



## **CURRENT FEATURE ARTICLE:**

'Tis the season to get healthy and productive. Whether you are being CEO of your life, or constructing healthy eating habits, this month's *Current* features two articles that will help you gain control over how you spend your time and what you put into your body.

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Stay *current* with your chapter news and events:

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2015 PCMA  
Convening Leaders,  
Chicago

Let's Talk Trends **P.4**

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Upcoming Events:  
  
PCMA 2015  
Education Conference

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## Member Spotlight

**Our theme this issue is "Work-Life Balance."**

**Define what it means to you?**

It's making sure that what you spend your time and energy on each day comes in line with your own personal goals and values.

**What do you think some of the key challenges are?**

It's hard not to get caught up in all the messages we receive from well-meaning colleagues and society in general. You also need to have that support system that will help you stand up to your values.

**Do you think that company culture is evolving towards promoting work-life balance?**

In some cases yes. Companies are more aware

of the importance in having happy employees; they see the ROI in that. They are realizing the cost of replacing employees who don't have that balance.

**Who are your work life balance roles models?**

I find people who were raised with small town values do a better job of maintaining balance.

**What advice would you give to someone struggling to achieve work-life balance?**

Take a brutal look at your needs versus your wants. You have to look at what you really need; it's often a lot less than what we think we need.

**Rebecca Alexander**  
**Business**  
**Development**  
**Manager Meetings &**  
**Conventions Prince**  
**Edward Island**

## ◀ REWIND PCMA Convening Leaders 2015



Sometimes in life you have an opportunity to do something extraordinary. I was awarded an opportunity to attend PCMA's Convening Leaders as the *PCMA Canada East Starwood Student Scholarship* winner. This conference was the true definition of an unforgettable experience.

Along side the *University of Guelph's PCMA Student Chapter*, I attended the kickoff event: an amazing reception that took place at the Museum of Science and Industry in downtown Chicago. The reception was like no other, as we were free to explore the museum and themed exhibits, which were designed as Chicago's tourist sectors. This coexisted with all types of food, beverages, and live entertainment.

To expand your knowledge, numerous options were available at the conference. During the conference, I engaged in various educational sessions and workshops, which left an impression on me. One of the sessions that I enjoyed, *Everything Speaks*, was led by Helen Marriage, which focused on knowledge-sharing among stakeholders to bring creative events to life. Second, was long distance swimmer Dianna Nyad's presentation *Dare to Pursue*. During this session Dianna shared her inspirational story and reminded

us to never give up, as we are never too old to chance our dreams. She also talked about how important team work is.

***"Every session and workshop that I attended expanded my knowledge more than I could have experienced in a regular classroom."***

One of the most important elements of the event was the opportunity to network with industry professionals. Everyone I met was kind and generous, as they were willing to share some of their knowledge with me. At the same time, they were also interested in hearing about my own career path. I also had the chance to meet the kind people who helped fund my scholarship to attend the Convening Leaders.

Attending PCMA's Convening Leaders not only gave me an amazing chance to learn and network, it reassured me that I am in the correct industry.

***"Intrigued with new knowledge I acquired at the conference, I now see a wider range of possibilities for my own future."***

I strongly recommend attending a Convening Leaders Conference, as PCMA "makes no little plans" when organizing their annual conference.

Sincerely,

Christina Tennyson  
Bachelor of Commerce: Tourism Management  
University of Guelph  
Special Events Manager, 2014/2015  
Vice President, 2015/2016  
PCMA Guelph Student Chapter

# Appetite for Construction: Building Healthy Eating Habits for Your Busy Life

By Pippa Rogers

Let's face it, it's not easy maintaining a healthy diet as a meeting planner. How often does grabbing a snack mean a non-fat latte and macadamia cookie at Starbucks? To make matters worse, the usual suspects of high-preserved riff-raff make up the bulk of our on-the-go food culture.

The sad fact is: if you want healthy eating habits on the go, you have to take matters into your own hands. But with a bit of planning, a dash of preparation, and the willingness to put your health first, not only can you eat well, you can boost your energy, improve memory, and promote an overall sense of wellbeing. Just think of healthy eating as a good career move!

Here are a few tricks that will help you embark on the journey towards healthy eating:

## Set Your Intention

Before even starting, ask yourself: "what do I want to get out of this?" Setting your intention is key to being successful. How will you know you've reached your goal if you don't determine exactly what that goal is?

## Know Thyself

Be realistic about how much you are willing to put into the process. Do you relish the idea of spending an evening preparing tomorrow's menu? Or, are you a weekend warrior who'd rather prepare the week's meals ahead of time? Understanding who you are will help to establish a plan of action that works for you.

## So You Like To Plan...

Planning is the single most important thing to remember when trying to eat well, and you have the skills to do it!

Adding grocery shopping and food preparation to your calendar may seem bizarre, but if you don't set time aside to prepare, the task can easily get lost in your busy day.

## Network With the Power Foods

Get to know the foods that will give you the most bang for your buck. Stick with whole foods like nuts, veggies, edamame beans, chickpeas, and eggs. Foods with high protein and fibre are not only great for your health, they also fill you up, cutting down on cravings throughout your day.

## Invest in You

Don't forget that you are worth the time you spend investing in your health. The planner's life is a busy one. So, take some time to give back to yourself. A stronger, happier you starts from the inside.

# Be the CEO of Your Life – Creating Work Life Balance for Event Professionals

By Christine Morrell, CMP

It is no surprise that event managers were listed #5 in the top 10 most stressful jobs of 2014. With the long days, massive responsibilities, and insane deadlines, it's enough to wreak havoc on our nervous system. With Spring upon us, what better time to focus on our priorities and embrace positive coping strategies that will help to achieve goals, while keeping stress in check.

## What Are Your Rocks?

With the digital age that we live in, it's easy to get bogged down by "pebbles" such as emails and tweets. So, when it feels like you are spinning your wheels it's time to stop and ask what's really important in your life.

## Plan Your Priorities

Now that you have re-ignited some passion and purpose in your life, take time to schedule important priorities such as family time and personal goals in your calendar and protect that time from getting bumped by less important (but sometimes urgent) things.

## Schedule "Me Time"

We all need down time to unwind, de-stress, and even indulge. After all, you earned it, right? Be sure to add some "me time" in your calendar, as it will help create balance in your life and provide you with time to take care of yourself and have fun.

## Create a "Could-Do" List

While it's helpful to have a complete list of action items, having a "to-do" list often makes us feel bad when we aren't able to achieve everything. Instead, create an empowering "could-do" list, as it allows you to be organized without the guilt.

## Focus on One Thing at a Time

Gone are the days of trying to master multitasking. To make effective use of your time, prioritize your responsibilities, chunk out your day, and eliminate distractions (e.g. email, social media, and phone calls) so that you can focus on accomplishing one thing at a time.

## Take Mini Breaks

Take a reprieve from your desk and computer, as it will allow you to stretch, refuel, and clear your head.

## Leave Your "Baggage" at the Door

Leave your work stress at work. Do 5 minutes of deep breathing, walk home, take a shower – anything to eliminate the stress from your work day.

## Be Gentle With Yourself

Accept that you can't do it all by replacing self-criticism with self-acceptance. And remember that YOU ROCK (just as you are)!

# Let's Talk Trends

By Shannon DeSouza, MBET

Big Data, Data Sets and Analytics are common terminology you may have heard about. What this all means is the ability to effectively measure your event's return on investment by capturing, reviewing, and analyzing all the measurable metrics for your event to ensure insightful actions can be taken for future planning. Event analytics can be harvested from your tech tools such as registration, event app, and event planning software. By utilizing "real time analytics," you can gain possible insight into the following:

- Tech tool adoption and usage statistics
- Attendee engagement and actions
- Sponsor or exhibitor placement
- Speaker preference
- Onsite attendee happiness
- Event performance
- and much more

The real value added here is providing a unique opportunity to potentially improve your event immediately, impacting your return on investment now. As planners we all know, it's all about the details. Therefore, by paying attention to real time analytics can certainly aid in executing your most successful event of all time!

## ▶ FAST FORWARD PCMA 2015 Education Conference

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Learn more: [www.pcma.org/educon](http://www.pcma.org/educon)

### Publisher

Shannon DeSouza, MBET  
[shannon@eventmobi.com](mailto:shannon@eventmobi.com)

### Editor-in-Chief

Christine Morrell, CMP  
[christine.morrell@iiba.org](mailto:christine.morrell@iiba.org)

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Sponsorship Director (PCMA Canada East)  
T: 514-287-9898, ext. 225  
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