



Education: What's Trending in 2014

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The **Event Service Professionals Association's** (ESPA) annual conference will be held in Jan. 10–12 at the Westin Copley Place in Boston, with the exciting theme of “Going the Distance.” Kicking off the conference is Laura Schwartz, a former director of events for the White House and author of *Eat, Drink & Succeed*, which will form the basis of her keynote speech. The event will offer attendees more than 13 hours of continuing education credits, with topics as diverse as “The Global Side of Events: Understanding Cultural Differences” to “Q&A with the Event Planners” to “Security Management: Case Study from Boston and Lessons Learned” and “App Storm: Event Apps & Solutions That Can Change Your Event Planning Universe.”

A welcome reception, collaborative breakout and interactive sessions, and optional offsite excursions into historic Boston will provide plenty of networking opportunities. The awards luncheon will be held on the Jan. 11, when ESPA will announce the winners of the Executive Excellence Award and the Donald S. Freeman Jr. Conference Scholarship. The ESPA conference is the quintessential educational conference, as explained by ESPA President Robert Desautels, CMP. “The conference program is designed not only to be educational at its core, but also to offer topics that encompass meeting trends, resources and new sources of information. It is truly geared so that all of us will have useful and valuable takeaways to enhance our ability to be better providers for our customers.”

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