

APEX E-NEWS

August 2008

News You Can Use from the Accepted Practices Exchange

About APEX

APEX (Accepted Practice Exchange) is an initiative of the Convention Industry Council bringing together all stakeholders in the development and implementation of accepted practices to create and enhance efficiencies throughout the meetings, conventions and exhibitions industry. The result will be increased professionalism and credibility for the industry.

Take our survey! Tell us what you know about APEX and how you plan to use it. We are asking seven short questions to better understand your awareness and usage of APEX. [[APEX Awareness Survey](#)]

To learn more about how the APEX initiatives can save you time and money by eliminating repetitive data entry, providing you with forms and seamless data transfer (forthcoming), and creating easy-to-use, professional processes for all of your outgoing work, go to www.apexsolution.org.

The APEX Buzz

I use it for templates for my clients. Sometimes I need to build a housing form, most often for post event reports! I like not having to re-create the wheel.

- **Jennifer Haisten**, CMP, Regional Director, Helms Briscoe, Inc.
[Click here](#) to see the Post Event Report

The ESG (Event Specification Guide) was extremely clear and concise and contained all the information needed to plan a successful meeting. The format was user-friendly, and as a CSM it made my job much easier. You could virtually cut and paste the information from your Event Resume into the Caesars Group Resume format and feel completely confident in distributing it to the hotel.

- **Derrod McKinney**, Convention Services Manager, Caesar's Palace
[Click here](#) to see the Event Specification Guide

How are accepted practices benefiting you? Let us know and we may feature you in a future edition of the APEX E-News. Send your ideas to stinnish@conventionindustry.org. Want to automate your meeting planning processes? Order the APEX Meeting and Event Planning Toolbox by CIC! for \$99.95 USD at www.conventionindustry.org.

New Faces

In March, the Convention Industry Council (CIC) announced the appointment of Sue Tinnish as the Director of the Accepted Practices Exchange (APEX) program, effective April 1, 2008. Terri Breining, CMP, CMM, Chair of the APEX Commission, stated " Sue has had broad and deep experience in the meetings and events industry, from both the volunteer and staff perspective. That experience, combined with her current involvement as a member of the APEX Education Advisory Council, makes

her the ideal person to lead us in our work of driving active adoption throughout the industry. I'm excited to have the opportunity to work alongside Sue on this important program."

You can contact Sue via phone (847.394.9857) or email (stinnish@conventionindustry.org). There are other new faces at APEX. Read more about the people that make APEX happen through featured articles on the Green Meetings and Event Practices Panel and the Standards Review Council.

APEX Launches Green Meetings & Events Practices Panel

The charge for the Green Meetings and Events Practice Panel will be to develop best practices and voluntary standards that can be implemented to create a more environmentally responsible meeting or event. It will focus on the things that meeting planners do to plan a meeting and to bring the meeting to fruition, and will include areas such as food and beverage, on-site execution, communication and marketing, transportation, etc. The vision is that the panel will create a set of best practices that will help planners and suppliers alike navigate the sometime confusing process of making meetings and events green.

We welcome the following people to the Green Meeting & Events Practices Panel: **Betsy Bair**, Editorial Director, MeetingsNet; **Fiona Pelham**, Managing Director, Organise This; **Jami Laveen**, Director of Marketing, ARAMARK; **Tamara Kennedy-Hill**, Executive Director, Green Meeting Industry Council; **Kim Boriin**, Guardian Investor Services LLC; **Kimberly Miles**, Senior Vice President, Industry Relations, American Hotel & Lodging Association; **Genevieve LeClerc**, Manager Congress Operations - PCO Division JPdL Montreal, **Harry Lewis**, Attorney Advisor, US EPA; **Pier Paolo Mariotti**, Meeting Manager, European Academy Bolzano; **Jan Sneegas**, Unitarian Universalist Assoc.; and **Vinod Sasidharan**, Director of Sustainability, San Diego State University. Watch for the results of their work in the next issue. **Amy Spatrisano**, Meeting Strategies Worldwide, is the Chair of this Panel.

APEX Reviews the Glossary

A new APEX group has recently formed in order to revisit the work of past APEX Panels. APEX must continue to evolve, and the new Standards Review Council is the next step towards total adoption of APEX standards. The SRC will be headed by **Doug McPhee**, Experient. Other panel members include: **Mitchell Beer**, President, The Conference Publishers; **Mary Anne Bobrow** CAE, CMP, Managing Partner, Bobrow & Associates; **William Host**, CMP, Professor, Roosevelt University; **Lisa Laubgross**, CMP, Conference Services General Manager, Booz Allen Hamilton; **Amy Ledoux** CMP, CAE, Vice President, Meetings and Expositions, ASAE & The Center for Association Leadership; **Shawn O'Connell**, Vice President of Strategic Accounts, PSAV Presentation Services; **Glen Ramsborg**, Ph.D., Senior Director, Education, PCMA; and **Terry Quick**, CMP, ENTCO International, Inc.

The council's first task will be to review the APEX Glossary, first published in 2005. There are almost 4,000 terms defined in the APEX Glossary and we need your help to keep them accurate and up-to-date! Your participation is encouraged and appreciated as part of the APEX Initiative. So, if you have suggestions for updates, please forward them to APEX Director Sue Tinnish at stinnish@conventionindustry.org.

Join the APEX Community

You can participate in the larger APEX community in many ways. Here are just a few:

- Join our Facebook and LinkedIn communities. See www.apexsolution.org for details.
- We are recruiting people to serve as Discussion Leaders (geographically based or virtual) for the Green Meetings and Events Practices Panel. Please volunteer or make a referral stinnish@conventionindustry.org
- Do you have an opinion about the APEX Glossary? Send your constructive feedback to Sue Tinnish at stinnish@conventionindustry.org.

Upcoming Presentations at Industry Events

Learn more about APEX and the APEX Meeting & Event Toolbox". Watch for APEX-related presentations and educational sessions at the following upcoming industry events:

- MPI WEC (Las Vegas): Aug 12 from 9:00- 10:00am; Session 2: Aug- 12 from 2:00-3:00pm
- ASAE Conference- San Diego: August 16-19
- August 20- 21- MPI Indiana Chapter
- HSMIA's Meeting Technology Conference (Washington DC): "Unlocking The APEX Initiative to Your Advantage" , Thursday, Sept 11th, 3:15 pm - 4:15
- EMC Forum (New Jersey): October 30
- EMC Forum (San Francisco): November 21

If you would like to add an APEX session or presentation to your event's program, please contact Sue Tinnish, APEX Director at stinnish@conventionindustry.org or 847.394.9857.

Let your Voice be Heard by Submitting Feedback to the APEX Panels!

The APEX initiative is an ongoing project built specifically to move and adapt with the ever-changing meetings, exhibitions, and events industry.

There are five ways you can participate in APEX today:

1. Green Meetings and Events Practices Panel
2. Data Exhibitions Standards Panel
3. Standards Review Council (currently reviewing the APEX Glossary)
4. Education Advisory Council
5. Marketing Advisory Council

We are actively recruiting volunteers to work at the grass roots level on these APEX initiatives. For other volunteer opportunities contact Sue Tinnish (stinnish@conventionindustry.org).

Educational Resources

There is a wealth of information on the APEX Learning Tools Page. Check it out at

<https://www.apexsolution.org/webinars.htm>

You can also learn more about APEX through the following archived webinars:

- APEX as a Strategic Meeting Management Tool
- The Event Specifications Guide: Making APEX Standards Work for You
- Contract Best Practices from APEX: Real World, Real Challenges
- Sharpen Your Meeting Management Tools

CIC Has Moved - Updated Contact Information

Please note the Convention Industry Council (CIC) and the Accepted Practices Exchange (APEX) have moved to a new location. Please make this change in your records!

We are now located at:
Convention Industry Council
700 N. Fairfax Street, Suite 510
Alexandria, VA 22314
Telephone: (571) 527-3116
Fax: (571) 527-3105

=====

Please forward this newsletter to others in the meetings, conventions, & exhibitions industry. The APEX E-News provides timely information and updates on the APEX (Accepted Practices Exchange) initiative to all volunteers, funders and general industry members. APEX is developing the best accepted practices for the meetings, conventions and exhibitions industry with the goal of streamlining the way the industry does business.

APEX is an initiative of the Convention Industry Council

www.conventionindustry.org

©2008 Convention Industry Council

[Contact CIC](#)