

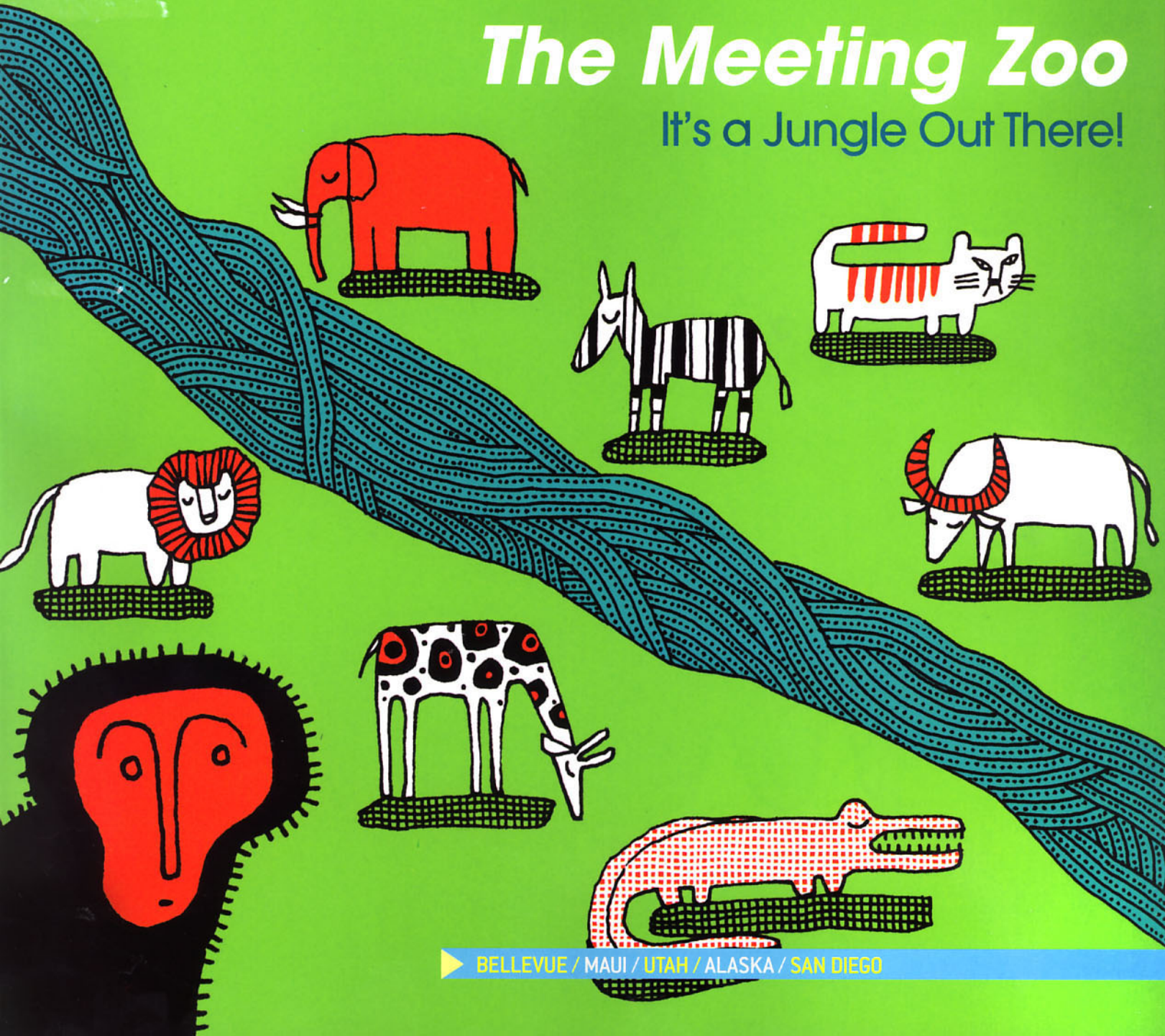
Smart meetings

The Intelligent Way to Plan in the Western Region

May 2010 • \$5.00

The Meeting Zoo

It's a Jungle Out There!



▶ BELLEVUE / MAUI / UTAH / ALASKA / SAN DIEGO

Smart Sites

Northern Exposure

As a variation on the familiar commercial, the best part of waking up is pulling back the curtains and looking out your two-story, floor-to-ceiling windows at a spectacular view of the city. Coffee might come second.

Of course, to enjoy waking up this way you'll need to book a room at the **Four Seasons Hotel Vancouver** in British Columbia—and not just any room.



Four Seasons Hotel Vancouver

The Royal Suite, at 1,660 sq. ft., and the Prime Minister Suite, at 1,725 sq. ft., were recently unveiled after a complete renovation that includes, besides the high ceilings and windows (and those views), classic and

elegant décor, beautiful chandeliers and vanity mirrors in the bathrooms embedded with TVs.

The ideal setting for a small, executive brainstorming session or even a VIP dinner meeting, the split-level suites offer privacy on the 27th and 28th floors of the property overlooking the

Quick Quips

Dangerously Entertaining

It used to be the ultimate white-collar taboo and the cause of numerous outfit changes before a first job interview. The tattoo—occasionally an everlasting reminder of a bad decision, other times, a deep and meaningful symbol of an individual—never had its place in the corporate world. That is, until recently.

Today, as it often seems to happen, the tattoo has gone mainstream and is showing up in the most unexpected places, such as corporate events. Luckily for attendees everywhere, planners are finding innovative ways to use them, whether it be temporary or (gasp!) permanent.

If you're searching for a temporary tattoo artist for an event, the options seem endless—they're available in nearly every state with hundreds of design choices. Temporary airbrush tattoo artists also come up in multiple regions on a search in Gig Salad (gigsalad.com), which connects event planners with event service providers from across North America.

Or, if you don't want to hire a tattoo artist on-site, you can customize a tattoo of your own, incorporating a brand logo or event-specific theme,

waterfront, Vancouver Harbor, the North Shore Mountains and the cityscape. And if dining is, in fact, a part of your plan, the brand-new and extremely impressive chandeliers in either suite hang above stylish dining tables seating as many as 12 guests. However, with or without Four Seasons cuisine, any visit to these supreme suites is destined to be sweet (in every sense of the word). fourseasons.com/vancouver

On-Par Renovations

Most people don't finish 18 holes of golf at or under par, and most hotels don't finish two-year renovations right on time—but that's just what makes **Barton Creek Resort & Spa** in Austin, Texas one of a kind. Home to the No. 1 and 2 ranked resort golf courses in all of Texas, the 4,000-acre property may not ensure you play at your very best, but it will surely give you Texas-sized bragging rights.

But having the No. 1 green in the Lone Star State isn't the property's only claim to fame, as this month marks the official end of a two-year, multimillion-dollar renovation of nearly everything. Renovations began at the end of 2007, and

have included upgrades to all 250 guest rooms, the wine bar and grill, the addition of a lobby coffee shop and a renovation to the Palm Court (ideal for small receptions).



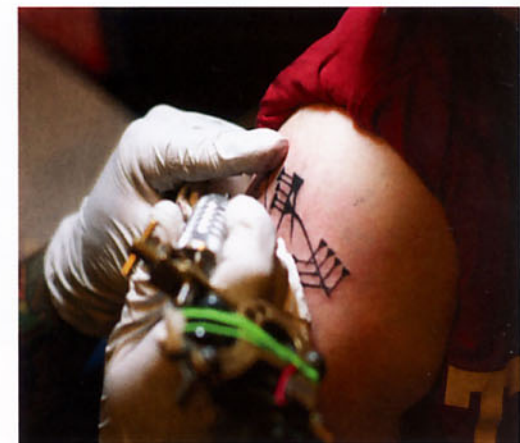
In 2010, however, the final phases of this major overhaul are officially complete—and just in time for your upcoming meetings. For groups, brand-new specialties include upgrades to the ballroom, public areas, the Live Oak meeting rooms, the Republic Boardroom, and the new 6,000-square-foot Resort Pavilion (complete with a 40-foot observation deck with panoramic views of the Hill Country). There's also the option to have food and beverage service at the Fazio Canyons golf course, one of four on-site.

It's no secret that this resort has got a hole-in-one. bartoncreek.com

and give them out at your event. Ordering these online is easier than you may think, with websites such as temporarytattoo.com, tattoofasion.com or tatstore.com—all of which ship throughout the U.S. and Canada in bulk. Another plus with the temporary route, of course, is that tattoo regret can only last a week or two [at max]!

But the tattoo revolution doesn't stop at the mere temporary. Geeknet, an online network that includes SourceForge, Slashdot and ThinkGeek and provides more than 40 million "geeks" with content, recently held a company-wide event with more than 550 attendees. Unique to this event, however, is that it also included professional tattoo artists on-site—complete with tattoo guns.

"I converted the third floor of the building we had rented into a chic tattoo parlor," says Events Manager Elizabeth Castelo. "[It had] custom partitions with candles inside, a DJ and a full-time camera on the featured artists that displayed on all three levels, so the folks on the first floor were able to see the people on the third floor being tattooed." Four artists worked for four hours straight, giving 21 people permanent ink over the course of the event. "In addition, we had limited the work to only include tech-related tattoos, so if you wanted



one it had to be industry related, and everyone loved it," she says. A plus for their organization, the employees are now "branded" for life (talk about company loyalty!).

Now, we're not saying that every meeting attendee should go out and brand their company logo on their bodies via needle and ink, but if you've got the right demographic and industry, it seems like a pretty fun and engaging way to bring a group together. And it's sure to be unforgettable—in more ways than one.