

For Immediate Release

Calgarian receives Hall of Fame Award from Meeting & Event Planning Industry

Jean Silzer, Alberta's first Certified Meeting Planner (CMP), receives Industry Builder Award

Calgary, Alberta (March 04, 2010) – It's been 22 years since Jean Silzer left her teaching career to create her own company (Details Convention & Event Management Inc.) and pursue her passion for meeting and event planning. Now, she is being honoured by her peers and inducted into the Meeting & Incentive Travel Hall of Fame with an Industry Builder Award. The award recognizes an individual planner or supplier who has developed best practices, created professional guidelines, and/or who has built a product or service that has improved the way the industry does business.

"It's flattering to be recognized by my peers for my contribution to the professionalism and growth of the event management industry in Canada," says Jean Silzer, President, Details Convention & Event Management. "I am especially proud that through our collective efforts, the industry has been able to move from being thought of as 'party planners' to being recognized as strategic planners who are able to create genuine, bottom-line results for organizations through well orchestrated events and conferences."

In 1990, Jean Silzer became Alberta's first Certified Meeting Planner. A strong advocate for professional designation Silzer has taught courses in event planning at Mount Royal University in Calgary. Throughout her career, Silzer has been integral in shaping and developing professional industry standards in Canada and internationally. She has played a pivotal role in the writing and adoption of the Government of Canada's Canadian Industry Occupational Standards for Meeting Planners. These standards have since been adopted globally and turned into a textbook used across North America. In 1999, Silzer recognized that the industry's "educational bible" called *Meetings and Conventions: A Planning Guide* needed to be fully revised and updated. She volunteered as Chair and in 2003, a second edition called *MPI's Planning Guide: A Source for Meetings and Conventions* was published.

Silzer whose company works for industry leaders such as Travel Alberta will receive her Hall of Fame Award and be inducted into the Meeting & Incentive Travel Hall of Fame on August 17 at the Metro Toronto Convention Centre.

About the Meeting & Incentive Travel Hall of Fame Awards

The M&IT Hall of Fame Awards, started in 2009, honour and recognize the outstanding contributions of Canadian meeting and incentive travel planners. Candidates are nominated in one of six categories by their industry peers and vetted through an application process. The categories include: Volunteer Award; Industry Mentor Award; Industry Builder Award; Industry Innovator Award; Industry Planner Award; and Industry Rising Star Award. The 2010 awards will be presented August 17 at the John Bassett Theatre, in the Metro Toronto Convention Centre. www.meetingscanada.com/HallOfFame

About Details Convention & Event Management Inc.

Calgary-based Details Inc. are experts at organizing and hosting the full spectrum of educational conferences, seminars, meetings and events for associations, government agencies and corporations across Canada. The event management company provides bottom line results and expertise in project management, event design, event marketing/promotion, event scheduling, registration services, event coordination and event delivery. Clients include Travel Alberta, Association of Fundraising Professionals, Association of Public-Safety Communications Officials, Bethany Care Society and Autism Partnership. www.detailsinc.ca

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