

**International Special Events Society – ISES**

Minneapolis-St. Paul Chapter  
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FOR IMMEDIATE RELEASE

**November Program:**  
2007-2008 Season

**What:**

ISES Minneapolis-St. Paul Chapter Presents "**Secret Schmecret**" with National Speaker **David Merrell**

**Minneapolis, Minn., November 13, 2007**—The International Special Events Society (ISES) Minneapolis-St. Paul Chapter is presenting "Secret Schmecret" with National speaker, David Merrell, at the Walker Art Center (Skyline Room). When Merrell founded An Original Occasion in 1989, his vision was to design and produce personalized and original events. "All truly special events," Merrell says, "demand a customized approach in order to fully achieve the client's vision and purpose." It is this philosophy that has positioned An Original Occasion as one of the most reputable event design and production firms in Southern California.

Join Merrell as he shares the "tricks of the trade" for how to design the perfect event for a client. Utilizing marketing and sales techniques, proposal tips, and all kinds of décor ideas, Merrell will demonstrate that there are no secret formulas for a successful career within the special events industry and no big secret that gives competitors an advantage.

ISES thanks all sponsors of the program, including platinum sponsors, the Walker Art Center and Wolfgang Puck Catering.

**When:**

November 13, 2007, 12:00 to 2:30 p.m.

**Venue:**

Walker Art Center (Skyline Room)  
1750 Hennepin Avenue  
Minneapolis, MN 55403  
612-375-7600

**Cost:**

Members: \$35.00  
Associates: \$40.00\*  
Guests: \$50.00  
Student Members: \$15.00\*\*

Visit [www.ises-msp.org](http://www.ises-msp.org) for registration information.

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**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.*

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