

Eventology explored

By Rhea-Simone Auguste

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InÃs Blu Rodrigues

Whether it's a wedding, a fete or a baby shower, having an event management professional working behind the scene drastically increases the chances of the event being a success. Lisa Ghany, the Managing Director of Xceptional Events agrees. Ghany has worked for more than 20 years in the field and is considered a pioneer in events education and training. And come September 24-26, Ghany together with Derrick Lewis of Unlimited Functions will be hosting the Eventology Conference and Expo.

"This is a conference that Derrick and I have been thinking about doing for a while. We have been in the business and we've been attending conferences abroad for many years. In fact, last year Derrick and I got together and we presented at one of the conferences - a case study on the involvement of Carnival band Island People in the World Cup in Germany. Island People was hired to design and produce a booth to go city to city to tell the Trinidad and Tobago story, so we presented a case study on using an event to present tourism destination marketing," Ghany shared.

The concept of event management, Ghany noted, is relatively new in Trinidad and Tobago. "We are now developing associations, trade shows and conferences that would support professionals in the field through education. This is where Eventology comes in. We wanted to have a conference that was our own, produced locally but of an international standard."

A number of high-profile experts were selected to speak at the event, including women who have made their mark in a variety of fields. "We chose a wide range of speakers so we can touch on different areas."

Ghany will be giving an introduction and orientation on the various International Special Events Society (ISES) examinations for Event Management Students and Producers such as CSEP (Certified Special Events Professional). Other women billed to be at the event include [Marley Majcher](#), an internationally acclaimed full service event planner and caterer who will be sharing her expertise in planning and executing the ultimate wedding from invitation through wedding protocol to the gastronomic experience.



Lara McCulloch-Carter

Lara McCulloch-Carter, the President of the ISES in Toronto will be sharing her views on the use of internet based social media including websites, Facebook, Twitter and blogs to develop and market private, social, political and corporate events.

Ruth Moyte, an International Event Producer, will be teaching attendees the secrets behind producing an exceptional event from conceptualization all the way to the production and final reconciliations of the event.

InÃs Blu Rodrigues, a Protocol Expert, will be sharing her expertise at a power session on the various protocol issues that arise when producing private, public, governmental and international events.

Putting a local slant on the event, Racquel M. Pouchet, Managing Director of Event ConneXions Ltd, will be giving an introduction and orientation on the CIC (Convention Industry Council) examination for event management students and producers interested in the CMP (Certified Meeting Professional) designation. And, Debra Sardinha-Metivier, one of Trinidad's most well recognized chefs would also be on hand to share her views from a culinary events standpoint.

Ghany said the conference is geared toward people from all walks of life. "Events touch us throughout our lifetime. Whether you're celebrating a birthday or planning a mega event like a product launch for a company, this conference will help you gain a better understanding of what needs to be done to pull off a successful event. It all depends on your personal goals and what you want to do with the information you've gained."

For more information on the event, log on to www.eventologytt.com.