

ISES

WORLD EVENT TWO

—AN INSTITUTE FOR PROFESSIONAL DEVELOPMENT—

6-8, 2009 AUGUST 6-8,

SAN FRANCISCO MARRIOTT, CA, USA SAN FRANCISCO

ISES

WORLD EVENT TWO

REGISTER BY JULY 10 AND SAVE! REGISTER BY JULY 10 AND SAVE!

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ISES

stimulate your mind at ISES Eventworld a unique opportunity to develop professional insights inspired. Designed specifically for sales and marketing professionals, Eventworld® is the conference you want to miss.

FEATURED EDUCATIONAL SESSIONS

OPENING GENERAL SESSION

Release Your Brilliance: How to Reposition, Reconnect and Re-emerge in Times of Change, Simon T. Bailey
Thursday, August 6, 2:00 p.m. - 4:00 p.m.



Get ready to be captivated and inspired with contagious energy, compassion and humor by **Catalyst for Brilliance, Simon T. Bailey**. In this opening session, you will be re-equipped with tips, tools and techniques to prove that brilliant success is an inside job. Bailey challenges and teaches businesses and organizations to clear obstacles to brilliance in their cultures, processes and people, thereby achieving higher levels of engagement, retention, and productivity — and a brilliant bottom line. Before founding the Brilliance Institute, Simon honed his expertise in leadership, sales, customer service and personal development during a successful two-decade career at Hyatt Hotels, Walt Disney World Resort and the Disney Institute.

OFFSITE EXPERIENTIAL LEARNING SESSION

"Knock Your Next Event Out of the Park!"
Thursday, August 6, 9:00 a.m. - 1:00 p.m.
AT&T Park (additional registration fee required)

AT&T PARK SAN FRANCISCO In this behind-the-scenes look at "baseball's perfect address," you will witness first hand how AT&T Park's dedicated special events team transforms the home of the San Francisco Giants into a first class special event venue. We will focus on the variety of ways a baseball park can be used for meetings and events, and a few special surprises!

Transportation and lunch will be provided. This session is limited to the first 100 registrants.



Happy Hour
Hot and Sassy Trends by
Steve Kemble
America's Saggiest Lifestyle Guru

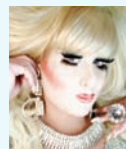


www.stevekemble.com

Friday, August 7, 4:30 p.m. - 6:00 p.m.

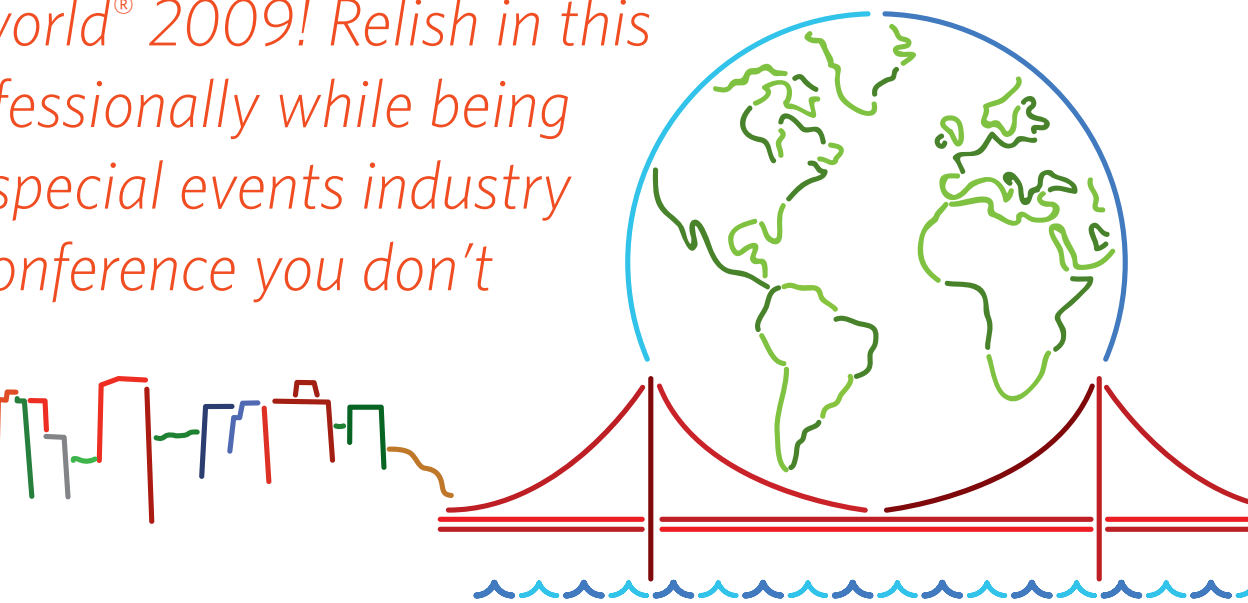


Steve Kemble has been the magic behind countless corporate events, weddings and other sassy ventures for more than two decades. The event industry's king of self-promotion, also known as America's Saggiest Lifestyle Guru, is one of the industry's most visible, vocal and unique personalities. Steve has been dishing out fashion disses at celebrities for more than three years as a Top Cop for *Us Weekly* magazine's *Fashion Police*, and with annual appearances on *TV Guide Network's Idol Tonight*. His daily "What's Hot" segment for CBS radio has become an online sensation, and he has gone head to head with some of TV's other big personalities from Melissa Rivers to Donny Duetsch. To top it all off, he has dished out delectable advice for throwing Hollywood-level bashes at home for *E!'s Countdown to the Academy Awards*, CBS's *The Early Show* and *Every Day with Rachael Ray* magazine. In this energy packed session, America's Saggiest Lifestyle Guru, your very own Steve Kemble, will give you the hottest and sassiest lifestyle trends emerging from coast to coast. With his finger on the pulses of pop culture, high fashion and the event industry, no other expert in the field can put together such a dynamic presentation - this is not to be missed!



Joining Steve for this session and spinning your favorite Happy Hour tunes will be legendary DJ Diva Lady Bunny hopping in from New York City!

World® 2009! Relish in this
professionally while being
special events industry
conference you don't



SCHEDULE-AT-A-GLANCE

As of May 6, 2009. Schedule is subject to change.

THURSDAY, AUGUST 6

- 9:00 a.m. – 1:00 p.m. Offsite Experiential Learning Session — “Knock Your Next Event Out of the Park!”
AT&T Park (additional registration fee required)
- 1:15 p.m. – 2:00 p.m. ISES Eventworld® Orientation
- 2:00 p.m. – 4:00 p.m. Opening General Session — State of the Industry, David DeLoach;
Keynote Presentation, *Release Your Brilliance: How to Reposition, Reconnect
and Re-emerge in Times of Change*, Simon T. Bailey
- 4:15 p.m. – 5:30 p.m. Educational Sessions
- 6:00 p.m. – 9:00 p.m. ISES Eventworld® Welcome Reception
Mezzanine (additional registration fee required)

FRIDAY, AUGUST 7

- 9:00 a.m. – 10:15 a.m. Educational Sessions
- 10:30 a.m. – 11:45 a.m. Educational Sessions
- 11:45 a.m. – 1:30 p.m. Lunch on your own
- 1:30 p.m. – 2:45 p.m. Educational Sessions
- 3:00 p.m. – 4:15 p.m. Educational Sessions
- 4:30 p.m. – 6:30 p.m. Featured Educational Session — *Happy Hour! Hot and Sassy Trends*
by Steve Kemble, America's Saggiest Lifestyle Guru

SATURDAY, AUGUST 8

- 8:30 a.m. – 9:45 a.m. Educational Sessions
- 10:00 a.m. – 11:15 a.m. Educational Sessions
- 11:30 a.m. – 1:15 p.m. ISES Annual General Meeting and Luncheon
San Francisco Marriott (additional registration fee required)
- 1:30 p.m. – 2:45 p.m. Educational Sessions
- 5:30 p.m. – 11:30 p.m. ISES Esprit® Awards Celebration
San Francisco Marriott (additional registration fee required)

EDUCATION IN EDUCATION EDUCATION

EDUCATION

ISES Eventworld® 2009 will open your mind to new and unique ways to improve your business. Created to serve as an Institute for Professional Development, ISES Eventworld® combines tailored industry education with the actionable tasks you can implement in your business the day you return. Gain a wealth of knowledge, hone your professional skills and network with your industry peers during three action-packed days of industry specific education.

With a variety of educational offerings, the ISES Eventworld® tracks are designed to help you find the sessions that fit your needs. Regardless of how you determine your schedule, be prepared to be stimulated, motivated and inspired.

SKILLED PROFESSIONAL TRACK

The Skilled Professional sessions are designed for experienced professionals (5+ years) looking for interactive education to expand their knowledge of the industry and event management. Also offered in this track is a workshop titled *"Whose Event is It Anyway?"* which focuses on breaking down communication barriers and crossing divides on multi-disciplinary event teams. Additional content includes:

- Reduce Expenses and Save the World by Greening Your Events and Business Practices
- AV Production '201' in 2009
- The Top Technology Trends Transforming the Meetings and Special Events Industries
- The Power of Personal Branding
- Setting and Meeting Client Expectations
- Technology for the SOHO (Small Office/Home Office) and Road Warrior — How To Make It Work for You
- Expanding Your Business Outside of Your Geographical Area
- What You Don't Know About the ISES Community: How Businesses Like Yours Can Leverage the ISES Web site to Increase Sales, Expand Your Network and Influence Your Industry
- Reaching Generation Y: What You Can't Afford NOT to Know
- Building Web sites that Work

View full educational session information and speaker biographies at <http://ew.ises.com>

NOVICE PROFESSIONAL TRACK

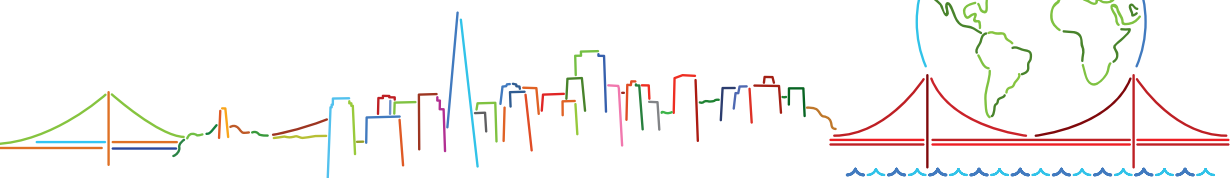
The Novice Professional sessions are geared for current students, career changers, and those in the industry looking to further their knowledge on specific unfamiliar disciplines. This track includes several of the popular *"5 Things You Need to Know About..."* sessions designed to provide an overview of event design, entertainment, social, corporate and non-profit events, catering, event management, production schedules, marketing, insurance and sponsorship. Additional content includes:

- The Blog Factor: Why Starting a Blog Now is More Important than Ever
- Business Butterflies: The Working Benefits of Social Networking
- Leadership with a Focus on Serving

SEASONED PROFESSIONAL TRACK

Designed for highly experienced professionals and business owners, the Seasoned Professional sessions cover industry best practices, business growth strategies, and leadership development through interactive presentations and facilitated roundtables. Content includes:

- Building and Maintaining Your Cash Flow
- Create Maximum Value for Your Business using Strategic Exit Planning
- Nothing Ever Goes According to Plan... But You Still Need to Have One
- Working On vs. In Your Business



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NETWORKING OPPORTUNITIES & EVENTS*

ISES Eventworld® 2009 networking events provide a fun break from education-filled days and a chance to mingle with professionals from near and far. Don't miss these exciting events.

ISES EVENTWORLD® WELCOME RECEPTION

Thursday, August 6, 2009

6:00 p.m. - 9:00 p.m.

Mezzanine

A richly diverse gathering space, Mezzanine is a club that boasts state-of-the-art technologies for both live and electronic music and caters to performances of all types — from hot shows with the newest buzz bands to intimate engagements with the world's biggest artists. On this night, the entire multi-level venue will be open exclusively to ISES Eventworld attendees. The evening will feature local entertainment and food to kick off your Eventworld experience with a true taste of San Francisco.

Additional registration fee required.

ISES ANNUAL GENERAL MEETING AND LUNCHEON

Saturday, August 8, 2009

11:30 a.m. - 1:15 p.m.

San Francisco Marriott

Join the ISES International Board of Governors and Leadership for the Annual Meeting to hear a recap of ISES' successes during the past year and plans for 2009-2010. In addition, the ISES Spirit of Excellence Awards will be presented to recognize outstanding ISES leaders, chapters and volunteers.

Additional registration fee required.

ISES ESPRIT® AWARDS CELEBRATION

Saturday, August 8, 2009

5:30 p.m. - 11:30 p.m.

San Francisco Marriott

The ISES Eventworld® 2009 ends with a grand finale: the **2009 ISES Esprit® Awards Celebration**. This unforgettable evening brings fine dining and dancing together with industry accolades, offering attendees a final chance to celebrate the special events industry.

Each year, special events professionals from across the industry vie for recognition from their peers in hopes of winning a coveted award. This annual event gives members the chance to celebrate accomplishments and goals with colleagues and be acknowledged for their talents, passion and commitment to the special events industry. Do not miss this opportunity to see creative ideas in action.

Additional registration fee required.

***Note:** The Welcome Reception, Annual General Meeting & Luncheon and the ISES Esprit® Awards Celebration require additional registration fees. Be sure to register for each function you would like to attend.

REGISTRATION REGISTRATION REGISTRATION

REGISTRATION PACKAGES & OPTIONS

Easy Four Step Registration Instructions for ISES Eventworld® 2009.

1. Choose your education options — either full education or individual day(s).

EDUCATIONAL PACKAGE	Through 07/10/09	After 07/10/09
Full Education Package Includes: <ul style="list-style-type: none"> Opening General Session, 8/6 All educational sessions 8/6-8/8 (except Offsite Experiential Learning Session) Access to all educational session handouts Continental breakfast 8/7 & 8/8 	\$650 (member)	\$800 (member)
	\$850 (nonmember)	\$1,000 (nonmember)
	\$650 (student)*	\$650 (student)*
Single Day Education Includes (8/7 or 8/8): <ul style="list-style-type: none"> Opening General Session, 8/6 All educational sessions for selected day(s) Access to educational session handouts Continental breakfast for selected day(s) 	\$320 (member)	\$470 (member)
	\$420 (nonmember)	\$570 (nonmember)
	\$320 (student)*	\$320 (student)*
Offsite Experiential Learning Session “Knock Your Next Event Out of the Park!” AT&T Park Includes: <ul style="list-style-type: none"> Half day offsite trip to AT&T Park, home of the San Francisco Giants 8/6 Transportation to park, and Lunch 	\$100	\$100

* To be eligible for the Student rate, student must submit a copy of student ID card with registration.

2. Choose your luncheons, networking and social event options.

You must purchase tickets to attend the luncheons, Welcome Reception and the ISES Esprit® Awards celebration.

LUNCHEONS AND SOCIAL EVENTS	Through 07/10/09	After 07/10/09
Welcome Reception, 8/6	\$105	\$125
ISES Annual General Meeting and Luncheon, 8/8	\$75	\$90
ISES Esprit® Awards Celebration, 8/8	\$205	\$255
ISES Esprit® Awards Celebration — Tables of 10, 8/8 <ul style="list-style-type: none"> Tables of 10 will receive premium seating in the ballroom. First come, first served. Limit of five tables will be sold. Names of all attendees must be given to ISES at the time of registration. To register for this event, contact ISES Headquarters. 		\$2500

Note: all luncheons and networking events are separate this year. Be sure to register for each function you would like to attend.

3. Visit <http://ew.ises.com> and choose your payment option — either online using a credit card, or print a registration form and pay via mail using a check (USD only).

4. Provide all of your registration information — either online or via the printable registration form.

That's It! Your registration confirmation will be e-mailed to you as soon as it is processed. For more information and to register, visit <http://ew.ises.com>.

ISES Headquarters Phone Numbers: +1.800.688.4737 or +1.312.321.6853
 ISES Web site: www.ises.com

Conference Cancellation Policy: Cancellations received on or before July 10, 2009 will incur a \$150 USD cancellation fee. No refunds will be issued after July 10, 2009. All cancellations must be submitted in writing. Substitutions will be issued without additional fees.

INFORMATION INFORMATION INFORMATION

IMPORTANT INFORMATION

REGISTRATION HOURS

Wednesday, August 5	11:00 a.m. - 5:30 p.m.
Thursday, August 6	11:00 a.m. - 5:30 p.m.
Friday, August 7	7:30 a.m. - 4:00 p.m.
Saturday, August 8	8:00 a.m. - 2:30 p.m.

Check in at the conference registration desk when you arrive to receive your name badge, onsite agenda and other important materials.

ISES ESPRIT® AWARDS CELEBRATION TABLE SIGN-UP HOURS

Friday, August 7	8:00 a.m. - 2:00 p.m.
Saturday, August 8	8:30 a.m. - 12:00 p.m.

ATTENDEE TRAVEL

ISES has chosen TravelCorporate as the preferred travel agency for this meeting. Contact TravelCorporate today and receive ISES' specially negotiated discounts on airfare rates. You will always be offered the lowest available fare.

Pick one of three ways to book your travel to San Francisco:

- Online: www.themeetingevent.com
- By phone: 1.800.356.2330, 1.312.236.3939
- By e-mail: info@travelcorporate.com

Mention ISES Eventworld® 2009 and they'll take care of the rest.

HOTEL ACCOMMODATIONS

San Francisco Marriott
55 4th St.
San Francisco, CA 94103 USA
Phone: 1.888.575.8934

Rates

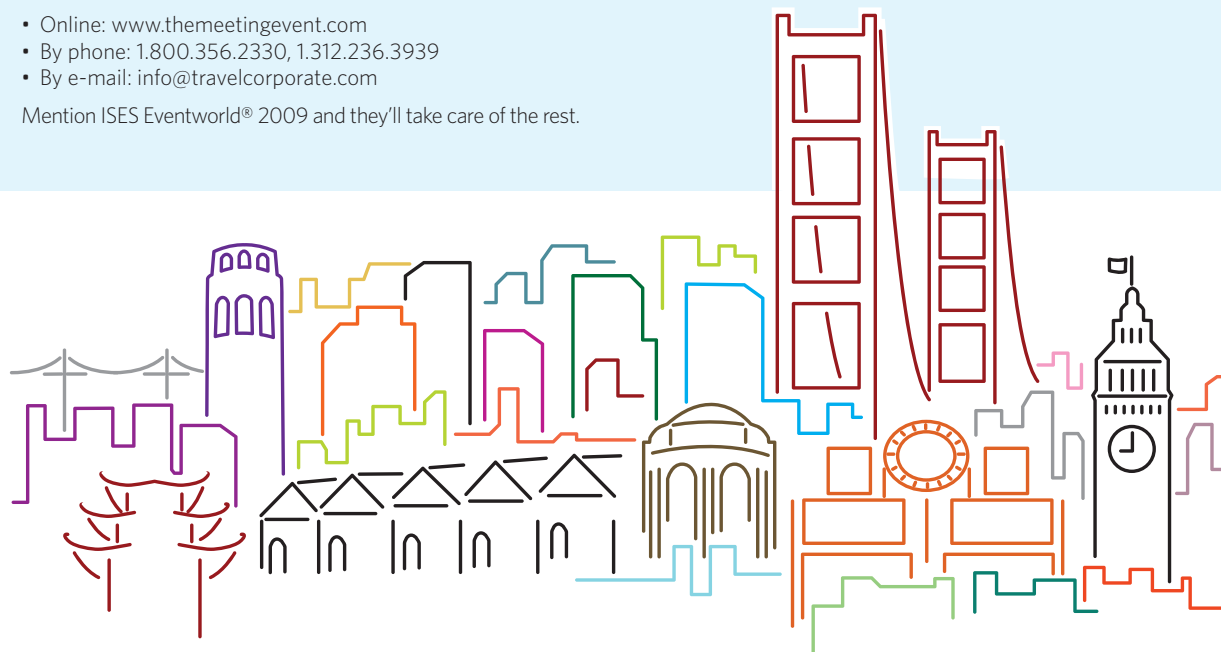
\$219 single/double + tax per night

Hotel Reservations

Reservations must be made directly with the San Francisco Marriott. Call +1.888.575.8934 or +1.415.896.1600 and ask for the discounted International Special Events Society (ISES) group rate or visit <http://ew.ises.com> to book online. Rooms will be available at the discounted ISES group rate until the block is sold out or **July 10, 2009**, so don't delay.

Hotel Cancellation Policy

You may cancel your reservation until 6:00 p.m. on your scheduled day of arrival with no penalty. Reservations cancelled after 6:00 p.m. on the scheduled day of arrival or no-shows will be billed one night's room and tax charges.



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