



SPARK!

INSPIRE | CELEBRATE

Half Day Education & Networking Event

Vancouver Convention Centre West

Wednesday, October 18, 2017

8:00 - 12:00, followed by chapter AGM and lunch

Leave Your Organization's Legacy at Your Next Meeting and Make a Difference

Everyone is talking about giving back to the community these days. People want to help and give to those in need. Many organizations would like to include a Corporate Social Responsibility (CSR) project within their program, however, there is either not enough time in the event schedule, not enough staff time to plan another event within the overall event it or upper management does not fully support such programs. There are many reasons why CSR is not embraced and it becomes a side thought or it does not happen at all. But wait—it is not that hard, and your organization might be missing some real business reasons why CSR should be a part of your next event. There are many bottom-line business reasons why organizations should conduct these types of projects in addition to the “feel good” aspect of a program.

Learning Objectives:

1. Enhancing your attendee's meeting experience—attendees are looking for ways to enhance their meeting experience while having meaningful life experiences. Time is limited and they are trying to maximize their time spent at your event
2. Increase your organizational marketing opportunities thru social media—doing something good at your event and promoting it on social media elevates your organizational profile. But there is a catch...only if you engage social media properly
3. Engage sponsors and partners in a new and unique way—with a CSR project, you can provide unique marketing opportunities for your sponsors to do something different that has a positive impact on their customers, thus increasing their loyalty to your organization



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Rachael Riggs



Rachael Riggs, CMP is a Meetings and Convention Sales Manager for Tourism Vancouver located in the Chicago regional sales office selling Vancouver to associations, corporations and third parties in the Midwest. She has held this role since 2004. In this role, she leads the #vangiving program and has developed many CSR programs as a supplier and a planner.

Previously, Riggs worked for the San Diego Convention and Visitors Bureau as National Sales Manager and the Baltimore Convention and Visitors Association as Regional Director of Sales based in Chicago. Prior to working in sales, Riggs owned an independent meeting planning company, RMR, Inc. consulting to corporations and associations. Additionally, Riggs worked for Smith

Bucklin & Associates and The Sherwood Group in the convention departments.

Riggs currently serves on the PCMA – Greater Midwest Chapter Board of Directors as the Secretary. For PCMA nationally, she has served as Chair of the Awards Committee (for 2 years) and Leadership & Governance Conference Committee. She was Vice Chair of the PCMA Annual Meeting Program Committee in 2010. She has served as Chair for Association Forum's Supplier Working Group, the Honors Gala Committee and the Holiday Showcase Committee. In 2007, she was Chair of Destination Reps (www.destinationreps.org).