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**ALASKA HOSTS INDUSTRY ELITE FOR 2010 GLOBAL EVENTS PARTNERS
EXECUTIVE SUMMIT**

Global Events Partners (GEP) Executive Summit welcomed over 200 meeting professionals and GEP Partner destination management companies from more than eighty destinations worldwide.

Washington, DC-August 2010— Alaska was the site of an executive summit of the meeting planning industry that combined virtual meeting topics with the natural offerings of the 49th state. The 2010 event, hosted by [Global Events Partners \(GEP\)](#), the leading partnership of destination management companies worldwide, in conjunction with GEP DMC host, Logistics LLC and Alyeska Resort, welcomed over 200 meeting professionals and GEP Partner DMCs from more than eighty destinations worldwide.

Industry professionals from across the U.S., Canada and Europe came to experience educational seminars, destination highlights, networking opportunities, one-on-one meetings, social gatherings, and cultural events designed to showcase the unique meeting venues Alaska offers. It was also a chance for them to sample Alaskan activities that included glacier trekking, dog sledding, ATV rides and helicopter glacier tours.

The educational topics began with a keynote presentation from Lynn Randall, Strategic Event Consultant, with Maritz Travel on “Face to Face Meetings & Virtual Experiences”. The session introduced virtual technology as the next big trend hitting the meetings industry and how attendees can incorporate it into their programs and events. They saw how it can be used to enhance attendees’ experiences and enable companies to penetrate larger audiences by strategically placing their message through several mediums. The main message attendees took away was that Virtual Technologies can enhance and broaden the meeting, but not replace the need for face-to-face meetings.

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Another highlight of the Summit was “*GEP Café Conversations*”—a take on the popular Open Space session where all attendees pre-submit topics they wish to discuss in person with peers. During the session, the room split into ten groups to discuss a range of industry topics that covered: demystifying DMC pricing, social media, corporate social responsibility, best practices for negotiating with a DMC, booking hotels through International DMCs and improving the value of a DMC.

This year’s educational seminars also featured two innovative services offering low cost insurance coverage, including trip cancellation, and low cost phone services when a group is traveling internationally. The seminar was moderated by Assist-Card and Forum Tel, and GEP will announce later this year a partnership where planners will have access to these products to ensure their travelers are well protected.

After three days of intense networking and educational business sessions, attendees walked away with a new perspective on how each can be more strategic in their thinking to enhance the way they do business and make connections. Attendee, Dianne DiNardo, Managing Director with OneSource Worldwide comments, “The experience for me was one that could not have been accomplished by any trade show or ‘FAM’. It was my first Summit and both the educational experience and networking were incomparable. I met face to face with DMCs I’ve worked with and will work with in the future. It was a great opportunity to meet new colleagues in my industry and exchange views.”

The Summit was also the stage for GEP’s announcement of the 2010 Partners of the Year, an annual award presented to International and US-based DMCs that embody the standards of GEP, demonstrate exceptional customer service and use creativity to raise the bar of excellence. The 2010 awards were given to Baskow & Associates (Las Vegas), Mana, Allison & Associates (Northern California) and Universal Travel Services (Turkey).

GEP’s 2011 Executive Summit will be held in Moscow, Russia and hosted by GEP’s DMC partner, Russkie Prostoni.

About Global Events Partners (GEP)

Global Events Partners celebrates 12 years on the leading edge of the DMC industry. Established in 1999, the partnership now includes more than 65 leading destination management companies (DMCs) serving over 92 destinations worldwide. A DMC is a professional services company possessing extensive local knowledge and resources, specializing in the design and execution of group tours, transportation, events, activities and program logistics. GEP partners provide consistently high quality DMC services in the most desirable locations worldwide. Thanks to affiliations with sister company, <http://www.krisam.com/>Krisam Group—the top independent national sales office for hotels and resorts worldwide—and leading production company IEP, GEP offers a unique "one-stop" solution for corporate meeting planners worldwide. www.globaleventspartners.com.

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