



# TXLEC TRIBUNE

BI-WEEKLY UPDATE

## A MESSAGE FROM THE CHAIR

Greetings Friends,

Last week, I had the privilege of attending the MPI WEC in Grapevine, Texas. It put a positive spotlight on the Texas live events industry for our great state to be hosting the first major industry conference since the shutdown in March. More than 600 meeting planners from around the country attended the event in person and experienced firsthand exactly how we can all get back to meeting again safely.

At the conference, I had the opportunity to visit with Roger Dow of U.S. Travel, as well as Steve O'Malley, Chair of MPI's International Board of Directors and President of Maritz Global Events. The consensus is strong that we are going to round a corner soon with a vaccine on the horizon and we have reasons for hope and optimism. It was reassuring to hear their positive outlook!

Large events are happening safely and successfully. Our job is to get that word out to the world. Please share your event successes with us so that we can spread the positive news. Read below about how the Texas Live Events Coalition needs your help to accomplish our mission and goals.

We are stronger together!

Laurie Sprouse, CITE, CMP, DMCP  
Texas Live Events Coalition Chair  
Co-Owner and President of Ultimate Ventures & Ultimate Kits



## YOU CAN AMPLIFY OUR VOICE. PLEASE HELP!

The Texas LEC needs the megaphone of media for our voices to be heard over the noise of the day's headlines. Your Texas LEC Board is asking our members to assist us in getting out the message of your Coalition. We need press, and we implore you to help us!

If you know members of the media that might pick up our story, would you share names from your own media list? We need your rockstar media contacts that might lend us their megaphone. Also, if you have relationships with legislators on any level (local/state/federal) and you might be willing to make introductions for us, we welcome those as well. All we are asking for is a simple shared e-mail list or an introduction that gives us a foot in the door to amplify our message. Will you help?

Please e-mail us any press lists, contacts or personal introductions that will help us get the plight of the live events industry in front of more people and help to get us the federal assistance that we need. Who do we need to know in your "neck of the woods"? Email [Advocacy@TexasLEC.org](mailto:Advocacy@TexasLEC.org).

# FROM THE TXLEC LEADERSHIP TEAM

## INTRODUCING, TACY INFANTE, DIRECTOR OF SOCIAL MEDIA



Hi all! I'm Tacy Infante and I manage our social media accounts for the TXLEC. Following us on social media is the best way to gain access to any late breaking updates as well as learning about your fellow peers. We are shifting our feeds to better showcase what the coalition is about so please, if there is anything you want to see, let me know. Follow Texas Live Events Coalition on [Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).

Tacy Infante  
Director of Social Media, Texas Live Event Coalition  
Vice President of Meritage Events  
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## THE RETURN OF EVENTS: RECENT LARGE EVENTS IN TEXAS

### MPI WEC “REUNITE FOR RECOVERY” MET IN GRAPEVINE, TEXAS ON NOVEMBER 3-6, 2020

MPI World Education Conference 2020 was held at the Gaylord Texan Resort last week. After postponing from the original dates in June to November, MPI masterfully reconfigured the format of the conference and implemented strict sanitation and safety protocols for attendees and staff. Over 600 attendees participated in the in-person event and over 1,000 registered to attend online. MPI WEC is one of the largest meetings industry events to be held in-person to date since the shutdown in March. It was a major win for the industry to demonstrate how an event can be held safely and successfully by implementing appropriate steps in their programming as well as how to hold a conference simultaneously in person and digitally without making huge sacrifices to the production level. Visit the MPI Blog to read more about the event.

[READ MORE](#)

## HEALTH BENEFITS NOW AVAILABLE FOR NATIONAL LEC MEMBERS

The national Live Events Coalition (LEC) partnered with Meridio to offer all members affordable health and financial wellness benefit options. Call them today to speak with a benefit guide representative to help you choose a benefit option that fits your needs. Click [here](#) to learn more about the benefits available.

Note that you must be a dues paying member of LEC in order to take advantage of these benefits. (Texas Live Events Coalitions is a separate – and currently FREE! – membership.) LEC is currently offering a membership special for one full year of membership for just \$50 if you sign up by December 31st. The price increases to \$75 on January 1st. Click [here](#) to join.

# TAKE ACTION NOW

Congress reconvenes in Washington next week after their election break. Upon their return, it is believed that they will resume negotiations on federal aid and stimulus packages. It is vital that we continue to create awareness and put pressure on them to get the relief that our industry needs. Please continue to join us in getting our voices heard.

Even if you have sent letters and/or called your legislators previously, it is essential that we continue to do so. We must be tenacious, constant and vocal to bring attention to our industry! Please use the tools below and also [call your legislators' offices](#) to tell your/our story and enlist their support TODAY!

## COVID RELIEF NOW Coalition Toolkit

## LEC US Federal Relief Letter

And finally...

Simply put, the more members that we have, the more clout we hold when we talk with legislators. If you have not yet joined the Texas Live Events Coalition, what are you waiting for? **It's easy and FREE.**

Please support our advocacy efforts on behalf of the events industry that we all love. [Join today](#). And please ask a friend or colleague to join as well!

IN TEXAS, THE LIVE EVENTS INDUSTRY INCLUDES OVER **30,000 SMALL BUSINESSES** AND OVER **1 MILLION EMPLOYEES.**

# HELP SAVE THE TEXAS LIVE EVENTS INDUSTRY

Letter Writing Campaigns      COVID Recovery Resources      Social Media Campaigns

**JOIN TXLEC**

\*TX LEC Membership is free through June 2021