



the chatter

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Life Lessons from Summer Vacation



This time of year, when the days are long and the weather is warm, I'll admit that I'm more than a little bit jealous of the school kids who are on summer vacation. Although I can't figure out how to turn the calendar back to those carefree August days, I think we can learn some valuable lessons from kids who take their time off seriously.

Make time for playtime.

Even if you're slogging through a 90-hour workweek onsite at a convention, your brain needs some downtime. Gameplay has proven health benefits, whether it's a physical sport or even a challenging video game. Yes, you read that right: **video games can be good for your brain and delay or prevent the onset of Alzheimers' disease.** See [page 9](#) for some fun ideas on engaging your attendees with grown-up gameplay. Or, visit [page 4](#) for how to add physical activities into your meeting schedule.



Change your scenery, change your attitude.

The best part of summer vacation was going away somewhere: camp, grandma's house, or the beach. In the hospitality industry, many of us are fortunate to travel to some great places. Take

advantage by adding on a day or two at the beginning or the end to explore a new destination. Want to see the world? Visit [page 6](#) for how to dazzle your attendees with a meeting at sea.



Ice cream makes everything better.

Nearly everyone loves a frozen treat, the truth of which I am reminded every day at 5 o'clock when the ice cream man makes the rounds in my neighborhood and the kids go screaming towards his truck. Likewise, the ice cream break at any of my conferences is always the number one hit – plus, there really is something fun about watching PhDs eat popsicles and Klondike bars. Give your attendees a small taste of childhood by adding ice cream or other fun treats to your menu. Check out [page 6](#) for inspiration on fun foods that increase engagement and excitement.

I think it's possible to make summer fun last all year long. For that reason, this "Summer Fun Issue," is a small departure from our usual format: focusing on how we can make our meetings more fun.

Happy summertime from all of us at *The Chatter!* •

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The PCMA Capital Chapter is where "You Belong"!

Mission: The Capital Chapter of the Professional Convention Management Association (PCMA) delivers breakthrough education, encourages involvement in community-based service programs, and promotes the value of professional convention and meeting management at the local level.