

## **Conference Planning Resources**

**Presented by** Dan Gassel, Kay Buke, CMP, CMM, Karen McCallson, CMP, CMM

**Description:** Representatives from HelmsBriscoe will provide an overview on what sets them apart from their competitors as the Global Leader in Meetings Procurement, Site Selection and Full-Service Meeting Management:

HelmsBriscoe will streamline the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. As a client you will benefit from our global reach, unsurpassed experience, and industry relationships. At HelmsBriscoe, we send the RFPs, track down the answers, follow-up with the hotels, and manage the entire site selection process on your behalf. Whether you are booking a state or regional meeting, our team of industry professionals will work to match your meeting with the best venue at the best value based on your specific needs.

HelmsBriscoe ResourceOne offers a variety of services, including housing and registration, group air and ground transportation, logistics, stage production, exhibit management, equipment sourcing, budget oversight and event management. Our dedicated team of meeting professionals pride themselves on executing flawless events for our clients, time and again.

**Session theme or topic:** Administrative Development

**Session format (Lecture, facilitated discussion, panel discussion, Q&A):** Lecture, Q&A

**3 anticipated participant learning outcomes:**

\*Hotel assistance for conference planning

\*Resources for event planning

\*Connection opportunities

**Intended audience:** INBRE, COBRE, CTR, Administrators

**Name, title, Institution/bio for each facilitator/presenter:**



**Dan Gassel**  
Director, Global Accounts  
HelmsBriscoe

Dan is in his 17<sup>th</sup> year partnering with his clients as the Manager of Global Accounts for HelmsBriscoe.

HelmsBriscoe streamlines the meeting planning process by managing the time-consuming task of researching, evaluating venues, and negotiating with hotels for your next offsite meeting.

Dan is proud to have partnered with numerous partner organizations for various NIH and INBRE – IDeA programs, including the University of Kansas; the University of Rhode Island; New Mexico State University; the University of Nevada Reno; and also Louisiana State University ( the Sponsoring Organization for the upcoming 9<sup>th</sup> and 10<sup>th</sup> Biennial NISBRE Conferences back here in Washington, DC.)

Partnering with HB allows you more time to focus on your attendees, your agenda, and your overall program. Allow HB to do what they do best (hotel site selection and contract negotiation) so you can focus on what's most important: your guest's quality experience with your off-site program.

Dan resides in Overland Park, KS with his wife and four children. In addition to enjoying keeping up with his kids' activities, he enjoys playing competitive tennis regularly and singing along to the music of Johnny Cash when he thinks no one is listening.



**Kay Buke, CMP, CMM**  
Director, Global Sales  
HelmsBriscoe ResourceOne

Prior to HBR1, Kay spent nine years with JCPenney directing company initiatives for events such as store manager conferences, incentive programs, analyst and board of directors meetings and trade shows ranging in attendance up to 5,000. Prior to JCP, she worked with other Fortune 500 companies including Sprint, Thomson Reuters and Pearle Vision where she managed national golf tournaments, tradeshow, medical continuing education programs and national franchise conferences giving her a vast range of knowledge and experience to share with HelmsBriscoe ResourceOne clients. Kay is based in Dallas, Texas.



**Karen McCallson, CMP, CMM**  
Sales and Program Director, HelmsBriscoe ResourceOne  
HelmsBriscoe ResourceOne

Karen McCallson joined HelmsBriscoe ResourceOne as a Program Director in 2014. She is responsible for the successful planning and execution of meetings and corporate events, working closely with Clients at every step of the process to ensure that each event exceeds expectations while maximizing the Client's return on investment. With more than 30 years of industry experience, Karen is a Certified Meeting Planner (CMP) and a Certified Meeting Management Professional (CMMP), and a member of Meeting Professionals International. Karen previously worked in Marketing and Public Relations for Merrill Lynch and PHH Corporation, where she managed incentive travel, trade shows, C-level and board meetings, and conferences ranging from 100 to 10,000+ attendees. Karen's marketing background has given her a deep understanding of the value of identity and branding, and the importance of creating a unique impression at each event. With a vivacious, outgoing personality, Karen brings a wealth of talents in conference management and program development to the table. The core values of respect, trust and transparency guide Karen's work every day. Karen is based out of Mt. Laurel, New Jersey.

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