

site Chicago

The Official Newsletter of SITE Chicago

first day of
summer

JUNE 21



ICYMI

Throughout the past month SITE Chicago hosted several virtual meet-ups and collaborated with other SITE chapters to engage members. These webinars ranged from social media strategy to a magic show! Below we've included a few key takeaways **In Case You Missed It!**

WHAT'S INSIDE THIS ISSUE:

ICYMI - 1
Tactical Design Thinking - 3
Coming Up - 4
Education Gems from SITE
Global - 5

1

On April 30th SITE Chicago teamed up with SITE Minnesota to offer an exclusive members-only webinar ***Be A Homebound Hero*** with [Organized Audrey](#). Audrey is an author, speaker, and productivity consultant and her tips were perfect for members who want to organize their lives during this time.



Tips:

- Audrey stressed that it's important to choose a few tasks to focus on and add them to your Superhero Checklist - make sure not to overwhelm yourself
- Work on your to-do list step by step and it's okay to not do it all in one day, week or month!
- Audrey suggested that we check out [In Case of Emergency, Break Glass](#) by Mary C. Kelly to help you organize all of your personal information in case of emergency
- Check out [Audrey's blog](#) for additional tips!

2

On May 7, SITE Chicago hosted a family friendly webinar with SITE Florida and Caribbean, SITE Southeast, and SITE Mountain West (aka Dream Team). We gathered for an hour of inspiration and magic!

AN EXCLUSIVE INVITATION
You and your family are invited to gather in the family room or home office for an hour of inspiration, laughter and magic:

Silver Lining Playbook – Part 2

Featuring: **Jon Dorenbos**
- World Class Magician
- Life Guru
- America's Got Talent Finalist
- 14 Year NFL Player & Pro Bowler
- Regular Television Appearances on ELLEN & The Today Show

with: **Dr. Kevin Elko**
- Renowned Sports Psychologist & Career Consultant
- NFL and BC3 Teams Advisor
- Author: Touchdown - Achieving Your Greatness on the Playing Field of Business & Life

Thursday, May 7
1:00pm – 2:00pm EST
Please REGISTER

Dream Team
site Mountain West
site Florida & Caribbean
site Chicago
site Southeast USA

The webinar uniquely tied together a fun magic show with motivation for all with Jon Dorenbos and Dr. Kevin Elko.

Jon appears often on the Ellen Show and was a top contender on [America's Got Talent](#) - he entertained us with humor, slight of hand tricks, along with motivational speaking.

His show was intertwined with nuggets of wisdom from Dr. Elko, a renowned sports psychologist, career consultant, and author.



3

Have you ever felt lost on how to enhance your LinkedIn page, create a personal brand or how exactly to manage social media with your personal and business life? On May 14th we joined [Crystal Washington](#) as she taught us how to "Brand Yourself for the Future". This was another joint effort by the SITE Dream Team.



Takeaways:

- While business is business - our business people become our friends and it's important to keep that in mind
- Crystal taught us that there ARE proactive steps that we can be doing right now to get ahead of the curve and elevate our personal brand. Some first steps were as simple as changing your LinkedIn profile photo, banner photo and adding keywords to the headline
- You can optimize your LinkedIn reach by joining groups - which elevates your potential for possible job opportunities

TACTICAL DESIGN THINKING IN A CHANGING WORLD

In late April, [PRA Business Events](#) released a Tactical Design Checklist as a tool for traversing the future of events digitally and in-person. The checklist is a great resource and available for [download](#).

Highlights:

- During pre-event it is important to take into consideration new messaging; the success of the meeting depends on if guests feel safe and relaxed
- It is vital to start with transparency in all event communications to attendees. Continue this transparency by making attendees aware of new meeting etiquette and protocols
- Adjust events based on the current social distancing guidelines. This might mean that you need to confirm whether the hotel has sufficient bandwidth for a web broadcast or digital element
- Be sure to re-evaluate your agenda and timeline so that guests feel safe and guidelines are followed
- Do not hide the cleaning process - showing how spaces are kept clean and how items are sanitized offers peace of mind
- Consider offering a hybrid event, but do not forget to incorporate design elements for the virtual audience



JUNE 4 AT 4:00 PM CT

LIFTED SPIRITS: FROM GARDEN TO GLASS



Complimentary registration available [here](#).

SITE Chicago is coming to your home with a Lifted Spirits Happy Hour: From Garden to Glass, complete with a DIY herb planting tutorial and mixology class on Thursday, June 4th at 4:00 PM. We will begin with a Build-Your-Own-Herb Garden tutorial presented by Kehoe Designs and the Green Market Gardens, followed by a mixology class presented by Lee Zaremba, Beverage Director of the BOKA Restaurant Group using the herbs you planted!

JUNE 15 AT 11:00 AM CT

AVOIDING BURNOUT AND MANAGING STRESS



Complimentary registration available [here](#).

Stress is commonplace for those who work in the meetings industry. “Event Planner” continues to land in the top five of the most stressful careers year after year. And, in 2019 the World Health Organization formally recognized that burnout is caused by “chronic workplace stress that is not properly managed”. While those in this industry are ‘used’ to some level of stress, it seems that it is not going to lighten up anytime soon – for anyone. Learn from Rachelle Stone, a 25+ year meetings executive who left the industry after her own experience with burnout. Her story, what to look for, and immediate (and simple!) ways you can protect yourself from falling into the burnout rut.



EDUCATION GEMS FROM SITE GLOBAL

1. The [Knowledge Centre](#) through SITE Global is available for free through June 30th. Take advantage of this online learning portal that serves as a repository for training, learning, resources, and job tools. All at the click of a mouse! This includes the CITP prep course which is a \$495 value!
2. Moira Hearn funds still available to support lapsed members: [Moira Hearn Bursary and Application](#)
3. SITE Global released two studies during PlanetIMEX based on data from the 2019 ITII. You can download the studies and watch the webinar here: [ITII Regional and Sectoral Reports](#)

UNITE ON SOCIAL MEDIA

Join the SITE Members LinkedIn Page: a great resource of articles and information from SITE Global as well as webinars being hosted by other chapters that are open to all members



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