mak occasion into a memorable e media is welcome to most ev ME at 954-458-4000 x162 to :