

GETTING TO KNOW OUR CONFERENCE MANAGEMENT TEAM

An Inside Look with Diane Schroder, Global Project Manager



Tell us how you started working in the meeting planning industry.

Diane Schroder: I worked as an Administrative Assistant 25 years ago for a mortgage company. Within that role, I was responsible for planning quarterly meetings, and eventually larger events. After many years organizing their events, I left the company and started working as a full time Meeting Planner for a large corporate travel company.

What do you like best about working for ConferenceDirect?

DS: I love the versatility that CD offers. We are a full-service company offering not only Sourcing and Conference Management but also Registration, Housing, Event Technology and our Preferred Supplier Program. We have so many opportunities and solutions to help our clients reach their goals.

Tell us about the type of business you work with.

DS: My mix is about 70% Association, 20% E-Sports and 10% Corporate. I work with some of the largest gaming events with up to 24,000 attendees.

Any changes in the business that you are noticing?

DS: Meeting planners are having to learn how to adapt to new generations and how they learn, their desires and needs. Millennials have grown up with technology and they are more equipped to certain visuals and ways to learn. We need to ensure we are understanding our audience and planning events to understand everyone's preferences and the best ways to engage our attendees.

Tell us your favorite moment you've had while in meeting planning.

DS: My favorite moment is when the event actually kicks off. All the planning and build up in anticipation of the event comes to fruition which creates an exciting and memorable moment. One specific memory was an event in Chicago where I hosted many sports legends, the excitement of the attendees meeting their icons was a fun experience to witness with everyone taking away memories that would last a lifetime.