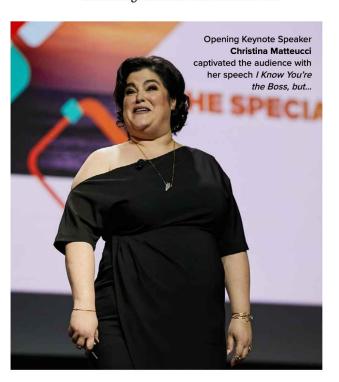
## Sessions to

## 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.



"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**.

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). Adrianne Harris (Adrianne 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 mediation in his session David Merrell Presents: Designing Events in this New COVID Reality!

## Be a Part of Catersource + The Special Event 2023

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 the special eventshow.com for conference information or tse2023.catersource-cfp.com to pitch a session topic.





MARCH 27-30, 2023