

Scoop.

THE MPISCC NEWSLETTER OCT '24



Being a Meeting Professional Influencer: More Than Joining, It's About Taking Charge

When I first joined MPI, I thought it was just about signing up for a professional group—getting access to events, making some connections, maybe learning a few things. But here's the real deal: BEING an MPI is a totally different experience. It's not about simply joining and sitting back. It's about showing up, speaking out, and stepping into leadership. It's about being part of change, not just watching it happen.

Joining MPI is like getting the keys to a car—but *being* an MPI? That's learning to drive. It means having a voice, having a seat at the table, and using that platform to make a difference. I learned that firsthand when I became Director of Diversity, Inclusion & Belonging for MPISCC. I didn't just join and stay in the background—I took the opportunity to create something. To bring diversity into the spotlight, and to help shape an organization that feels inclusive for everyone. What really hit me is that MPI is full of opportunities to lead, right now, no matter where you are in your career. I think a lot of young professionals feel like we have to wait until we're further along to make a real impact. But here's the truth: being an MPI means you don't have to wait. You don't have to sit on the sidelines while others make the decisions. You can jump in, bring your ideas, and start making a difference now. I've had the chance to push for change on things that really matter to me, like representation and inclusion, and MPI gave me the platform to make those changes happen.

The difference between joining and being an MPI is huge. Joining is just the beginning—it's the door opening. But being an MPI? That's stepping through the door and getting involved in shaping what's on the other side. It's about influence—using your voice to steer the conversation and bring new ideas to the table. It's about growth—learning how to lead, how to navigate complex issues, and how to be part of something bigger than yourself. And it's about community—finding your people, your mentors, your collaborators, and growing together.

I'll be honest—serving on the board at a young age felt intimidating at first. But I realized that MPI is built on the idea that every voice matters, no matter where you are in your career. Being an MPI means recognizing that the fresh perspectives we bring are exactly what the industry needs. And when we speak up, we're not just participating—we're leading.

To anyone considering MPI, here's my advice: Don't just join and blend into the background. BE a Meeting Professional Influencer. Take ownership of your career and your growth by getting involved. Be part of the conversations that are shaping the future of our industry. Use your creativity, your energy, and your unique perspective to make an impact.

Trust me, it's one thing to watch others drive change—it's another to be in the driver's seat. And being an MPI puts you there.

Jasmine Gonzalez, Director of Events, Peterson Automotive Museum
MPISCC Board of Directors, Director, Diversity, Inclusion & Belonging



BE AN MPI!

The "Be an MPI" initiative is a fresh and forward-thinking campaign aimed at redefining what it means to be a part of the MPISCC community. Moving beyond traditional membership, "Be an MPI" empowers young and young-minded event professionals to take on the role of Meeting Professional Influencers—leveraging social media, thought leadership, and community engagement to shape the future of the events industry.

This initiative isn't just about joining MPISCC; it's about elevating your career, developing your personal brand, and gaining recognition as a thought leader. Whether you're a recent graduate or someone with a few years of experience, "Be an MPI" positions you to actively contribute to the conversation through blogs, social media content, or podcast features. You'll have access to exclusive resources, like content creation toolkits and webinars on personal branding, all designed to enhance your influence in the industry.

The goal? To build a vibrant, connected community of professionals who are recognized for their expertise, creativity, and innovative ideas. Being part of this movement allows members to build their personal brand, share their voice, and help guide the future of the meetings and events space. This is the new era of MPISCC, where being influential is more than just a title—it's a lifestyle.

Being an MPI isn't just about joining an association (although starting on September 23 and for a month, new members can join at a 20% discount) or attending meetings or events—it's about elevating your professional presence, connecting with a dynamic community, and sharing your experiences with the world. And we're here to help you do that! We've created an exclusive "Be an MPISCC Toolkit" designed to give you everything you need to share your journey with your network. The toolkit includes social media post templates, blog outlines, email signatures, and more!

Ready to make your mark? Get your toolkit today and start influencing your peers, colleagues, and the industry. Email us at admin@mpiscc.org for more info!

Whether you're passionate about thought leadership, building community, or highlighting innovative event trends, "Be an MPI" is your opportunity to take the lead.

SO MUCH

COME FOR THE MEETING, STAY FOR THE WORLD CLASS AMENITIES

Located just minutes from the Las Vegas Strip, Henderson, Nevada, is a city that offers a distinctive blend of natural beauty, modern amenities and unique experiences - making it a notable destination for both business and leisure.

UNIQUE VENUES WITH THE BEST ACCESS

For those planning events, Henderson provides a range of unique spaces, from elegant meeting rooms to scenic outdoor venues. With 350,000 square feet of event space, 4,000 rooms, a variety of hotels catering to different levels of luxury and minutes from the Las Vegas Strip, Henderson offers convenient access to the Las Vegas Valley as well as both Harry Reid International Airport and Henderson Executive Airport. This combination of accessibility and sophistication enhances the experience for travelers and event organizers, alike.

LUXURY ACCOMMODATIONS AND DINING

The city also provides a selection of luxury accommodations and dining experiences. Notable establishments include the M Resort and Spa, Green Valley Ranch Resort Spa and Casino, and several lakeside resorts at Lake Las Vegas, such as Hilton Lake Las Vegas Resort and Spa and The Westin Lake Las Vegas Resort & Spa. These options offer high-end amenities and picturesque settings.

ACTIVITIES AND RECREATION

Henderson stands out with its extensive range of recreational activities. The city is home to over 180 miles of scenic hiking and biking trails, providing ample opportunities for outdoor enthusiasts to explore the area's pristine landscape. Additionally, Henderson features nine golf courses, catering to golfers of all skill levels. Local lakes offer plenty of options for kayaking, paddleboarding, speedboats, and other water sports. Significant natural landmarks, such as Zion National Park, Red Rock Canyon, Lake Mead and the Hoover Dam, provide ample opportunities for day trips and exploration.

Henderson combines its convenient location with an exceptional range of recreational activities, luxurious accommodations and distinctive event spaces. It stands out as an ideal destination for any occasion. Ready to plan your perfect event? Contact us today to discover all that Henderson has to offer and make your next gathering unforgettable!

SO CLOSE

OCVIBE



A New Epicenter for Private Events Emerges in Orange County.

OCVIBE is turning 100 acres in the heart of Anaheim surrounding Honda Center into an immersive entertainment and events district that will reimagine the downtown experience for Orange County. It's where serene parks, eclectic dining, a vibrant nightlife, and world-class sports and entertainment create a culture that will be defined by you. It's an event planner's playground, and it's coming soon.

Opening 2026

ocvibe.com

HOW TO LEVERAGE INDUSTRY INFLUENCERS TO PROMOTE YOUR EVENTS

Influencers are no longer just a trend—they're a powerful marketing tool. And while the word "influencer" often brings to mind social media personalities, the reality is that influencers exist in every industry. Whether you're working in tech, fashion, healthcare, or beyond, there are experts and personalities with loyal followings who can help you promote your event, boost attendance, gain press coverage, and even attract new sponsors. **Here's a straightforward guide on how to use industry influencers to amplify your event's impact.**

1. Identify the Right Influencers

The first step is finding influencers whose audience aligns with your event goals. These could be thought leaders, bloggers, speakers, or social media personalities. Look for individuals who have an engaged following in the industry your event serves. For example, if you're planning an event focused on healthcare, find doctors or medical professionals with a large online presence. **Tip: Tools like BuzzSumo, HypeAuditor, and LinkedIn can help identify top influencers in specific industries.**

2. Build Relationships Early

Start engaging with influencers well before your event. Like their posts, share their content, and comment on their work. Building a relationship is key to getting them on board for promotion. A cold ask is less likely to be successful. **Tip: Reach out via email or LinkedIn with a personalized message, highlighting why your event aligns with their expertise and how it can benefit their audience.**

3. Create Win-Win Collaborations

It's crucial to offer influencers something of value in return for promoting your event. This could be complimentary event access, opportunities to speak at the event, or even exposure to your own network. **Tip: Collaborations can go beyond a simple shoutout. Invite influencers to host panel discussions, moderate Q&A sessions, or even co-create content like blog posts or podcasts leading up to the event.**

4. Utilize Their Platforms for Promotion

Influencers can boost your event's visibility by promoting it through their channels, be it social media, blogs, podcasts, or newsletters. Ask them to mention your event,

share registration links, or highlight their involvement with it. **Tip: Provide them with ready-made content like graphics, hashtags, and talking points to make it easy for them to share. Ensure they tag your event or organization's social media handles.**

5. Boost Attendance and Engagement

Leverage the credibility of influencers to drive ticket sales. Influencers' endorsement acts as a trust signal to their followers, making them more likely to attend. **Tip: You can offer a special discount code or early bird pricing exclusively for the influencer's audience. This adds value for their followers and creates a sense of exclusivity.**

6. Gain Press and Media Coverage

High-profile influencers can also attract media attention. When notable individuals are speaking at or promoting your event, journalists are more likely to cover it. **Tip: If you have prominent influencers attending or speaking, make this a focal point in your event press releases and media outreach.**

7. Cultivate an Internal Influencer

Identifying a team member who can grow into a thought leader in your industry can have long-term benefits for both your event and your organization. This individual can consistently blog, post on social media, share insights from your events, and become the voice of your brand over time. **Tip: Start by identifying someone passionate about your industry and who is already active on social media. Encourage them to attend relevant industry events, write thought leadership articles, and engage with your community regularly. This way, your team has its own "in-house" influencer, expanding your event's reach with an authentic voice.**

8. Measure the Impact

Finally, it's important to track the success of your influencer collaborations. Use unique referral codes or trackable links to see how many attendees or registrations were driven by the influencers you worked with. **Tip: After the event, follow up with your influencers to thank them and discuss the results. This helps build a long-term relationship for future collaborations.**

UPCOMING EVENTS



Follow us for announcements, updates & reminders for our upcoming events!

SAVE THE DATE

SEPTEMBER-NOVEMBER 2024

CMP BOOTCAMP

OCTOBER 7-10, 2024

CHAPTER MEET-UP
AT IMEX & AFTER 5'S

NOVEMBER 2024

STATE OF THE
INDUSTRY

DECEMBER 2024

AFTER 5'S



NEW
MPISCC BOARD!!!!
JANUARY 1 - DECEMBER 31, 2025

Mai Lim - Immediate Past President
Karly Watson - President
Kelly Feeney - President Elect

Braidy Lee - VP, Membership
Gaetan Mousseau - Dir, Member Recruitment
Libby Zarahy - Director, Member Care

Margaret Launzel-Pennes - VP, MarComm
Anna Kim - Director, Social Media

Debra Mategrano - VP, Finance
Eric Engelstein - Dir, Strategic Sponsorship
Latrice Lawson - Director, Special Events

Amanda White - VP, Regional Ops

Jennifer Minzey - VP, Education
Jennifer Jones - Director, Education &
Professional Development

Steve McCleave - VP, Leadership Development
Lucy Roberts - Director, DEI

GO CONNECT GO CREATE



So much. So close. SoCal.

Greater Ontario California offers a unique and connected meeting experience with its vibrant community, countless activities and authentic charms. Picture your attendees day hiking in the San Gabriel Mountains, engage with locals in an urban garden and share high fives when nightlife comes alive at the Toyota Arena. For fun, adventure, value and purpose, connect with our team to learn about competitive rates and way to stretch your budget further to create a truly memorable event.

GO-CAL.org



CELEBRATING MEMBER ANNIVERSARIES

John Ehlenfeldt | 25 years
Michelle Devine | 25 years
Carla Krysiak | 15 years
Whitney Lindsay | 10 years
Alyssa Yamauchi | 10 years
Jasbindar Singh | 5 years

and Celebrating 1 Year

Mayra Alvarado
Guadalupe Campos
Matina Lapanaitis
Hasmig Boyagian
Mylene Poblete
Greg Russell
Mayra Correa
Haydee Antezana
Daphne Garcia Solo
Madelynn Knust

Sofia Kry
Jennifer Aucherlon
Linda Azarbal
Susan Holley
Brett Howard
Craig Curtner
Rolando Espinoza
Katherine Kleine
Hanah Morinaga
Matthew Dalit

WELCOME NEW MEMBERS!

Joe Monteferante
Xiomara Parra
Angela Griffin
Eric Engelstein
Jenni Pearl
Melanie Pollak
Jaime Starcheski

Sandy Brown
Jennifer Dotson
Heather Matusiak
Emilio Chavez
Amber Gemoto
Theresa Huber
Gonzalez
Bora Youn

Thank You SPONSORS

VISIT
NEWPORT
BEACH
CALIFORNIA



OH! SNAPTASTIC!
PHOTO BOOTH

HOTEL
CALIFORNIAN



eventmobi

HENDERSON

DARIA
TAYLOR

afr
furniture rental

EMPOWERED
CARRIERS

SynC
Technologies, Inc

Vegas
CONVENTION AND
VISITORS AUTHORITY

ie
Innovative
ENTERTAINMENT

SONOMA COUNTY
• CALIFORNIA •



LIFE OPENS UP®

GOCCAL
GREATER ONTARIO CALIFORNIA

UNIVERSAL
UNIVERSAL STUDIOS LOT
SPECIAL EVENTS

PARTYWOOD.CO

MARQUEES & DESIGNS

SANTA
MONICA
TRAVEL & TOURISM

ONYX
OFFSITES & TRAININGS

MONTEREY
ALL INSPIRED

KOOZA

CR+a | CUSTOM
A VISUAL SOLUTIONS COMPANY

SANTA ANITA
PARK

Rose Bowl
AMERICA'S STADIUM

JUST
RIGHT | NATIONWIDE
DESTINATION
MANAGEMENT

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA



Anchor Collection

cvent

BUZZ



MPI SoCal is searching for dedicated volunteers to join our community

MPI is looking for enthusiastic volunteers to join our team and help us elevate our experience. As a volunteer, you will have the opportunity to contribute to the growth and success of our organization while gaining valuable experience and networking with industry professionals.

We are currently seeking volunteers for various roles, including Marketing & Communication, Membership, Finance, Education & Programming, Regional Events and for Leadership. Whether you have years of experience in the industry or are just starting out, there is a place for you on our team.

If you are passionate about the meetings and events industry and are eager to make a difference, we would love to have you on board. Please consider volunteering with Meeting Planners International and help us shape the future of the industry.

To learn more about volunteer opportunities and how to get involved, please fill out our volunteer form [here](https://www.mpi.org/chapters/southern-california/get-involved/volunteer-opportunities/volunteer-form):

(<https://www.mpi.org/chapters/southern-california/get-involved/volunteer-opportunities/volunteer-form>)

We look forward to welcoming you to our team! Thank you for your support and dedication.



APPLY TODAY!

Diversity, mentorship, education, and service are at the heart of our MPI community, and we're thrilled to announce that applications for our esteemed scholarships and awards are now open! Whether you're a seasoned professional or a student just beginning your journey in the events industry, there's an opportunity for you to shine.

Here's a glimpse at the scholarships and awards available:

> **You Belong Diversity Scholarship:** This scholarship recognizes individuals who are committed to advancing diversity in the event industry through further education. If you're passionate about fostering inclusivity and diversity, this scholarship is for you.

> **The Arlene Sheff - Beverly Laing Student Scholarship Fund:** Designed to mentor students pursuing a career in the meetings industry, this scholarship supports students on their path to becoming meeting professionals. If you're a student with a drive to succeed, apply now to receive invaluable support and guidance.

> **Gary J. Rosenberg Scholarship:** Open to MPI SoCal members, this scholarship aims to promote education and provide opportunities for professional growth within our community. If you're eager to enhance your skills and expand your horizons, don't miss this chance to apply.

> **Lois K. Hauser Award:** Do you know a chapter member who goes above and beyond in their volunteer efforts? Nominate them for the Lois K. Hauser Award, which honors individuals who demonstrate extraordinary commitment, dedication, and service to our chapter.

To apply for these scholarships and awards, simply follow these steps:

1. Launch the MPI SoCal website.
2. Select the "Media & Resources" tab.
3. Click on the "Scholarships & Awards" option.

Applications are due by October 15th, 2024, and winners will be announced at our Gala in January.

Invest in your future, seize opportunities for growth, and celebrate excellence within our MPI community. Apply now and take the first step towards achieving your goals!



MPISCC ROAD SHOW PHOTO HIGHLIGHTS



Photos courtesy of Caught in the Moment



READY TO WOW US?

What's [WE]Con?

The biggest, boldest event by MPISCC that brings together over 150 of the best event planners and suppliers for 3 days of networking, creativity, and innovation. Want your venue to host THE event of 2025? This is your chance to showcase your space to SoCal's top decision-makers in the event industry!

Dates: April 2-4, 2025 (Yes, we're flexible!)

Attendees: 150-200 event professionals (with planners making up almost half)

Location: Your venue, if you're ready to shine!

Why Host [WE]Con 2025?

- Your venue will be seen by THE event pros in Southern California—aka the decision-makers responsible for planning epic experiences with big budgets!
- We're talking planners who organize huge events—sometimes 2,500+ attendees.
- Your venue will be top of mind for future conferences, retreats, and celebrations.

What We Need:

- **Unique Spaces:** Got a rooftop, beach access, or outdoor terrace? Let's make it happen!
- **F&B Fun:** Can you whip up creative meals or cocktail pairings? We've got a \$15-20k budget to work with.
- **Planners in VIP Style:** We'll need comped rooms or heavily discounted stays for planners and speakers (gotta spoil them a little).
- **Sponsorship:** Have room for branding? How about letting sponsors host a planner-only VIP reception or a fun networking break?

How to Win Us Over:

- Show us what makes your venue stand out—creativity is key!
- Give us flexible rates and those can't-miss perks.
- Bonus points for virtual/hybrid event support (because we love a tech-savvy setup).

For the formal RFP:

Contact Christine Irwin at
Christine@themanagementoffice.com

At the core of the Club Med experience are the GOs (Gentle Organizers) and the GM (Gentle Members), a Club Med hallmark. The GOs aren't just staff—they're ambassadors of fun, warmth, and connection. They are not just serving guests—they're orchestrating an experience, making sure every moment feels special and tailored just for you. The GMs, the guests themselves, become part of this shared, immersive experience, breaking down barriers and creating a vibe of camaraderie that is rarely found elsewhere. The evolution of the brand is a fascinating journey. What started as a bold, fun playground for singles has transformed over the years into a haven for families, and more recently, for sophisticated and versatile business retreats. This isn't just a resort where you drop your bags and unwind—it's a resort that understands your needs (probably before you even do).

Most notable, we think, is its entertainment. Entertainment isn't just something on the schedule but a vehicle for connection. Every evening feels like a celebration, with live performances, themed nights, and group activities that draw everyone together. The GOs are at the heart of it all, seamlessly blending in to help guests feel like they are playing a lead role in the show. From spontaneous dance parties to intimate concerts, entertainment at Club Med transcends the typical resort experience, making you feel like you (yes, YOU) are a part of something magical. It's this feeling of being part of a shared experience that sets the brand apart. It's the magic of togetherness, curated with care.

But beyond the fun and festivities, there's a deep sense of reliability with Club Med. It's a brand that has earned its reputation through years of delivering excellence. There's a



**WE KNOW YOU DON'T JUST RUN
EVENTS IN SOUTHERN CALIFORNIA
SO EACH EDITION OF THE SCOOP
WE'RE GOING TO SPOTLIGHT SOME
GREAT PLACES YOU MIGHT
CONSIDER FOR
UPCOMING PROGRAMS!
THIS MONTH:
CLUB MED MARBELLA!!!
(AS SEEN IN EVENT INSIDER)**

There are resorts, and then there's Club Med — a name that has been synonymous with hospitality, fun, and a sense of belonging for decades. But what really sets Club Med apart isn't just its incredible locations or all-inclusive packages. It's something deeper. More personal. It's the way you feel from the moment you step foot into any of their resorts, whether perched on a mountain, nestled by the sea, or tucked away in a lush oasis. There's an unspoken promise that you'll be more than a visitor — you'll be welcomed, included, and seen.

consistency in the hospitality that gives you peace of mind. No matter which Club Med you visit, the experience is reliable, comfortable, and always warm. At the end of the day, Club Med isn't just a place you go. It's a place where you belong.

Now, we'd like to journey through Club Med Magna Marbella, specifically.

In the ever-evolving world of experience-making, staying ahead of the curve means selecting venues that are more than just functional—they inspire, engage, and immerse. The venue is the experience. Enter Club Med Magna Marbella, a resort that challenges the conventional idea of meetings and events. Situated in the culturally rich and scenic region of Andalusia, Club Med Magna Marbella offers a playground where tradition meets innovation, and where every experience becomes an opportunity to reimagine what is possible.

Let's start with why Marbella is more than just a luxurious location on the iconic Spanish coast — we promise, it offers more than just luxury yachts and swanky beach clubs (although, who doesn't love those?) This city beautifully balances its rich Andalusian heritage with modern glamour. This fusion is a goldmine: guests can stroll through the ancient cobblestone streets to experience the vibrancy of flamenco one minute and sip cocktails with a sunset yacht cruise from Puerto Banús the next.

The real gem, of course, is Club Med Magna Marbella itself. This isn't just another high-end resort — this is where the blueprint for modern events is being redrawn. With 15 meeting rooms, a plenary ballroom, and stunning out-door spaces that seem tailor-made for sophisticated gatherings, Club Med Magna Marbella allows for



experiences to 'wow.'

At 900m², the plenary ball-room offers space for up to 837 guests. But gone are the days of rigid seating charts and static presentations. Think big. Now think bigger. Why not transform this ballroom into a 360-degree interactive environment? Imagine setting up pop-up experiences along the perimeter, where each station offers something new: one corner for a virtual reality demo, another for a live artist painting the event in real time. Projection mapping can turn the walls into a dynamic visual experience, showcasing everything from Andalusian landscapes to key brand messaging. And let's not forget the acoustics and lighting—with the right customization, this ballroom can be more than a space; it can be the heartbeat of your event, pulsing with energy and innovation.

One of Club Med Magna Marbella's defining features is its open floor plan that blends indoor and outdoor architecture quite effortlessly. Imagine gathering on one of the resort's terraced gardens, framed by the majestic Sierra Blanca mountains and with the Mediterranean sea breeze wafting through. These outdoor spaces aren't just for cocktail hour – they can be transformed into open-air conference rooms, breakout lounges, or even stages for live performances. Turn the garden into a chic Andalusian feria, where guests sip on sangria, nibble on tapas, and enjoy the rhythmic sounds of live flamenco guitar. We mean, that sounds pretty nice...

Club Med Magna Marbella also features 15 diverse meeting spaces that offer the perfect setting for breakouts, workshops, and strategy sessions – a home for intimacy, interactivity, and innovation. Here's where you can really think outside the box. Instead of traditional set-ups, imagine hosting a design thinking workshop where attendees collaborate using interactive screens and modular furniture that can be reconfigured on the fly. Or perhaps a wellness retreat within the Zen Zone, where soft lighting, natural décor, and healthy refreshment stations keep attendees centered and focused.

Each room is equipped with cutting-edge technology, from advanced audiovisual setups to fast, reliable Wi-Fi (the true unsung hero of any event!). Club Med Magna Marbella offers the room to dream big – even in the smaller spaces.

And of course, the event itself is just one part of the experience. The resort offers 485 rooms, each designed with both comfort and elegance in mind. From sleek Mediterranean-style rooms to luxurious suites adorned with Arabo-Andalusian touches, attendees will not only gather in style but rest in it too. Imagine personalized welcome packages waiting at their doors filled with local products—from artisanal olive oils to handcrafted ceramics—giving attendees an authentic taste of Andalusia as soon as they arrive. By weaving local culture into the experience as a whole, you create a seamless narrative that ties the destination to the event's objectives.

As always, we encourage injecting deliberate thoughtfulness and creativity into each touchpoint of the overall experience. Get playful. Introduce a friendly (or fierce) padel tennis tournament to break up a day of meetings. Padel, a sport that originated in

Marbella, is a unique, fast-paced blend of tennis and squash that offers a refreshing, physical challenge for all skill levels. It's not only a chic bonding activity but also a nod to the local culture, and Club Med Magna Marbella has six of its own courts.

Build an immersive agenda that blends local traditions with modern event objectives. Host a flamenco-inspired dinner under the stars, complete with gourmet Andalusian cuisine and live performers and you've just turned a regular dinner into a remarkable cultural immersion.

The CINQ MONDES Spa offers exceptional treatments for those looking to decompress, while the resort's Zen Pool serves as the ultimate relaxation spot between sessions. Consider organizing mindfulness workshops, stretching classes, or even guided meditation sessions, ensuring your attendees leave feeling both mentally and physically refreshed – and ready to get back into focus mode in no time.

Or if some attendees prefer their relaxation with a side of competition (there's always a few of those in the group), take advantage of the region's renowned golf courses (over 70 of them!). Club Magna Marbella boasts its own driving range and chipping/putting area, but guests are also just a short drive from countless world-class courses.

By blending its luxurious setting with innovative event solutions, this resort offers a fresh take on what meetings and corporate gatherings can be. Whether you're designing a small, intimate workshop or a large-scale conference, Club Med Magna Marbella's spaces, services, and surroundings encourage creativity at every turn.



CLUB MED MARBELLA SCRAPBOOK



THE POWER OF YOUR INFLUENCE

In today's hyperconnected world, influence is no longer limited to celebrities, executives, or those with large platforms. Each of us holds the potential to be an influencer within our own circles—whether professionally, personally, or even within our social networks. Whether you recognize it or not, your actions, words, and decisions ripple outward, subtly or dramatically affecting those around you. The real question is: are you actively harnessing your influence to create positive change, or is it happening passively?

In the meetings and events industry, influence extends beyond shaping trends or dictating event formats. It's about fostering meaningful connections, driving innovation, and championing causes that matter. Every conversation you have, every decision you make, holds the power to spark new ideas and inspire others. Your influence can lead to adopting more sustainable practices, encouraging diversity and inclusion, or pushing creative boundaries in ways that set new standards across the industry. The power to lead by example is immense—and it starts with the small, often unnoticed decisions you make daily.

However, influence doesn't just live online or in the form of social media likes, shares, and follows. It thrives in the real-world conversations you have, the relationships you cultivate, and the passion you bring to your work. It's your ability to communicate effectively, to lead with empathy, and to challenge the status quo that truly makes you a force of influence. Your unique perspective, experiences, and skills aren't just valuable to you—they can be the spark that ignites action, inspiration, or innovation in others.

So, how are you using your influence? Are you lifting others up? Are you sparking important conversations and encouraging fresh perspectives? Or are you still navigating and discovering your voice in this vast industry? Wherever you are on this journey, remember this: your influence isn't just a tool for personal success; it's a vehicle for change, growth, and collaboration. The way you choose to show up in your work, to champion your causes, and to support others, shapes the industry itself.

Influence isn't a static thing—it evolves with you. As you grow, so does the capacity of your impact. What starts as a small shift in thought or behavior can snowball into industry-wide best practices, more inclusive spaces, and revolutionary ideas. As such, your influence has the potential to shape not only your own career but the careers and lives of those around you.

So, take a moment to reflect: How are you using your influence? What message are you sending, and what legacy are you leaving? In a world that's constantly shifting, your influence might just be the steady force that moves it forward—towards a future that's more connected, innovative, and impactful for all.