



An Interview with PACA president, Maria van Hekken

The 2008 Professional Development Mega Mixer

- connecting Philadelphia's organizational and professional development specialists

Event Details

When:

May 15
5:30 – 8:30pm

Where:

PNC Bank Building
Center Hall Reception – 3rd Floor
1600 Market Street
Center City, Philadelphia

Cost:

\$45, pre-registered
\$55, at the door

PACA has decided to sponsor this Mega Mixer. What are hoping people take away from the experience?

This is a great chance for people to make important new contacts and form new professional relationships with local leaders. Those who attend will walk away from the event knowing more top-notch coaches, trainers, and speakers as well as leadership development and organizational development experts.

What about the corporate climate makes this an appealing event right now?

As we all know, the economy is in a state of flux right now. It's so imperative that companies pay extra attention to their bottom line. And good employers know that now it's even *more* important to provide support resources to employees, including training and coaching. In challenging times, these services can make or break company culture, improve productivity and retain key staff.

Using local talent to meet these needs is both efficient and financially sound. There's no need to pay traveling fees for out-of-state contractors when there are so many excellent resources right here in Philadelphia. Additionally, I think it goes without saying that utilizing our local resources also helps the local economy in the long run.

It's a great event to find collaborators too. Forming strategic partnerships can help local professionals serve local businesses better as well, by providing simple one-stop shopping for larger companies.



How does the Mega Mixer fit into your overall vision for PACA this year?

The Mega Mixer creates so many possibilities to achieve PACA's vision for 2008! We want to encourage connections among leaders, expand our commitment to professionalism, and foster collaboration in the Philadelphia area. We've got all three wrapped up in this one great event!

What is the benefit of having area organizations such as NSA-MAC, ASTD (Philadelphia Chapter), PRODN and ISPI (Great Valley Chapter) participate?

First of all, it's going to be a much larger opportunity for networking when so many groups are involved. Identifying key partners for collaboration is important for many professional development specialists, enabling them to provide simple one-stop shopping for larger companies. Secondly, local business leaders who attend will have access to a larger array of skills and capabilities than they would at a more specialized event.

Who are you hoping will attend?

This event is intended to be a meeting of minds, if you will, of professional development specialists as well as those in the business of hiring them. Examples include:

- + Corporate HR professionals
- + Meeting planners
- + Consulting firms
- + Professional coaches, speakers, organizational development specialists and trainers

Any last thoughts?

This event's going to be a lot of fun. The PNC Bank Center is a great venue in Center City and the food's going to be fabulous. Essentially, the Mega Mixer will be a wonderful environment for top-notch local professionals to network and make new, high quality connections. You won't want to miss this one!