LETTER FROM THE PRESIDENT

They say the apple doesn't fall from the tree and growing up, my parents have always led a life of volunteerism and giving back. From running school fundraisers (the combined smell of hundreds of cardboard boxes and thousands of chocolate candy bars is one I'll never forget) to organizing church festivals, there isn't a time I can remember that they weren't deeply involved in supporting our community. I am so grateful they instilled this same spirit in me from a young age.

It is an absolute privilege and honor to serve as your 2020 SITE Chicago Chapter President! I am excited for the opportunities that lie ahead, and I am grateful to the SITE Chicago leaders who came before me and have given their time, heart and energy to this chapter to get us to where we are today. My term is not about this year alone, but about continuing the legacy of what we have accomplished to date and what will unfold under future leadership. (cont. on page 2)
Please join us on Thursday, February 20 from 3:30 pm to 8:30 pm for our Annual General Meeting at the Loews Chicago Hotel.

We will explore our exciting 2020 calendar (including a new, innovative event!), discuss upcoming trends and opportunities, unpack the SITE Global Conference, and dive into what motivates each of our board members into making this the best year yet!

Register Today! https://cvent.me/BNM4Q5
ANNOUNCING THE SITE CHICAGO
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RECAP:
HOLLY TROLLEY 2019

See a full gallery of photos from the event [here], courtesy of MK Event Photo

Yet again our 5th Annual Holly Trolley was one for the books! With a guest count of over 130 and a wait list longer than we ever imagined, the 2019 Holly Trolley kicked off the holiday season with a BANG!

The evening began at River Roast in downtown Chicago where we had delicious food and a lovely hot chocolate bar to warm us up on our cold winter adventure. From there, we climbed aboard our trolleys and enjoyed networking, holiday tunes, and beverages provided by our lovely sponsors: Caesars Entertainment and Fiesta Americana!

Our second stop was Lucky Strike in Wrigleyville where we saw how competitive our members can be with arcade games, billiards and ping pong. The ambiance at Lucky Strike really shook the night into high spirit.

After jumping on the trolleys one last time, our final stop was Bounce Sporting Club where we enjoyed cocktails, popcorn thanks to Garrett’s, and where we raised over $300 for handwarmers to Chicago Help Initiative, which SITE Chicago agreed to match up to $200, so a whopping $500+ in handwarmers will be donated this month!

Testimonials from our Survey:

This is one of the best social events of the season, customers and supplier partners are all in the holiday spirit and enough movement that you can talk to everyone.
- Isabel Mahon
Director of Sales Incentive/Insurance
Fairmont Hotels & Resorts

SITE Chicago’s Holly Trolley event is innovative and enjoyable way to network. I really enjoy the multiple venues and time on the trolleys as it generates movement among the guests so that you can always be interacting with different people. The little extras like the holiday accessories, beverages on the trolleys, treats from sponsors, etc. provide an incentive-like feel to the evening. This truly is an exceptional industry event!
Anonymous, Supplier Member

The SITE Chicago Holly Trolley is a great time to re-connect in a fun and festival atmosphere. I missed the last two years and am thrilled I could attend this year in 2019. I met new suppliers and connected with SITE members from around the world. I am blessed to be a member of SITE Chicago!
Dana Weaver
Senior Manager Marketing
GROWMARK

Thank You Sponsors

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RECAP: OCTOBER YOUNG LEADERS

Young Leaders Round Table Education Program

On October 2nd at the Hofbräuhaus, the SITE Chicago Young Leaders lead round table discussions, beer in hand, on 6 key incentive industry topics among our membership. Categories of interest were selected by attendees during registration and then rotated through to share areas of expertise as well as thought-provoking questions surrounding key topics. The overall take aways and highlights:

**Emerging Destinations/Tourism**
- Lunch-and-Learn Post FAMs so that information can be shared across the company
- Second-tier cities are experiencing faster growth than top tier, and European second-tier cities are experiencing more tourism and group/incentive attendees
- Puerto Rico is making a comeback and Cartagena, Colombia is an emerging destination along with South Africa and Croatia. Important for CVBs to provide resources and current event updates to planners

**CSR/ Social Responsibility**
- Most groups would like to do a CSR activity - budget determines what can be done
- Being able to find immediate research about a company and what they do/what they are involved with to have that basic information even ahead of RFP responses
- Being educated on why group events are doing things they are doing

**RFP Process and ROI on Content vs. Investment**
- Consider a tiered system for RFPs to help suppliers and hotels understand the crux of the event and how deeply to dive into any given RFP
- Using an RFI which gives the nuts and bolts first in preliminary stages instead of the full-blown RFP from the beginning and also ensuring unique things are included in the initial RFP responses
- Hotels recognizing when an RFP may need a DMC or additional vendors and pulling them in can make it easier for the planner to exude the feel of a “one-stop shop”

**Technology**
- Utilizing technology and data collection applications, personalizing experiences are important, especially highlighting inclusivity and commonality
- Building individual profiles for everyone that you are interacting with - how do you learn about his/her likes and specific details to elevate experiences/site visits/incentives, etc.
- Wanting information vs. protecting privacy and how it affects the industry and events

**Food and Beverage/ Health and Wellness**
- Variety is the spice of life - ensuring there’s variety for attendees
- Needing to be creative and able to customize for various restrictions. Also discussed "be-leisure" - can you build in time for checking email or taking a moment to give space and free time

**Security and Risk Management**
- Risk management has to happen at every single level and start at the very beginning of the planning process
- Knowing your group and the risk tolerance level of that group is vital
- Security is much more top of mind now than in the past and groups will ask for full security plans and safety plans more often and earlier in the process. Also, more attorneys are involved in the contracting process which is extending the timeline of the contracting process.
2020 SPONSORSHIP OPPORTUNITIES

Be a SITE Chicago Sponsor in 2020!

SITE Chicago operates on a volunteer basis therefore the responsibility of providing quality education programs and social events falls to the various committees. In order to encourage participation in these events and to maximize supplier/buyer networking, we try to keep individual event fees to a minimum.

Our sponsors are critical in helping us champion this goal of bringing the highest level of professionalism to our industry and in turn encourage our members to show their support in kind. Our sponsors provide cash or in-kind goods and services contributing to the operations of our Chapter meetings, educational events and social events. We are looking for Gold Sponsors, Silver Sponsors, Friends of the Event and more.

Download our Sponsorship Prospectus

BECOME A MEMBER TODAY!

All we are missing is you! Become a SITE Member and, with the help of a burgeoning network of peers, transform the greater meetings and incentives industry! Click below to get more details about the SITE application process, fees, membership add-ons and more.

Membership Information and Rates

Need to renew your SITE Membership for 2020? Renewing is easy!
- Login with your username and password
- A courtesy renewal invoice has already been created for you. To access the invoice, click "My Options" and select "My Profile" at the top of the page, then click on "Transactions".

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