

30 Years of Government Meetings

1981-2011

Society of Government Meeting
Professionals



Welcome and Introductions

- How long have you been planning government meetings?
- How long have you been a member of SGMP?
- Are there any members in the room who helped to charter our chapter?
- Is there anyone in the room who had a significant event happen in 1981? Born in 1981? Married in 1981?

Changes in US Culture

What we watched, what we heard, what was news



Do you remember when...

- There was no SGMP
- People used typewriters
- Richard Simmons and Suzanne Sommers were cool
- There was no Google, StubHub or eBay
- There were no body scans or pat downs
- Suitcases did not come on wheels
- There were no iPhones, Androids or Blackberries

The 1980s

- What was on television?
 - *Dallas*
 - *Dynasty*
 - *The Cosby Show*
- What was playing on the radio?
 - Jessie's Girl
 - Sheena Easton
- What was in the news?
 - Increase in airline/travel terrorism
 - The fall of communism

What influenced your meetings?

- Inflation
- By end of the decade, prices more than doubled
- If you have \$100 Converted from 1980 to 2005 it would be equivalent to \$243.45

What else was significant about the 1980s?

The 1990s

- What was on television?
 - *Murphy Brown*
 - *Fresh Prince of Bel Air*
 - *Married with Children*
- What was playing on the radio?
 - Grunge Rock
 - Brittany Spears
 - 1991 # 1 song: *Everything I Do, I Do for You*
- What was in the news?
 - Bill Clinton was President
 - Hillary Clinton named to reform Health Care
 - World Trade Center car bomb
- What influenced your meetings?

What else was significant about the 1990s?



The New Millennium 2000-2011

- What was on television?
 - *American Idol*
 - *The Office*
 - *Glee*
 - *Arrested Development*
- What was playing on the radio?
 - 'N Sync
 - Mariah Carey
 - Green Day
- What was in the news?
 - Y2K
 - Iraq war
 - World Trade Center
 - Financial crisis in US
 - “Shame On You” syndrome
 - big spending groups
- What influenced your meetings?

What else was significant about 2000-2011?

Meeting Foundations

Who was planning, who was meeting and why were they doing so?

Once upon a time...



- Young(er) women planned, men attended
- Men dominated the industry
- Men wore suits, women wore skirts and dresses
- A handful of professional organizations for hospitality professionals existed
- There were no professional designations in the meetings industry

Conference Attire

- 1980s
 - Business attire at events – suits
 - Women – business suits (akin to men’s), shoulder pads
- 1990s
 - Began the “anything goes” trend which continues today
 - Men – still wore business suits
 - Polo shirts
 - Khakis – business casual emerged (Bill Gates)
- 2000 to today
 - Anything still goes
 - Conference attire mostly business casual



Big Topics

- Why did you meet in
 - 1981
 - 1991
 - 2001
 - 2011



The Evolution of SGMP

How SGMP started and major accomplishments in the meeting planning industry

SGMP Significant Events 1980s

- October 29 , 1981: Initial organizational meeting held in Washington, DC
- 1982: First National Education Conference held in Columbia, MD
- 1985: Convention Industry Council begins examinations for CMP certification
- 1985: First chapters form – Chicago, Denver, Seattle, Heart of Illinois
- 1988: SGMP holds first Chapter Presidents Roundtable (CPR) in Denver, CO

SGMP Significant Events 1990s

- 1990: The Americans with Disabilities Act becomes law
- 1990: SGMP begins recognizing CMPs and reimbursing for certification
- 1998: SGMP partners with EPA – Ft. Lauderdale NEC
- 1998: SGMP is recognized by GSA
- 1998: GSA includes light refreshments in regulations

SGMP Significant Events 2000-2001

- 2000: CIC launches APEX (Accepted Practice Exchange)
- 2001: SGMP launches quarterly magazine *Advantage Magazine*
- January 2001: First 2nd Vice Presidents meeting with CPR and NB in Denver, CO
- March 2001: SGMP establishes Executive Director position and hires first Executive Director Carl Thompson

SGMP Significant Events 2002-2005

- 2002: SGMP launches national website
- 2003: Green Meeting Industry Council is formed
- 2005: SGMP launches CGMP certification
- 2005: SGMP hires first Deputy Director, Charles Sadler, CHSP

Business and Finance

The impact of the economy on planning government meetings

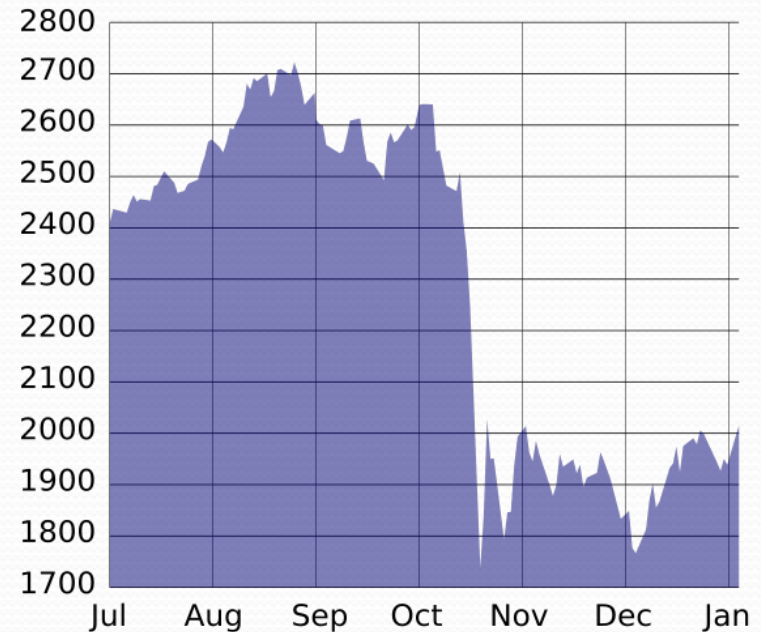
Prices

	1981	1991	2001	2011
Gasoline	\$1.38	\$1.14	\$1.47	3.75
Gallon of Milk	\$2.22	\$2.80	\$3.00	\$3.79
New Home	\$83,000	\$147,200	\$172,000	\$225,000
Stamps	\$.15	\$.29	\$.34	\$.44
Loaf of Bread	\$.53	\$.71	\$.99	\$1.98

Economic Influences

- 1980s: Terrorism increased
- October 19, 1987: Black Monday (stock market crash)
- 1990s: Recession
- 2000: War on Terrorism, 9/11, SARS
- October 3, 2008: Emergency Economic Stabilization Act (bank bailout)

DJIA on Black Monday, 1987





Influencing the Industry

- Per diem
 - How it was set
 - How it is set today
 - Percentage of change over time
- Preferred lodging program
 - Where and how it began
 - The policy of the federal government, as reflected in the Hotel and Motel Fire Safety Act of 1990
 - ADA

Business Tools



- Business cards
- Name badges with bar codes
- Scanners vs forms for CEUs
- Newsletters

Supplier Giveaways Over Time

- What was popular in the 1980s?
- 1990s?
- 2000 and beyond?



Business Trends



- Emergence of 3rd party or “associate supplier” companies
- Green meetings
- Emergency preparedness/security companies
- “Branding” emerged in the mid 2000s

Food and Beverage

- Planners are demanding healthier menus
- Bottled water big in the 1990s and early 2000s – moving away from it due to conservation/greening efforts as well as plastic leaching issues.
- “Government can’t pay for coffee”
- Alcohol at meetings
- Other food and beverage trends





2011 - A Look at GSA Today

Travel Resources:

<http://www.gsa.gov/portal/content/105307>

Per Diem Rates:

<http://www.gsa.gov/portal/category/21287>



U.S. General Services Administration



2003-2011 Ethics Laws

- Government ethics rules strengthened across the United States:
 - Oregon 2003
 - Colorado 2006
 - SGMP Ethics Code 2006
 - Others?

The Hotel Industry

How our partners have changed, grown and evolved while still supporting government meetings



Hotels: A History

- 1984: Quality (Quality Inns) becomes the first hotel chain to introduce a mandatory program of nonsmoking rooms in guest rooms worldwide.
- 1990's: Consolidation of brands under large umbrellas – Starwood, IHG(Holiday Inns) Hilton, Hyatt, Marriott
- 2000: Emergence of limited service properties
 - Replaced the single location motel
 - Inexpensive option for planners
 - Lower margins for hotels due to lower overhead
 - Guests looking for inexpensive and clean

Hotels: Changes

- Reservations process
- Meeting room rental
- Menus
- Prices
- Size
- Types of hotels
- Limited service versus full service
- Hotels began introducing conservation efforts in the last 1990s to 2000s
- Started with conserving water through multiple use of towels and bedding





US Hotel Corporations Today

- Marriott
- Hyatt
- Starwood
- IHG
- Hilton
- Accor
- John Q. Hammons
- Studio Plus
- Benchmark
- Prime Hospitality
- Bennett

What do the following items have in common?

- Ironing boards
- Coffee makers
- Hair dryers
- Free, high-speed internet access
- Health clubs/workout rooms
- What else falls into this category?



Hotel Amenities

Check in

- Long counters replaced with smaller desks
- Metal room keys replaced with key cards
- Swipe of your card vs hard copy registration documents

Guest rooms

What was once only at higher end properties became the standard:

- Hair dryers
- Iron boards
- Coffee makers
- Hotels brand their mattresses
- Bedspreads are replaced with daily laundered comforters
- Guests can buy bedding packages to take home

Hotel Amenities (continued)

Common Spaces

- Personal cell phones replace guest rooms phones
- Phone banks in conference areas gone
- Lounges, coffee shops, business centers (24 hour preferred)

Guest Services

- Demand for bigger better workout facilities
- 2005-2010 – spas added to more hotels



Sleeping Rooms



Westin Heavenly Beds
Bedspreads to comforters

Technological Advances

Modern technology's influence on the government meetings industry

Meeting Technology 1980-today



Meeting tools evolution 1980s

- Typewriters
- Fax machines introduced
- Overhead projectors
- Transparencies
- Cordless phones



Meeting Tools Evolution 1990s



- Started using CD-Roms
- Video tapes/VCRs
- Dial-up modems
- High intensity overheads
- Instant Messaging
- Pagers
- Cell phones
- Scanners

Meeting Tools Evolution 2000s

- Internet
- Wireless
- Email
- Cell phones/smart phones
- Suitcase sized projectors to hand-held digital projectors
- PowerPoint slides
- CDs to DVDs to USBs to “cloud” doc sharing



In place of face-to-face

- Video taping keynote presentations for later use
- Audio taping workshops
- Podcasts
- Teleconferencing
- Video conferencing
- Satellite conferences





Presentation Formats

*Have you seen changes in presentation formats?
What fads have come and gone?
What has stayed over time?*

Communication

- Baby Boomers
 - Hard copy communications
 - Faxes
 - Email
- Generation X
 - Email
 - Instant messaging
- Millennials
 - Text
 - Tweet
 - Post
 - Update



How Technology Impacts Marketing

1981

- Save the date post-card or flyer
- Brochure to advertise the program
- Registration brochure
- Bulletin board updates
- Paper surveys

2011

- Email announcements
- Social networking marketing
- Online registration
- Twitter updates
- Online surveys

World Wide Web Changes the Game

- Paper collateral vs virtual site visits
- Online RFPs
- Online search companies
- Online travel companies
- Dot com companies took off
- Hotels behind
- Consumers reluctant to use for e-commerce initially



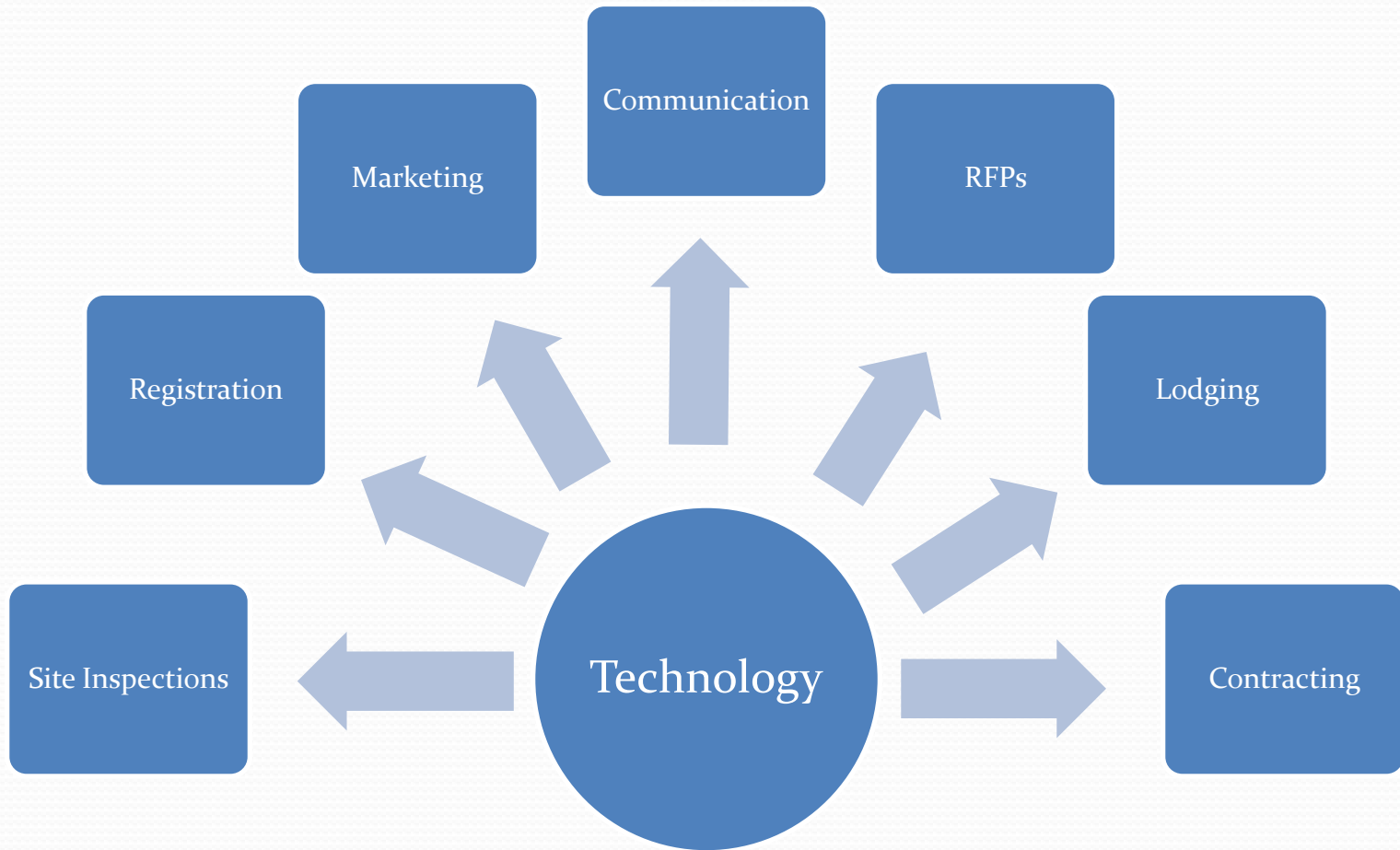
There's an App for That

Meeting management applications for iPhone/iPad and other smart phones

<http://meetingapps.com/>



Impact of Technology on Meetings



Air Transportation

Changes in how we travel



Terror in the Skies

- TWA Flight 847 hijacked in Syria
- Flight blown up over the coast of Ireland
- Travelers gunned down at ticket counter
- Hijackers storm plane in Pakistan
- French airliner blown up over Europe
- December 1988: Pan Am Flight 103 blown up over Scotland, killing all aboard (Lockerbee Bomber)
- September 11 2001: Terrorist attack using commercial aircraft as missiles kills nearly 3,000

Airport Security Changes (Part I)

- September 13, 2001: All knives prohibited on commercial aircraft
- November 2001: Transportation Security Administration (TSA) formed
- 2002: Department of Homeland Security established



Homeland
Security

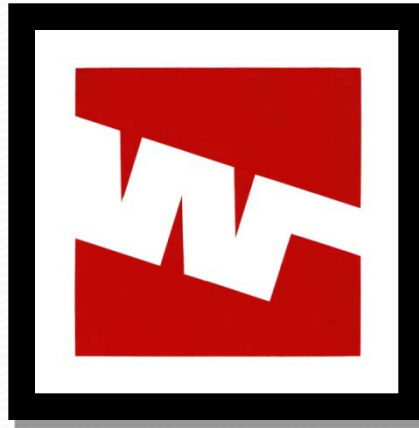
Airport Security Changes (Part II)



- 2001 – 2004: Requirement that all shoes and jackets be removed and x-rayed
- 2006: Requirement that all liquids are limited and must be removed and x-rayed
- 2010: Full-body scanner introduced amid controversy

Airlines Who Are No More

- Pan Am
- TWA
- Western
- PSA
- Braniff
- America West



The Future of Government Meetings

What will the next 30 years bring?

Greening Meetings

- Handouts on jump drives with presentations or posted to websites
- Water stations
- Recycling bins
- Local and organic produce





People and Technology

- Diversity in those who attend and plan
- Trends for smaller meetings? Realized?
- Projection that web-based meetings will replace face to face meetings
- Social media will be a key element in planning
- Responses to emergencies will be different, faster
- Apps for meetings
- Interactive sessions via smartphones

SGMP Today

- 32 Chapters – Southern California to New England, Central Florida to Pacific Northwest
- Members can pay dues and update information through SGMP website
- RFP Connection
- Staff of 6 full time employees, 1 part-time employee
- Larger conferences, bigger cities
- Launch of Online Education System
- Over 550 Certified Government Meeting Professionals



Sam Gilmer

SGMP's mission to enhance the knowledge and expertise of government meeting professionals and our objective of improving the quality of, and promoting the cost-effectiveness of, government meetings still holds true today. SGMP remains the only organization dedicated exclusively to government meetings.

**Happy 30th
Anniversary SGMP!
We can't wait to see
what the future will
bring!**



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