



RCMA

WHERE FAITH MEETS™

2024 MEDIA KIT





MYRCMA.ORG

The Religious Conference Management Association is a professional, nonprofit, multi-faith organization consisting of individuals who are responsible for planning and/or managing meetings, tutorials, conferences, conventions, and assemblies for their religious organizations.

**RCMA is the proven faith-based association
for meeting planners and suppliers,
nurturing a community that inspires exceptional meetings.**

RCMA raises the bar when it comes to religious meeting planning. Through the years this has enabled us to attract the meeting planner members representing many denominations and religious organizations. Plus, the association embraces key representatives of leading hotels, convention bureaus, conference centers, airlines and service companies.



IMAGOCREATIVE.COM

Imago is providing editorial, design and sales for RCMA's communications initiatives.

IMAGO is a media company based in the Chicago area specializing in storytelling through video, graphic design and events. For the last 19 years they have produced hundreds of videos, coordinated events up to 10,000 people and designed major marketing campaigns. IMAGO has partnered with RCMA for the last several years on their publishing and marketing initiatives.



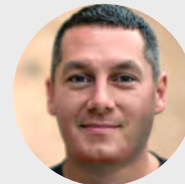
SALES

David Wright
dwright@rcmaweb.org
(770) 633-9602



EDITORIAL

Michael Novelli
michael@imagocreative.com
(847) 971-4244



DESIGN / PRODUCTION

Mark Novelli
mark@imagocreative.com
847-909-2300

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ASPIRE MAGAZINE

PRINT & DIGITAL MAGAZINE



ABOUT

Aspire Magazine is the official publication of RCMA, and the premier magazine of the faith-based meetings industry.

Aspire provides in-depth editorial on issues that are important to meeting planners and suppliers of faith-based meetings.

2024 FEATURES*

SPRING	Emerge 2024 in San Antonio
SUMMER	Health & Wellness
FALL	Events that Create Belonging
WINTER	Greater Good: Connecting With A Cause

*TOPICS SUBJECT TO CHANGE

FACTS

- + 2,000+ qualified subscribers
- + 4,000+ reach per issue with pass-along readership
- + Readers represent over 5,000 meetings annually
- + 5.3 million people attend our readership's meetings each year
- + 53% plan 5 or more meetings per year
- + Average 500+ attendees per meeting
- + Annual conventions average 1,330 in attendance
- + Allocate \$367k for meetings and trade shows per year
- + Over 800 diverse religious organizations represented

SEGMENTS

WELCOME

Greeting from the RCMA team

TIPS & TRENDS

Industry innovations & ideas

FEATURE

Long-form article on the issue's theme

STORIES

Interviews with our suppliers & planners

DESTINATIONS

Free feature on a great place to host your event

FOCUS

Updates on RCMA events, education, & services

COMMUNITY NEWS

Announcements from RCMA members & friends

INDUSTRY UPDATES

The latest about venues & properties

MEETING MATTERS

Insights from Dean Jones, RCMA's Director of Events

ASPIRE MAGAZINE

PRINT & DIGITAL MAGAZINE

RATES

1/2 PAGE	\$4600
FULL PAGE	\$5500
SPREAD	\$9000
{20% DISCOUNT FOR ALL 4 ISSUES}	

PREMIUM POSITIONS*

BACK COVER	+ 20%
INSIDE FRONT COVER	+ 15%
PAGE 1	+ 15%
INSIDE BACK COVER	+ 15%

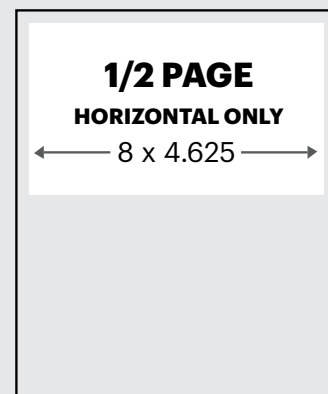
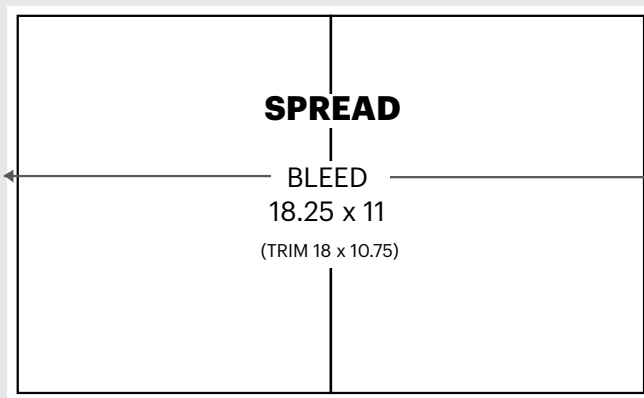
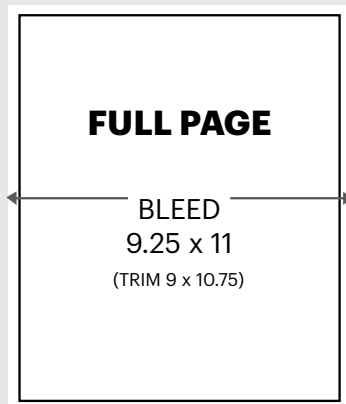
*Available Upon Request: Belly bands, inserts, polybags, etc.

DEADLINES

	ADS RESERVED	ART DUE	MAGAZINE SHIPPED
SPRING	FEB 1	FEB 11	MAR 22
SUMMER	MAY 1	MAY 11	JUN 22
FALL	AUG 1	AUG 11	SEP 22
WINTER	NOV 1	NOV 11	DEC 22

SPECS

FILE TYPES: .pdf or .jpg @ 300dpi



NEWS EMAIL

EMAIL NEWSLETTER

DETAILS

- + Monthly email newsletter that features relevant content for the RCMA community.
- + Sent to RCMA's exclusive list of 2000+ people.
- + 30% average open and 20% click rate.

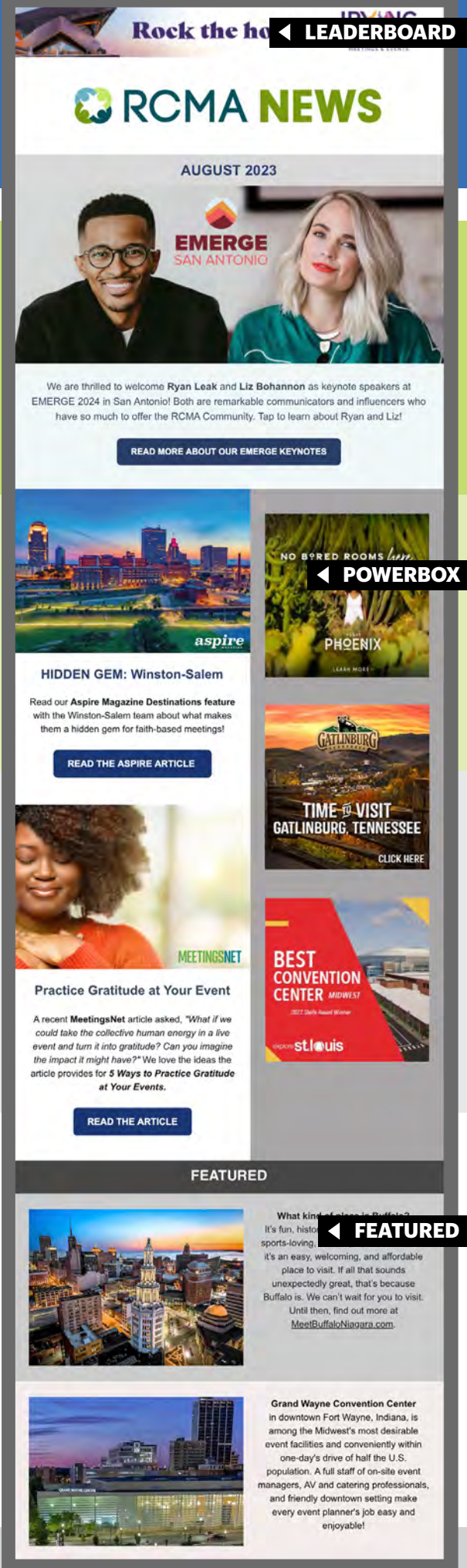
DEADLINES

RESERVED	1st of each month
ART DUE	15th of each month
PUBLISHED	Last 2 weeks of each month

SPECS & RATES

	# AVAIL.	SIZE (PIXELS, 72 DPI)
LEADERBOARD	1	1200px x 148px
FEATURED	3	1200px x 880px
50 WORD DESCRIPTION + IMAGE (WITH NO LOGOS / TEXT)		
POWERBOX	5	1080px x 1080px

NOW LARGER



INTRODUCTIONS EMAIL

EMAIL FEATURING A DESTINATION

DETAILS **\$2950**

- + Monthly email featuring 1 destination with facts, photos and contact info.
- + Sent to RCMA's exclusive list of 2000+ people.
- + 27% average open and 6% click rate.

DEADLINES

RESERVED	1st of each month
MATERIALS DUE	15th of each month
PUBLISHED	Last 2 weeks of each month

SPECS

SEND THE FOLLOWING:

- + **(3) Destination images:** 300 dpi @ 1080px or higher
- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact Info:** Name / Title / Phone / Email
- + **Answers to these 3 questions:**
 1. *How do you serve faith-based groups?*
 2. *What are great places for groups to meet and stay?*
 3. *Where can groups recreate and play?*

KEEP IN MIND: Responses should be 2 - 3 sentences and have a conversational / personal tone (no marketing-speak!).



TIPS & TRENDS EMAIL

EMAIL FEATURING RELEVANT INDUSTRY INFO

NEW
IN 2024!

DETAILS

\$2000

- + Quarterly email featuring relevant industry info.
- + Features 3 article summaries with tips and trends selected from Aspire Magazine.
- + Each email features 1 sponsor.

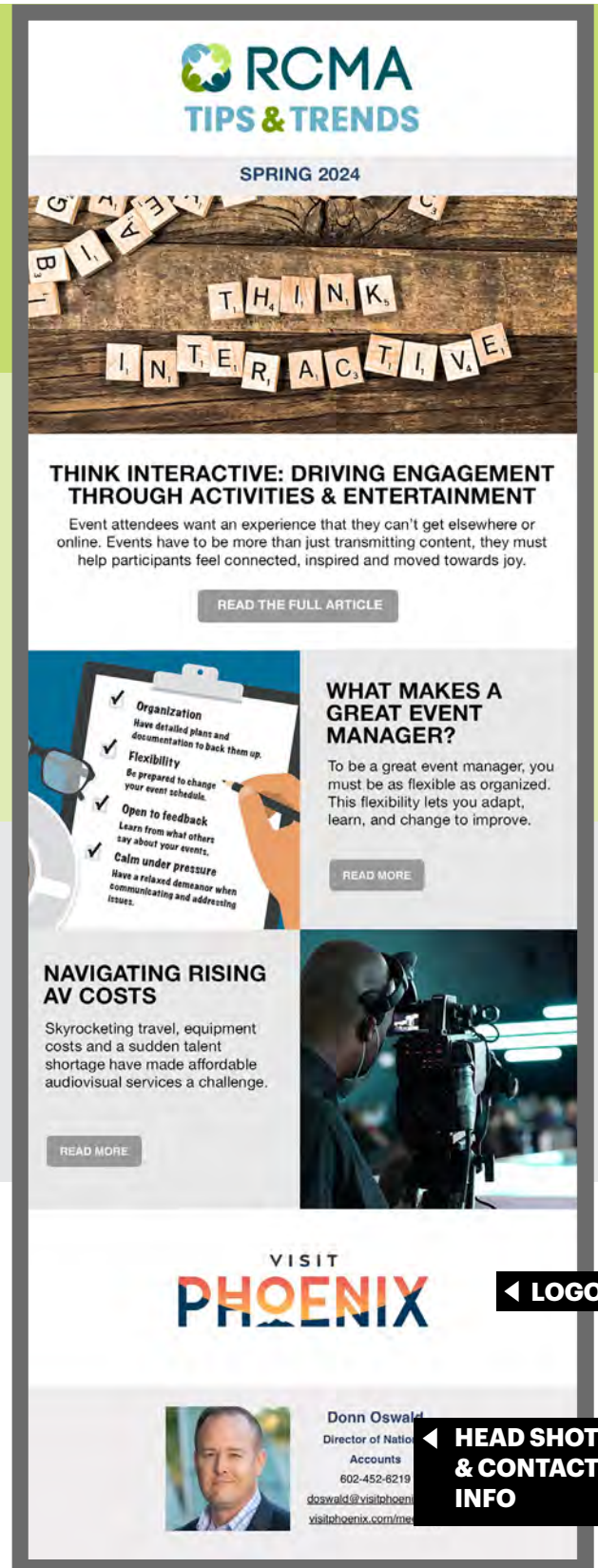
DEADLINES

	RESERVED	ART DUE	PUBLISHED
SPRING	1/15	2/1	2/15
SUMMER	4/15	5/1	5/15
FALL	7/15	8/1	8/15
WINTER	10/15	11/1	11/15

SPECS

SEND THE FOLLOWING:

- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact(s) Info:** Name / Title / Phone / Email



REGIONAL HIGHLIGHTS

QUARTERLY EMAIL AND DEDICATED WEB PAGE

**NEW
IN 2024!**

DETAILS

- + Each quarter, RCMA will highlight ONE REGION with a **REGIONAL HIGHLIGHTS EBLAST** and on a dedicated **WEB PAGE** on the RCMA site.
- + Destinations may purchase a **highlighted** or **standard** destination listing (detailed below).
- + The web page will be promoted through RCMA's enews, social channels and mentioned in Aspire magazine.

HIGHLIGHTED LISTING

\$2000

Two highlighted destinations per region are available each year, with a top position and enhanced listing.

SEND THE FOLLOWING:

- + **(3) Destination images:** 2160 x 2160 px (no text or logos)
- + **Copy:** Up to 50 words **Contact Info:** URL / Email / Phone

STANDARD LISTING

\$800

Standard listings are also posted once per year.

SEND THE FOLLOWING:

- + **(1) Destination image:** 1080px x 1080px (no text or logos)
- + **Contact Info:** URL / Email / Phone



SOUTH REGION



Virginia Beach, VA

Virginia Beach has over 140 diverse places of worship to celebrate their faith in an incredible God-given coastal environment. This community cares about one another and it shows when people come to visit and meet! Our CVB will assist our faith-based groups by providing assistance from the lead, proposal to the booking and on-site process.

sawarren@visitvirginiabeach.com
visitvirginiabeach.com
(757) 385-6654



Fort Lauderdale, Florida

Greater Fort Lauderdale offers the ideal mix for business and pleasure. It's the gathering place of choice for large professional organizations and religious programs. Family reunions are also drawn to our sun-kissed shores for experiences in suburban cities that offer affordable lodging and for unique intergenerational activities.

alopez@broward.org
[Visit.auderdale.com](http://visitfl.auderdale.com)
954-765-4466



Augusta, GA

Michelle@visitaugusta.com
visitaugusta.com
706-823-6616



Greenville, SC

Tieran@visitgreenvillesc.com
visitgreenvillesc.com/meetings
864-436-7510



Chattanooga, TN

jeannie@chattanoogaourism.com
VisitChattanooga.com/meetings
423-424-4459



Mobile, AL

williams@mobile.org
mobile.org
251-208-2019



College Station, TX

visit.cstv.gov/meetings
scurtis@cstv.gov
979-260-9898



San Antonio, TX

Troy.Love@visitsanantonio.com
visitsanantonio.com
210-244-2049



Fort Myers, FL

cococo@flegov.com
visitfortmyers.com
239-533-6711



Visit Central, FL

paul@visitcentralflorida.com
visitcentralflorida.com
863-551-4718

FEATURED IN ASPIRE MAGAZINE:



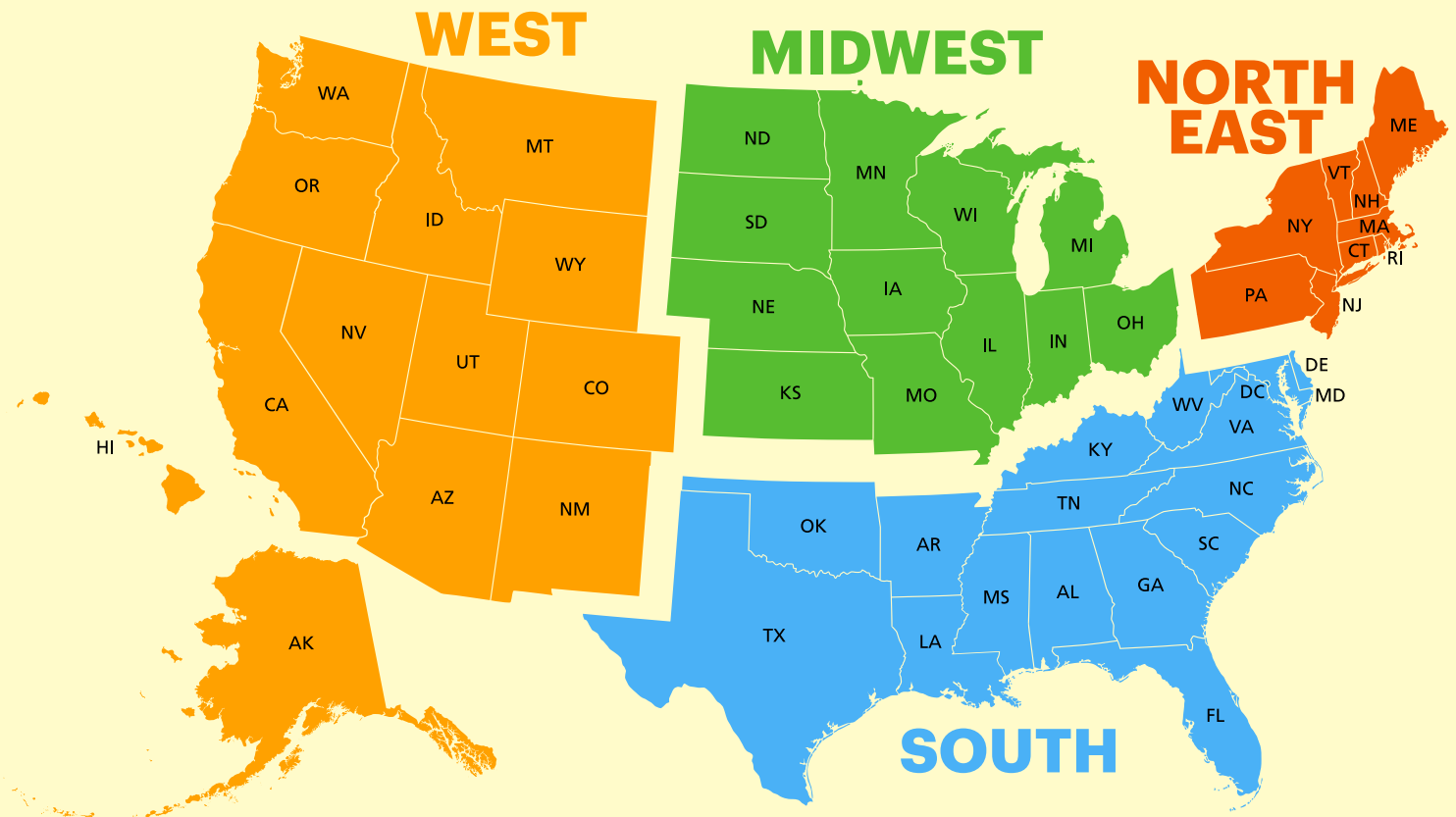
Ridgecrest Conference Center

[READ THE ARTICLE](#)

REGIONAL HIGHLIGHTS

QUARTERLY EMAIL AND DEDICATED WEB PAGE

**NEW
IN 2024!**



*REGIONS BASED ON US CENSUS BOUNDRIES

DEADLINES

	RESERVED	DUE	PUBLISHED
WEST	FEB 1	FEB 11	MAR 22
SOUTH	MAY 1	MAY 11	JUN 22
MIDWEST	AUG 1	AUG 11	SEP 22
NORTHEAST	NOV 1	NOV 11	DEC 22

PRESIDENT'S VIDEO

VIDEO EMAIL FROM RCMA'S PRESIDENT

DETAILS

\$3750

- + Quarterly email video of RCMA's president giving updates on RCMA's latest initiatives.
- + Each email features 1 sponsor, highlighted by the president.
- + Sent to RCMA's exclusive list of 2000+ people.
- + 36% average open and 25% click rate.
- + Promoted on RCMA's social media channels, mentioning and tagging sponsors.

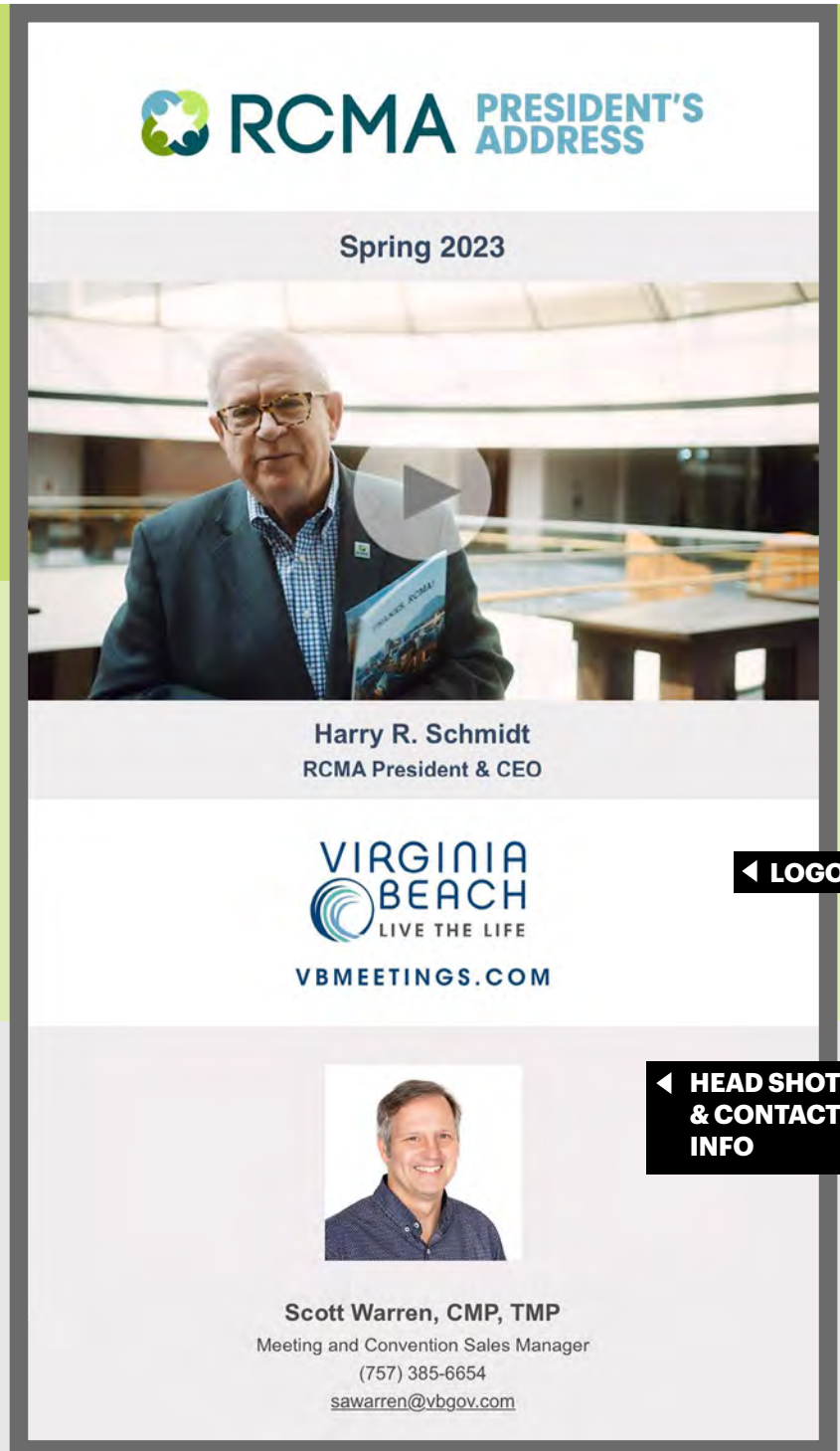
DEADLINES

	RESERVED	ART DUE	PUBLISHED
SPRING	3/1	3/15	3/31
SUMMER	6/1	6/15	6/30
FALL	9/1	9/15	9/30
WINTER	12/1	12/15	12/22

SPECS

SEND THE FOLLOWING:

- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact Info:** Name / Title / Phone / Email
- + **Social:** Your social channel web links and/or a destination hashtag
- + **B-roll Footage (optional):** Send HD destination footage to IMAGO to use as potential b-roll



The image shows a video email template for RCMA's President's Address. At the top, it features the RCMA logo and the text "RCMA PRESIDENT'S ADDRESS". Below this, it says "Spring 2023" and shows a video thumbnail of Harry R. Schmidt, RCMA President & CEO, holding a brochure. The bottom section features the Virginia Beach logo with the tagline "LIVE THE LIFE" and the website "VBMEETINGS.COM". A "LOGO" callout points to the Virginia Beach logo. Below that, there is a headshot of Scott Warren, CMP, TMP, Meeting and Convention Sales Manager, with a "HEAD SHOT & CONTACT INFO" callout pointing to his photo and contact details.

RCMA PRESIDENT'S ADDRESS

Spring 2023

Harry R. Schmidt
RCMA President & CEO

VIRGINIA BEACH
LIVE THE LIFE
VBMEETINGS.COM

LOGO

HEAD SHOT & CONTACT INFO

Scott Warren, CMP, TMP
Meeting and Convention Sales Manager
(757) 385-6654
sawarren@vbgov.com

STORIES VIDEO

VIDEO EMAIL OF STORIES FROM THE RCMA COMMUNITY

STANDARD

\$2500

- + Bi-Monthly email that links to a video testimonial from an RCMA **planner** sharing about what they love about their job and how RCMA has impacted them (created by IMAGO).
- + Sent to 2000+, 33% open & 11% click rate.

CUSTOM

\$3750

- + Same testimonial format as the standard story, but the interview is with a **supplier** from the sponsoring organization.
- + Interview & candid shots filmed during RCMA's Emerge event (sponsors must setup an appointment at RCMA's EMERGE event to be interviewed with the IMAGO team).

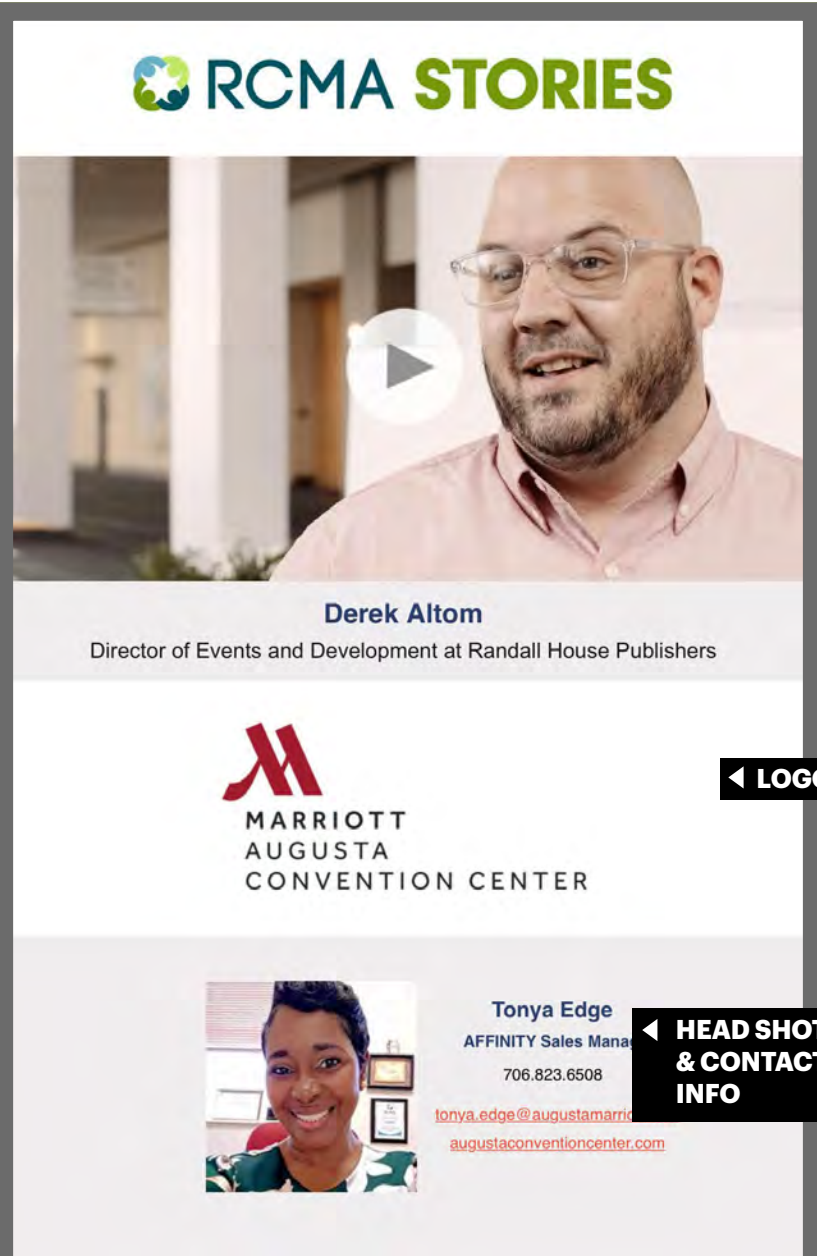
DEADLINES

STANDARD

- RESERVED** 30 days prior to sending
- MATERIALS DUE** 15 days prior to sending

CUSTOM

- RESERVED** 30 days prior to EMERGE
- MATERIALS DUE** 15 days prior to sending



The image shows a preview of an RCMA Stories video email. At the top, it features the RCMA logo and the text "RCMA STORIES". Below this is a video player showing a man, Derek Altom, with a play button overlay. Under the video, his name "Derek Altom" and title "Director of Events and Development at Randall House Publishers" are displayed. The next section shows the Marriott Augusta Convention Center logo with a "LOGO" callout. The final section shows a headshot of a woman, Tonya Edge, with her name, title "AFFINITY Sales Manager", phone number "706.823.6508", email "tonya.edge@augustamarriott.com", and website "augustaconventioncenter.com". A "HEAD SHOT & CONTACT INFO" callout points to this section.

SPECS

SEND THE FOLLOWING:

- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact Info:** Name / Title / Phone / Email
- + **B-roll Footage (optional FOR CUSTOM STORIES ONLY):** Send HD destination footage to IMAGO to use as potential b-roll

INSIGHTS VIDEO

VIDEO EMAIL FEATURING RELEVANT INDUSTRY INFO

NEW
IN 2024!

DETAILS

\$3750

- + A quarterly email featuring a 3-minute video of an expert sharing key industry insights (original videos created by IMAGO). Videos filmed during RCMA's Emerge event.
- + Each email features 1 sponsor, with their logo appearing at the end of the video and contact person, logo and contact information featured at the bottom of the email.
- + Videos will be highlighted on all of RCMA's social channels.

DEADLINES

	RESERVED	ART DUE	PUBLISHED
SPRING	2/15	3/1	3/15
SUMMER	5/15	6/1	6/15
FALL	7/15	8/1	8/15
WINTER	9/15	10/1	10/15

SPECS

SEND THE FOLLOWING:

- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact(s) Info:** Name / Title / Phone / Email

RCMA INSIGHTS



3 KEYS TO CREATE A DYNAMIC EVENT with Melvin Tennant

Hear from Meet Minneapolis CEO, Melvin Tennat on how to create unique experiences for your attendees that they cannot get elsewhere.



MARRIOTT
AUGUSTA
CONVENTION CENTER

◀ LOGO



Tonya Edge

AFFINITY Sales Manager

706.823.6508

tonya.edge@augustamarriott.com
augustaconventioncenter.com

◀ HEAD SHOT
& CONTACT
INFO

[View as Webpage](#)

DESTINATIONS VIDEO

VIDEO EMAIL FEATURING A DESTINATION

FORMERLY
DESTINATION
SPOTLIGHT

DETAILS

\$3250

- + Custom email featuring a sponsor-provided video about their destination (video link, image, and description).
- + Email text, image, and link will be posted on RCMA's social media channels.
- + Each email features 1 sponsor, there are 2 emails available per month.
- + Sent to RCMA's list of 2000+ people.
- + 36% open and 25% click through rate.

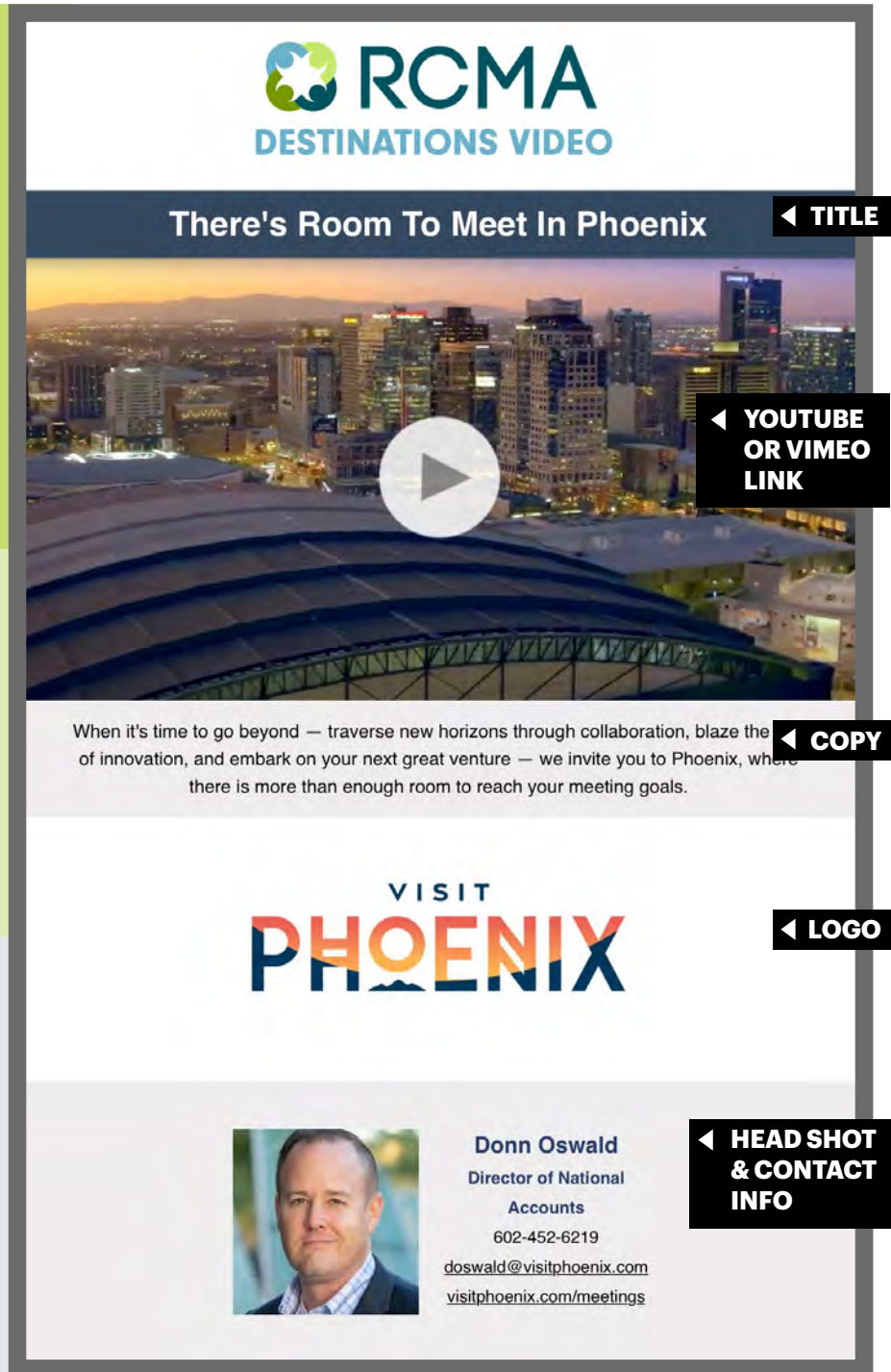
DEADLINES

RESERVED	1st of the month
ART DUE	15th of the month (to run the next month)
PUBLISHED	1st and 3rd weeks of each month

SPECS

SEND THE FOLLOWING:

- + **Video Link:** YouTube or Vimeo
- + **Copy:** 50 words + Title
- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact(s) Info:** Name / Title / Phone / Email
- + **Social:** your social channel web links and/or a destination hashtag



The mockup shows an email layout for RCMA. At the top is the RCMA logo and 'DESTINATIONS VIDEO'. Below is a dark blue header with the title 'There's Room To Meet In Phoenix'. The main content area features a large image of a city skyline at night with a play button overlay. Below the image is a paragraph of text: 'When it's time to go beyond — traverse new horizons through collaboration, blaze the path of innovation, and embark on your next great venture — we invite you to Phoenix, where there is more than enough room to reach your meeting goals.' Below this is the 'VISIT PHOENIX' logo. At the bottom, there is a headshot of Donn Oswald, Director of National Accounts, with his contact information: 602-452-6219, doswald@visitphoenix.com, and visitphoenix.com/meetings.

◀ TITLE

◀ YOUTUBE OR VIMEO LINK

◀ COPY

◀ LOGO

◀ HEAD SHOT & CONTACT INFO

WEB ADS

BANNER ADS

DETAILS

- + The RCMA web site receives 1800+ visits monthly.
- + Ads can be static (.jpg, .png) or dynamic (.gif).

LEADERBOARD AD:

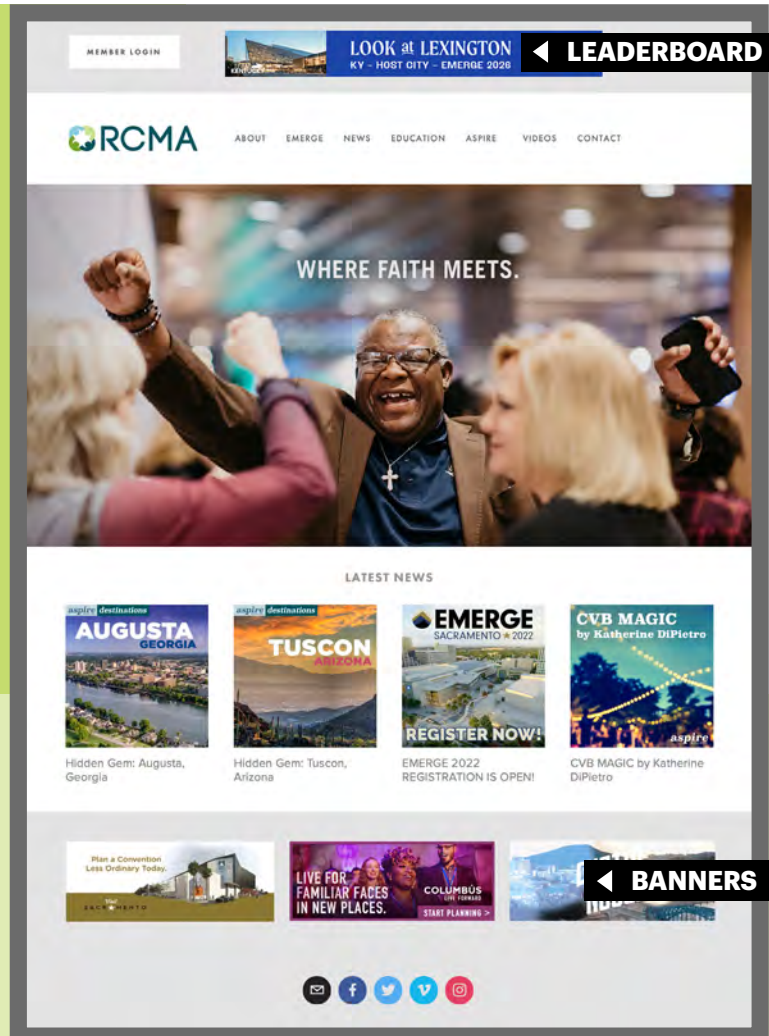
- + Only one leaderboard ad is featured each month.
- + The Leaderboard ad appears at the top of every page on the RCMA site.

BANNER ADS:

- + Up to 12 banner ads will be featured each month.
- + Banners rotate between 3 positions at the bottom of the RCMA home page.

DEADLINES

RESERVED	1st of the month
ART DUE	15th of the month (to run the next month)
PUBLISHED	1st of each month



SPECS & RATES

	# AVAIL.	SIZE (PIXELS, 72 DPI)	
NEW! LEADERBOARD:	\$950	1	1200px x 148px
BANNERS:	\$475	12	900px x 296px

SOCIAL SPOTLIGHT

SUPPLIER HIGHLIGHTED ON RCMA'S SOCIAL MEDIA

DETAILS

\$1000

- + Highlights a supplier twice during a month on RCMA's Instagram and Facebook feeds.
- + Post includes text description, tagging, and url link.
- + For an additional fee, we can post STORIES and VIDEO REELS to RCMA's Instagram & Facebook - contact us for more details.

URL ▶

USERNAME ▶

◀ COPY

◀ HASHTAG

DEADLINES

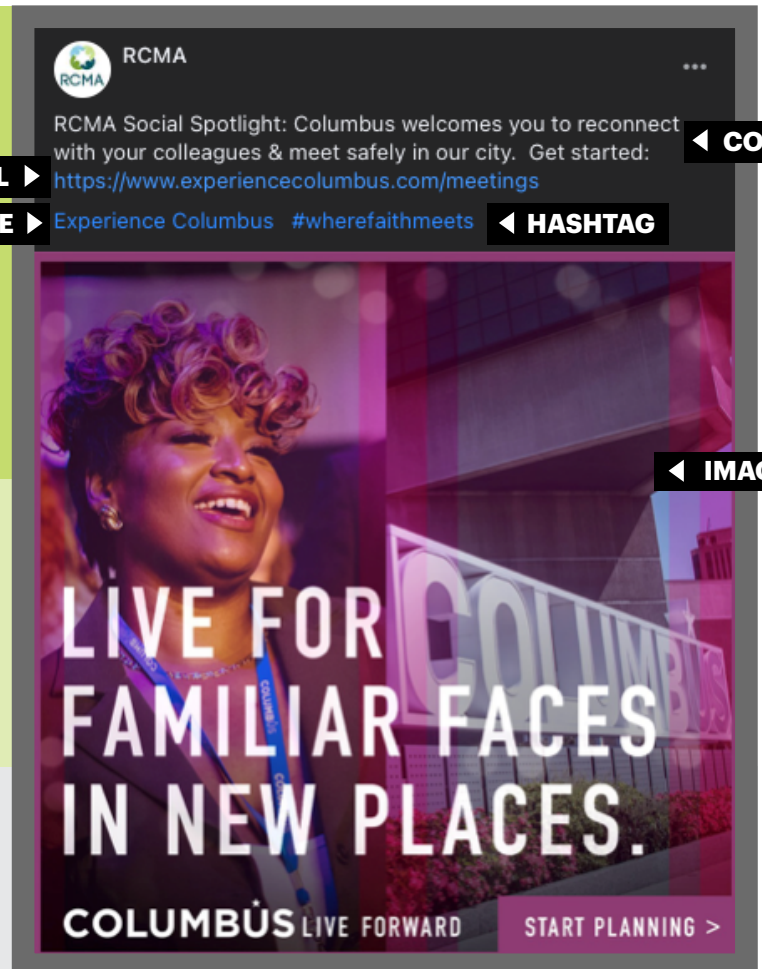
RESERVED 30 days prior to sending

MATERIALS DUE 15 days prior to sending

SPECS

SEND THE FOLLOWING:

- + **Image:** 1080 x 1080 pixels, 300 dpi
- + **Copy:** Up to 200 characters of text
- + **Link:** ONE url link to add to text (non-clickable on Instagram)
- + **Hashtag:** Destination specific hashtags
- + **Channels:** Send links to your Facebook and Instagram pages



CONVERSATIONS

PODCAST & WEB EVENTS

**NEW
IN 2024!**

DETAILS

\$7500

- + Live web event, also shared as a podcast and video. 4-6 per year.
- + Each event/podcast features one sponsor, highlighted via recorded greeting or destination video.
- + An industry expert is interviewed by RCMA leadership during each web event, broadcast live via Zoom.
- + IMAGO will produce a high quality podcast and video from the live event, using additional a/v equipment.
- + The video and podcast will be hosted on RCMA's web site and distributed through several podcast and video channels.
- + Pre and post event marketing will include RCMA newsletters, social channels, and custom email blasts.

DEADLINES

RESERVED 90 days prior to event

MATERIALS DUE 30 days prior to event

SPECS

SEND THE FOLLOWING:

- + **Pre-recorded Video:** 1-2 minute greeting, or destination video (1920x1080p .mp4 or .mov)
- + **Destination Logo:** .eps or .ai preferred (include URL)
- + **Key Contact(s) Head Shot:** 300 dpi @ 1080px or higher
- + **Key Contact(s) Info:** Name / Title / Phone / Email



CUSTOM ARTICLE

SUPPLIER HIGHLIGHTED ON RCMA'S WEB, SOCIAL MEDIA, MAGAZINE, EMAIL & ENEWS

DETAILS

- + Customized **interview**-style article, focused on a topic of the client's choosing.
- + Interview approximately **500 words**, comprising of **one full-page in print**.
- + Content features responses from someone from the client's team.
- + Article published in **Aspire Magazine** (print & digital), **RCMA's Blog**.
- + Promoted through **Facebook, Instagram, e-News** and a **custom email**.

DEADLINES

RESERVED 60 days prior to sending

MATERIALS DUE 30 days prior to sending

CONTENT PROCESS

[▶ CLICK TO GO TO FORM](#)


1. **Client** fills out the **Custom Article Form** sharing information about the **topics** they would like the article to focus on and **key contact information**.
2. **Imago** sends **customized, detailed questions** for the client to provide written responses.
3. **Client** provides:
 - + **Interview Question Responses** - Imago will provide editorial support and input.
 - + **Destination Logo**: .eps or .ai preferred (include URL)
 - + **Head shot** of person responding to questions (300 dpi @ 1080px or higher)
 - + **4+ Photos of Destination**: 300 dpi @ 1080px or higher
 - + **Story Image (OPTIONAL)**: Vertical (tall) image (1080 x 1920px @ 300dpi)
4. **Imago** sends proofs of the **social media graphic, blog post, and article**, for client approval.
5. After Client approval, **IMAGO** will **publish** and **promote** the article!

CUSTOM ARTICLE

SUPPLIER HIGHLIGHTED ON RCMA'S WEB, SOCIAL MEDIA, MAGAZINE, EMAIL & ENEWS

SAMPLE COMPONENTS


BLOG POST



ABOUT | PRESS | NEWS | EDUCATION | ASPIRE MAGAZINE | VIDEO | CONTACT

CREATIVITY IS THRIVING IN BUFFALO

This Article is Sponsored Content from Visit Buffalo Niagara




Buffalo has gained a reputation in recent years as a city on the rise with unique experiences, new lodging opportunities, and renowned global cuisine. Now, the Queen City continues to shine her crown with a **new public art initiative**, vibrant murals, and a rich culture to Buffalo's existing celebrations and diverse neighborhood.

This creativity is part of the fabric of this remarkable destination, and visually demonstrates the city's commitment to hospitality. We met with the team from Visit Buffalo Niagara to find out more.

Why is Buffalo becoming known as a center for creativity and diversity?

Buffalo is in the midst of a renaissance. We are a city of rich and diverse cultures, talented artists, and innovative thinkers. Our story is as unique as our transformation, and that story can be experienced through our local-whether it's viewing the unique and vibrant murals around our city, sampling the countless types of ethnic-infused cuisines, or visiting national historic sites that serve as a narrative to our diverse history.




How is your team providing creative solutions for meetings?

During the past year and a half we've had to provide creative meetings solutions which included offering more flexible and multi-purpose venues with significant outdoor space in an effort to meet safely. We continue to listen to the needs of our clients and push the boundaries of creativity further, but always with their comfort and peace of mind as a primary concern.

What would you like to say to planners interested in Buffalo Niagara?

If you have a meeting or conference you'd consider hosting in Buffalo, we'd love to host you for a site visit. Please contact Emma Carlo below. Our affordable and friendly destination not only provides unique cultural experiences but is open and welcoming to all. There's a reason we call it the Unspectored Buffalo. We look forward to welcoming you!



EMMA CARLO
National Sales Manager
Visit Buffalo Niagara
(716) 216-2940

CONTACT US

ASPIRE MAGAZINE PAGE



Creativity is Thriving in Buffalo

Buffalo has gained a reputation in recent years as a city on the rise with unique experiences, new lodging opportunities, and renowned global cuisine. Now, the Queen City continues to shine her crown with a **new public art initiative**. Vibrant murals add color and culture to Buffalo's bustling downtown and diverse neighborhoods.

This creativity is part of the fabric of this remarkable destination, and visually demonstrates the city's commitment to hospitality. We met with the team from Visit Buffalo Niagara to find out more.

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What would you like to say to planners interested in Buffalo Niagara?

If you have a meeting or conference you'd consider hosting in Buffalo, we'd love to host you for a site visit. Please contact Emma Carlo (see below for contact info). Our affordable and friendly destination not only provides unique cultural experiences but is open and welcoming to all. There's a reason we call it the Unspectored Buffalo. We look forward to welcoming you!



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EMAIL



Creativity Is Thriving In Buffalo



Creativity is part of the fabric of this remarkable destination and visually demonstrated the city's commitment to hospitality. We met with the team from Visit Buffalo to find out more.

READ THE ARTICLE



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FACEBOOK POST

RCMA


Buffalo is a city on the rise with unique experiences, new lodging opportunities, and renowned global cuisine. Now, the Queen City continues to shine her crown with a new public art initiative. READ MORE: <https://www.mycrma.org/news/buffalo2021>

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CREATIVITY IS THRIVING IN BUFFALO


ENEWS AD



RCMA NEWS


JANUARY 2022

BEST ADVICE FROM INDUSTRY EXPERTS



Read our overview of two recent articles providing expertise from the event planning pros: *18 Event Industry Experts Share Their Best Advice for Event Professionals and The Top Event Planning Tips to Keep You Organized, Efficient, and Valued.*




SUMMARY & LINK TO FULL ARTICLES




Visit San Antonio has named its new president and CEO Marc Anderson, formerly the chief operating officer at a similar tourism organization in Chicago.

Anderson called San Antonio a "vibrant community that is poised not only for an incredible recovery but extensive growth in the coming years." He said the city's "pro-tourism and pro-business stance" was a welcomed opportunity. Anderson has nearly three decades of experience in the hospitality industry.

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Cru has chosen Milwaukee for its 2022 National Staff Conference. Taking place citywide from July 14 through July 24, the event will welcome 5,000 staff and 1,800 children. In addition to using more than 30 Milwaukee County hotels for housing and meetings, Cru will host meetings at the UW-Milwaukee Panther Arena, Wisconsin Center, and Miller High Life Theatre.


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Buffalo is a city on the rise with unique experiences, new hotels and renowned global cuisine. Now, the Queen City continues to shine her crown with a new public art initiative.

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Looking forward to seeing you next month in Sacramento. Stop by booth 117 and say hi!

EMAIL US



Virginia Beach

Virginia Beach may be all about soft sands and ocean waves, but planning your meeting here puts you right on solid ground. From top events at the LEED Gold Certified Virginia Beach Convention Center to roundtable sessions with an ocean view, your style of meeting is at the top of our agenda.

START PLANNING