



EVENTS · MEETINGS · CONVENTIONS

890 Mountain Ave, Suite 305, New Providence, NJ 07974  
908-771-0804 | info@mtglogistics.com  
www.MTGLOGISTICS.com

## Making Meetings and Events Memorable

When an international association held its 61<sup>st</sup> annual meeting at the Trump SoHo in New York City this past October, attendees from around the world got to sample the best of the Big Apple. In addition to business meetings, the trade association's gathering included: an art and architecture tour, complete with a stop at One World Observatory; excursions to see Jersey Boys and The Lion King on Broadway; and a style tour where spouses and guests got to meet local fashion designers and shop inside their actual showrooms. Female attendees had a chance to enjoy a hair and makeup session before attending an evening black tie gala.

The planner behind the event was Catherine Mullen, President of Meeting Logistics in New Providence, New Jersey, a full-service meeting and events firm that is a nationally certified Women's Business Enterprise. Meeting Logistics, celebrating its 15<sup>th</sup> year in business, has built a reputation for bringing creativity, meticulous planning and highly customized, flexible service to events of all sizes – from intimate, one-day gatherings to week-long incentive meetings

on a national or international scale. The firm also provides convention management services for clients who are exhibiting at conferences and trade shows.

"Every time I plan a meeting, I put my heart and soul into it," Mullen says. "So does everyone who works for me."

One area where the firm has particular expertise is pharmaceutical events, ranging from product launches to investigator meetings. With meetings in the industry subject to tight federal regulations, Mullen's team is often asked to advise clients on holding compliant gatherings. "We adhere to the laws, regulations and requirements applicable to our clients' business activities and provide transparent planning, reporting and execution," she says.

Whether you are planning a strategic business meeting, a team-building or incentive trip, Meeting Logistics knows how to bring everyone together in a setting that will unlock the power of your team and reflect your objectives and culture, so you can get great things done. Meeting Logistics offers flexible services for corporate events of all sizes. Call or e-mail today to take the first step toward creating an unforgettable event. **PS**