

International Special Events Society – ISES

Minneapolis-St. Paul Chapter
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FOR IMMEDIATE RELEASE

Collaborative, Creative and Credible....at Work

With the GOP Convention about to hit town, the local chapter of the leading events organization asserts its new operating tagline.

Minneapolis, Minn., February 21, 2008—The Minneapolis-St. Paul Chapter of the International Special Events Society (ISES) rolled out its new positioning statement, **Collaborative. Creative. Credible.**, at the February 21 educational program at Theatre de la Jeune Lune in front of an audience of nearly 100 event professionals.

In the past few years, it has been the motivation of the Board of Directors to discern a positioning statement they felt would articulate the local ISES membership, now including more than 175 event professionals, and their role in the local, regional, and international events community. Under the leadership of board member Lisa Marie Borchert and ISES member Cheryl Kranz, one sentence emerged to be at the hearts of those actively involved with the local chapter: “A collaborative community of creative professionals dedicated to continuing education and service in special events.” From there, they arrived at these three words:

Collaborative: It is who ISES Minneapolis-St. Paul Chapter works with and for; its teams and audience

Creative: It is how the chapter does what it does; innovation

Credible: It is about the membership’s process and expertise; as professionals seeking results

It seemed appropriate to announce the new positioning statement at the February program with the topic, “Creative Collaboration,” featuring a panel discussion with Theatre de la Jeune Lune’s creative team and a showcase of upcoming trends in the social and wedding industry provided by program sponsor and joint program partner, Twin City Bridal Association.

In March, the Minneapolis-St. Paul Chapter of ISES will produce its largest collaborative and creative event of the year—the 2008 ISES Minnesota Star Awards, held at the Great Hall, St. Paul, on March 14, 2008. The event will recognize the credible talent of the local events industry with awards for the best local events and event professionals of 2007. The Star Awards is a two-time internationally award-winning event. Individual recipients of past Star Awards have gone on to win multiple international awards.

For additional information, visit www.ises-msp.org or call 612-677-3790. Anyone interested in attending the Star Awards event, should contact Chrissy Mages at 763-531-5069, chrissym@sttheresenh.org.

What is ISES?

The International Special Events Society is comprised of over 5,600 professionals associated among 41 chapters world wide who work in the special events industry as event planners, caterers, decorators, florists, destination management companies, rental and production companies, tent suppliers, audio-visual technicians, party and convention coordinators, hotel and convention managers, entertainers and much more. ISES provides education and networking to its members to promote professionalism in the special events industry.