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EVENTS MEETINGS MARKETING STYLE STRATEGY IDEAS

Setting the Agenda for '07

At the end of last year, we asked 12 top event pros for their New Year's resolutions. Their responses provide a snapshot of the industry's goals and challenges for the months ahead.

What's Fresh Now

THE LATEST EVENT TRENDS AND IDEAS



KATE EDMONDS leads an eponymous firm that plans about 38 events each year for corporate, nonprofit, and social clients.

What are your resolutions for the New Year?

Continue to get healthier and happier every day. Become more organized—always a big priority for a Virgo. To free up more time to spend with my son and my boyfriend.

What are your top 2007 goals?

Capitalize on the positive upswing in party planning in the city. Revisit my mission statement for our growing business. Revise my current business plan. Continue to have regular corporate meetings and take good minutes.

What are you looking forward to in 2007?

Finding the perfect new apartment and possibly planning a special event for myself this year.

What will be your biggest job challenge of 2007?

Potentially moving my office uptown, whilst keeping that downtown feeling.