

International Special Events Society – ISES

Minneapolis-St. Paul Chapter
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INTERNATIONAL
SPECIAL EVENTS SOCIETY

MINNEAPOLIS-ST. PAUL CHAPTER

Contact:

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FOR IMMEDIATE RELEASE

MAY PROGRAM
2006-2007 Season

WHAT

8 Breakthrough Concepts Changing Business in 2007

WHEN

Thursday, May 10th, 2007

4:00pm Social in the Club Room
4:45pm Buffet and Dessert Hosted by Trocaderos
5:30pm ISES news and Information
6:00pm Feature Presentation by Richard Aaron CMP, CSEP
7:00pm Conclusion of Event.

WHERE

Trocaderos Nightclub & Restaurant
107 3rd Ave N Mpls, MN 55401
651-335-3565

COST

Members & Guests \$30.00
Students \$15.00

Guests: come check out ISES,
then join in May and get 14 months of [membership](#) for the price of 12!

RSVP at www.ises-msp.org

SPEAKER

Do you seek fresh direction each year to stimulate new excitement for your business marketing? Then plan to attend this “not to be missed session” to hear the latest *thought leadership trends* influencing meeting and event business strategies for 2007! Join Richard Aaron, President of BiZBash NYC as he delivers keen insights into Experiential Events and 8 big business ideas shaping cultural engagement that will influence your strategies to keep up with the fast paced global marketplace. Richard will also spice up this session with discussion of the latest marketing and branding ideas at events to equip you to guide these ideas into reality. Richard, “The King of Edu-tainment”, delivers the session with entertaining, educational high energy that is guaranteed to energize and inspire you as well as increase your business IQ!

Richard Aaron, CMP, CSEP

President, BiZBash Media



This former Broadway actor and entertainer is the king of “edu-tainment” bringing a high-energy approach to every speaking engagement. Currently president of BiZBash Media New York, Richard was the founding President of the New York chapter of ISES-The International Special Event Society. He recently served as President of the ISES Education Foundation. Richard has served on both the MPI’s and ISES’s International Board of Directors and numerous committees.



What is ISES

The International Special Events Society is comprised of over 4,000 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.