

15 INNOVATIVE MEETINGS, PLUS 42 HOLIDAY PARTY IDEAS

BIZBASH

EVENTS
MEETINGS
MARKETING
STYLE
STRATEGY
IDEAS

BIZBASH LIVE:
**THE EXPO
NEW YORK**

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JACOB K. JAVITS
CONVENTION CENTER
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Making Meetings Matter



Food & Drink

Guests can play with their food at interactive stations like gingerbread-men-decorating tables, plus innovative catering displays and presentations offer a relaxed, serve-yourself vibe.

At an event for the Knot, held at the New York Public Library in October 2014, executive chef Robin Selden of Marcia Selden Catering & Event Planning hung small crystal orbs filled with two types of salad from a tree.



"Budgets for signature drinks are on the rise again. We are getting a lot of requests for welcome beverages for corporate events, especially with the huge cocktail craze," says Steve Sanchez, chief marketing officer at the JDK Group.



For the Knot event, Selden created a next-level breadstick bar. Hand-rolled breadsticks were served with flavored dips, along with carrot and ginger and truffled wild mushroom soups. "You'd never guess it's a less expensive option because of the abundance of food on the table."



For the Traffic Control Services party held in Pennsylvania in December 2014, JDK Group's culinary team created food presentations, including torched meats.

PHOTOS: COURTESY OF MARCIA SELDEN CATERING & EVENT PLANNING (THE KNOT), SETH NENSTIEL (JDK GROUP SIGNATURE DRINKS), SAMUEL COSTELLO PHOTOGRAPHY (JDK GROUP/TRAFFIC CONTROL)