

# Sessions to Inspire

**Attendees gathered motivation** from keynote speakers Christina Matteucci (Executive Director, David Beahm Experiences) and Roy Choi (founder/owner of Kogi Korean BBQ, and award-winning TV host). Both speakers emphasized collaboration and valuing each member of a team. “The worst possible thing we can do is exist in two separate silos,” Choi insisted, referencing front and back of house staff.



Opening Keynote Speaker **Christina Matteucci** captivated the audience with her speech *I Know You're the Boss, but...*



“We have to set each other up for success, and sometimes we need a safe space to argue it out. There can't be anymore ‘this is my domain, this is your domain.’ We're all together now and we need each other,” Choi added. Matteucci echoed the importance of each role in creating successful events. The lead of an event company isn't enough, she emphasized; “The best singers in the world need backup.”

Each day of the conference, guests attended sessions led by experts in every



(Above) Celebrity chef **Roy Choi** talked with **Kate Patay** during his Closing General Session. Choi is the founder of the modern food truck movement.

(Left) **Derek Woodruff** (Syndicate Sales) and **Liza Roeser** (FiftyFlowers) discussed sustainability and statement floral arrangements in their session *What's Trending in Floral Design?*

(Bottom Left) **CeCe Todd** was a crowd favorite with sessions, *Vetting Your Clients: Stop Wasting Time with Clients that Don't Fit*, and *A Candid Conversation with CeCe Todd*.







(Far Left) **Pauline Parry** during her book signing and session.



(Left) Event planner **Terrica** during her session *Planners Unite!* with Jackie Watson.



**Robin Selden** joined forces with **David Beahm** during their session *Luxury is a State of Mind*



**Colja Dams** and **Claudia Koehler** (VOK DAMS Worldwide) presenting *New Fundamentals for Events & Marketing*

aspect of the industry, including floral, catering, planning, business marketing, and more. Some notable sessions included *What's Trending in Floral Design* by Derek Woodruff (Syndicate Sales) and Liza Roeser (FiftyFlowers); *2022/2023 Global Wedding Trends* with Brian Green (By BrianGreen); *Staying Relevant as an Event Professional in a Fast-Paced World* by CeCe Todd (CeCe Todd Designs LLC); and *Luxury is a State of Mind* featuring colleagues and friends David Beahm and Robin Selden (David Beahm Experiences and Marcia Selden Catering & Events, respectively). Adrienne Harris (Adrienne Harris Designs) discussed bridal fashion trends in *It's the Year of the Bride*. Jackie Watson and Terrica talked community over competition in their joint Candid Conversation session *Planners Unite!* And always bringing surprises, David Merrell treated his guests to a sound bowl healing meditation in his session *David Merrell Presents: Designing Events in this New COVID Reality!*

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Call for Speakers is now open for both Catersource Conference & Tradeshow and The Special Event, which will be co-located in Orlando, Fla. March 27–30, 2023. Go to [thespecialeventshow.com](https://thespecialeventshow.com) for conference information or [tse2023.catersource-cfp.com](https://tse2023.catersource-cfp.com) to pitch a session topic.

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