

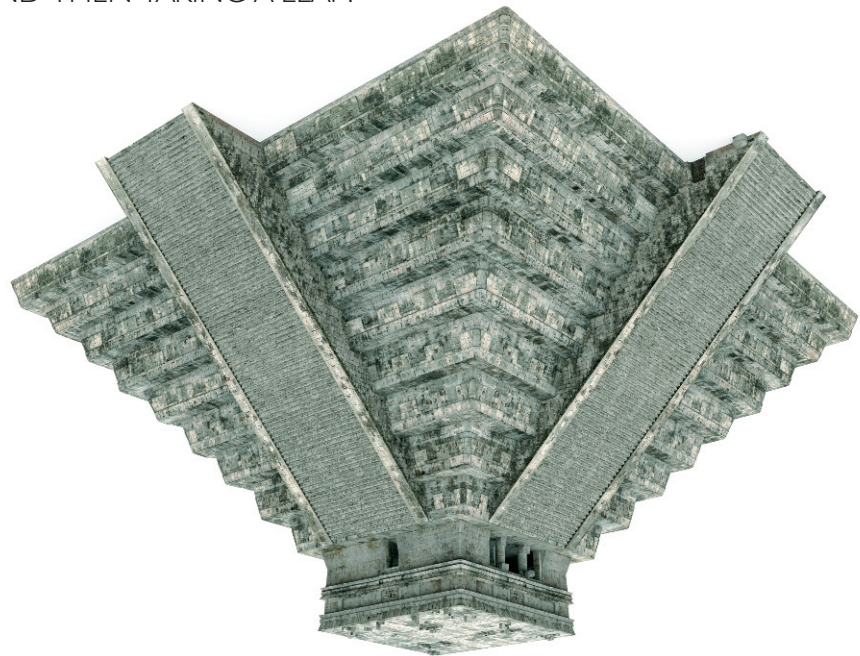
A REVERSE PYRAMID

SOMETIMES YOU WANT SOMETHING TOO MUCH, SOMETIMES YOU WOULD LIKE SOMETHING BUT CANNOT HAVE IT, AND SOMETIMES... SIMPLY GET UP, GO AND DO IT. PERHAPS THINGS WILL BE DIFFERENT THEN. MAYBE THIS WILL DO THE TRICK. OR HOW ABOUT JUST LETTING IT GO, TAKING TWO STEPS BACKWARDS AND THEN TAKING A LEAP?

Maslow's hierarchy, food pyramid, Great Pyramid of Giza, Carstensen Pyramid and Pyramid of Khafre. They all have entirely different structures, roles, significance and settings. From the viewpoint of meaning, they relate to various aspects – from history to everyday life. On the other hand, each of them reveals a different mystery and makes it possible to discover their true self. Importantly, some are linked with concrete figures, who were distinguished in this way. In other words, they acted as an award of some kind. Sometimes posthumous, but still. At this point it is worth recalling that the end of the year is precisely when organizations such as Professional Convention Management Association (PCMA), International Association of Exhibitions and Events (IAEE) and organisers of the IBTM World trade fair award key players. But let us start from the beginning...

RECOGNISING TOP PERFORMERS

PCMA is an organisation that not only sets trends, but also positions itself as a leader creating business events on a global scale. It is unquestionably recommended to observe its operations and join its ranks; most importantly, it stands out due to its development strategy. The flagship PCMA's 20 in Their Twenties competition showcases the greatest talents of its members and demonstrates that representatives of younger



generations are highly involved in the growth of the meetings industry and that they are worth betting on. In turn, IAEE boasts grand American traditions and emphasises the global role played by exhibitions. It thus obviously draws attention to people connected with the discussed industry and acknowledges its own members during Expo! Expo! in Las Vegas (this year to be held in December – Ed.). Most dedicated professionals, top educators and suppliers - IAEE remembers about all of them, which is why you should take a closer look at the sector in question. The Pinnacle Award is a prime example confirming that IAEE supports and appreciates development.

AVOIDING TRAPS

But then again, what do pyramids and awards have in common? Is it really worth it to keep trying, follow a given goal, spend more time working and simply do more? The answer is clear: yes! Nevertheless, sometimes we get the impression that we are falling victim to a reverse pyramid syndrome. By the latter I mean a situation, in which we try so hard that we find it difficult to comprehend our current position. As we are unable to make an accurate assessment, it seems to us that we are the only ones to be heading into the direction we have chosen. In reality, for our actions and efforts to have more sense, we should count not only on

ourselves, but also on others. All parties have to be involved.

SETTING LIMITS

By concluding 2019 with a feuilleton intended to demonstrate the role of our decisions, I would like to appeal to everyone to pay attention to the battles and wars we choose. It is worth fighting, because there is no denying that we – people of the meetings industry – are winners. However, the battle should not be waged at all costs. Is “mine” for sure more important than “yours”? Is it so valuable that we should focus exclusively on victory? Will you be forever happy thanks

to the fact that you managed to win this time? Or maybe a one-time victory does not really guarantee eternal happiness? There is no doubt that awards presented by PCMA and IAEE are highly valuable. Every member engaged in the actions of the two organizations should be oriented towards these goals. Battle for business is equally important, or outright essential, as it makes it possible for us to live, function, act and fulfil our roles. On the other hand, is this always true at any cost? Or maybe we are dealing with a reverse pyramid? Maybe you should stop for a moment? Maybe you can do it tomorrow? Maybe the deadline can be extended?

“Maybe” is the keyword here, because it makes it possible to help us. This is why it is always recommended to define a broader aspect of your operations, a concrete development direction. Obviously, it is also good to have diverse visions, crave awards. But be careful! You should not do it at all costs. It is perfectly natural that we want to be recognised. We love dreaming about distinctions but now, when the end of the year is approaching and we precisely know what and when is going to happen, perhaps we should categorize particular meetings. Maybe this is the right time to make a decision to temporarily let go, take a deep breath and rest.

A reverse pyramid – projects can be put on temporary hold, but this will not stop us from producing events and accomplishing our goals. Why? Because the Chichén Itzá pyramid, originally built as a pre-Columbian city of the Maya people in the Yucatan Peninsula (Mexico) in fourth-sixth century, is not only connected with the Mayan culture, but also the Toltecs. Culture, class and reverse thinking sometimes encourage making other, different and challenging decisions that diverge from generally accepted patterns. It is not a question of “if” but “when”... which is why we should work on ourselves and our future.

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DR KRZYSZTOF CELUCH is a speaker, an academic lecturer, an entrepreneur and certified trainer (CMM, CITE, CIS, HMCC, CED). His company **Celuch Consulting** specializes in the meetings industry and event marketing helping organizations in a journey from content to impact. Head of the Poland Convention Bureau Polish Tourist Organization (2009-2017). Krzysztof gained professional experience by working in convention bureaus, being involved in international associations and organisations, as well as by conducting scientific research. As a lecturer he cooperates with, i.a. San Diego State University, Skema Business School and several Polish universities. He is an author of articles and books dedicated to the meetings industry, reports and research projects, including *The Economic Impact of Poland's Meetings Industry*. Finally, Krzysztof has been distinguished by numerous international awards and distinctions, i.a. MPI Rise Award, Events Industry Council Pacesetter Award and, presented by the Ministry of Sport and Tourism of the Republic of Poland, the honorary distinction "For contributions to tourism".



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