



## Upcoming Events:

Jan. 21, 2010  
 MPI Build-A-Bear,  
 Benefiting the  
 Children's Cancer Center  
 6:00 - 8:30 p.m.  
 International Plaza, Tampa

**In February we are launching our new Pizzazz MEPG website!**



## January Meeting Planning Tip:

**Challenged with finding a speaker for your next event with a limited budget?**

Tap other planners to see who they're using. If your events are around the same time, try to negotiate a "shared fee" for the speaker or share in the travel costs.



## Jazz Corner:

April 1-31, 2010  
 Central Brooklyn  
 Jazz Festival

Just about two and half months to the start of the 11th Annual Central Brooklyn Jazz Festival, "Expressions of Yesterday, Today and Tomorrow," Brooklyn's longest continuous running jazz festival during Jazz Appreciation Month of April. Last year during the 2009 Festival, forty-three programs were held and 65% of the concerts and events were free or cost less than ten dollars.

Note: Pizzazz MEPG has been a planning partner for this event since its beginning in 2000.

The History Of Jazz  
 February 24th, 2010  
 The Palladium Theater  
 St. Petersburg, FL  
 7:30pm \$20.00

From Dixieland To Smooth-Armstrong to Sade...Explore the History of Jazz with Denise Moore and her trio including Billy Marcus piano, Alejandro Arenas bass & Stephen Bucholtz drums as they travel thru the eras of Ella, Peggy Lee, Sade, The Duke and Horace Silver.

## CELEBRATE A DECADE OF SERVICE!

### **Pizzazz Meeting and Event Planning Group Reaches an Important Milestone**

This year marks Pizzazz MEPG's 10th year, and the team looks forward to honoring the clients and partners who have helped us achieve this milestone. Since 2000, founders Margaret Williams, CMP, and Bessie Edwards have stressed outstanding customer service, cutting-edge expertise, and strategic partnering to help their clients reach their goals.

Over the years, the team gained an impressive roster of clients including the Caroline Jones Advertising Agency, the National Action Network, and the National Forum for Black Public Administrators, along with Anheuser Busch, Microsoft, and many others. When Pizzazz MEPG expanded to the Tampa Bay area, they brought a new perspective on event planning. Edwards said, "Today's economy requires that we offer clients champagne service at iced tea prices...and we have helped clients do more with less by incorporating technology in the planning process. E-mail, online services, and web marketing have proven to be great cost cutting tools."

To further assist clients who may not need full-service planning, Pizzazz MEPG introduced the Pizzazz Solutions Center, which offers guidance to staffers and board members who find themselves suddenly plunged into meeting or event production. "In just a few sessions, you'll learn the key in's and out's of event planning and what pitfalls to avoid," says Williams.

The dynamic duo knows that their success grows from their vast experience with a wide variety of clients, and they want to celebrate that connection by sharing what they have learned. This year, Pizzazz will feature articles on these and other topics:

- Measuring Your Event's Success
- How Event Marketing Can Grow Your Association or Business
- Business Advisory Services—How Can They Help?
- Go Green...and Turn Competitors Green with Envy



## PARTNERING FOR SUCCESS

### **Our Professionals Are Always Just a Phone Call Away!**

Over the years, Pizzazz MEPG has built relationships with an exceptional team of business partners, from producers and writers to graphic designers and printers. The company strives to offer consistent service that exceeds their clients' expectations, and these business partners form the backbone of that service.

Partnerships allow Pizzazz MEPG to deliver unsurpassed service, no matter what their clients need. "Many of our professional partners have been with us since day one," says Edwards, "which helps build consistency and continuity into our service delivery...Of course we're always adding new talent to our partner roster, which helps keep Pizzazz at the forefront of the industry."

That blend of fresh faces and seasoned veterans helps Pizzazz to consistently exceed client expectations. "This means listening closely to client needs, offering strategic suggestions and working together to ensure a memorable outcome," says Williams. Clients appreciate this hands-on approach.

If successful events are an integral part of your marketing strategy, then Pizzazz MEPG should be an integral part of your events strategy."

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