

site Chicago

Proudly Serving Illinois, Michigan & Wisconsin

2025 Membership Kit

Welcome to the Benefits of YOUR Industry Association

SITE Global is a professional association of 3,000+ members located in 90 countries founded in 1973. SITE brings value to its members at both a global and a local chapter level by providing networking opportunities, online resources, education, certifications and advocacy. SITE is deeply committed to the next generation and operates a best-in-class Young Leaders program and dedicated annual conference, in addition to its Global Conference and annual Foundation event.

SITE Chicago is one of the many global chapters across the world and strives to bring professional experience, opportunities and networking to its members across Illinois, Michigan and Wisconsin. Founded in 1999, and celebrating 11 years since its relaunch in 2014, SITE Chicago has 287 members heading into 2025 as we get ready for an exciting year full of engagement, education, and inspiration. Keep reading to learn what SITE can give YOU!



Welcome from the President



Dear SITE Chicago Members,

Welcome to 2025! To quote Yogi Berra, "It's déjà vu all over again," as I continue in the role this year as your SITE Chicago President. It's a true honor to lead this exciting chapter and our fabulous and talented board. We are proud of our accomplishments in 2024, as we continued to grow our membership, visibility and attendance at events throughout Illinois, Michigan and Wisconsin. As a team of diverse industry MICE professionals, we believed in our mission to host elevated, engaging, educational and unique events while providing value to our members. Our strategic efforts this past year resulted in SITE Chicago winning the award for the most membership renewals among any SITE Chapter!

SITE Chicago successfully completed our 2024 goals because we are a team that embraces the steps in getting it done! We focused on the processes and steps to finish the assigned tasks among all our VP's and delivered the results in Membership growth, attracting new Annual Strategic Sponsors and Event Sponsors, and giving back to our community through our CSR activities. Our Social Media and Administrative processes were greatly enhanced by consulting and hiring association and communication professionals. We overcame challenges and were determined to "get it done" and will continue to achieve our goals in 2025 with our work ethic and action steps prior to each event that we host – One Member at a Time!

SITE Chicago is fun. Anyone who attends our annual Grand Slam and Holly Trolley will attest to that. We are determined. We are fearless in the pursuit to host unique and engaging events that are welcoming to all attendees from our Young Leaders to seasoned members. We take chances. We win and sometimes we fail, but we get our backs up off the wall and "Get Down on It" for the next opportunity facing us. We listen and support one another. We have your backs!

Please join us this year and let's celebrate new ideas and creativity! We encourage you to join a Committee and get involved in this great incentive industry by being an engaged member of SITE Chicago! The personal connections made are invaluable. Our Team is amazing! So.... Come on and Get Down on It! Best wishes in the coming year ahead,

Nancy McFadyen
SITE Chicago President

Your Local Professional Edge

When you join SITE Chicago, your **member benefits** span local connections to global resources.



Get Connected Locally & Globally – Networking & Business Connections

Connect with a community of local and global incentive travel professionals who can boost your bottom line!

- Establish an immediate global network by accessing SITE's online member directory
- Meet professionals that share the same challenges in your local chapter
- Connect with other incentive travel professionals globally and broaden your horizons
- Build lasting business relationships that boost your bottom line



Be Informed – Online Resources

Best practices and solutions to market challenges at your fingertips

- Access an extensive toolbox of resources on SITEGlobal.com
- Subscribe to Motivate, the SITE Foundation's online content repository for all things related to incentive travel



Achieve More – Education

Education helps you build skills & stand out from the competition

- Tap into the best-in-class, dedicated education for incentive travel professionals across local chapter networks
- Access global thought leadership and innovative thinking at SITE conferences and events



Show your credentials – Certification

Professional certification proves that you can do it

- Join the rapidly growing global army of 2,000+ Certified Incentive Specialists (CIS)
- Show your experience and expertise by qualifying as a Certified Incentive Travel Professional (CITP)



Stand Up For The Industry – Advocacy

- Access SITE Foundation research that builds the business case for incentive travel
- Have your voice heard through SITE's participation with Events Industry Council (EIC), Joint Meetings Industry Council (JMIC) and Meetings Mean Business, the pan-industry initiatives that connect the MICE industry with policy makers, universities and institutions

Your Global Community

Incentive travel, the “I” in MICE, is the fastest growing sector of the Business Events industry with the highest per capita spend and the widest supply chain. Accounting for about 7% of all Business Events activities, the Events Industry Council’s Global Economic Impact study (2018) estimates the incentive travel industry to be worth around \$75 billion globally.

The Society for Incentive Travel Excellence (SITE) is the only Business Events association dedicated exclusively to the global incentive travel industry. Founded in 1973, we are a professional association of 2,500 members located in 90 countries, working in corporations, agencies, airlines, cruise companies and across the entire destination supply chain.



We bring value to our members at both global and local chapter level by networking, online resources, education, certification and advocacy. SITE is deeply committed to the new generation and operates a best-in-class Young Leaders program and dedicated annual conference.

SITE Foundation was established by SITE to raise funds and support research, education and advocacy projects on behalf of the incentive travel industry. Monies raised by SITE Foundation enable us to make the business case for incentive travel and highlight the transformational potential of travel experiences on individuals, enterprises and communities.

SITE Foundation has recently funded certification for mid-manager level incentive travel professionals (CITP) and, with our partners Incentive Research Foundation (IRF) and Financial & Insurance Conference Professionals (FICP), the Incentive Travel Industry Index (ITII). The SITE Foundation is a registered charity holding a 501(c) (3) nonprofit organization status.

Check out the Member Directory in the Member Center and see colleagues and clients around the world!
<https://www.siteglobal.com/directory>

Get Involved, Get More

Volunteers and committees are the lifeblood of our organization, and you will get even more from your membership when you give your time and talents however works for you. We want you involved!

Education

Love our education events and want to help us develop offerings that resonate with our chapter members? Join us to help develop the content and assist with event operations.

SITE Chicago offers a number of inspiring and insightful educational opportunities that are tailored to our member's professional needs. The mid-level education targets professional disciplines across the motivational experiences and incentive travel industry. This committee strives to identify and organize unique education for members to address the ever-changing and fast-paced landscape of this industry.

Membership

Get to know our community and promote SITE to potential new members while also ensuring we retain our current members. A chapter goal for 2025 is to create more value than ever in your membership thru Education, Trends and Industry Data and Networking Events.

Members are always at the core of SITE Chicago and this just might be the reason that SITE Chicago is consistently listed as one of the top 10 largest SITE chapters in the world. Growing and retaining membership is the primary responsibility of the Membership Committee but the committee is always looking to add value to being a member of SITE Chicago.

Events

If you have a passion for connecting with others in unique ways, you would be a perfect addition to our Events Committee, helping us create and execute fun social events.

Networking is not only one of the most valuable components of joining SITE Chicago but it is also one of the most critical. SITE Chicago's Events Committee is well-known in the Chicago meetings & events community for executing some of the hottest and most well-attended events that provide ample networking opportunities for all members. This committee is constantly exploring new ideas for events that will bring both old and new members together.

Young Leaders

Help us support the future of our chapter, our young leader members, with mentoring and fun social activities.

SITE Chicago is only as good as their young leaders are. The Young Leaders Committee seeks to develop programming geared towards engaging young leaders and encouraging their participation with the chapter. SITE Chicago recognizes that young leaders are the chapter's future leaders therefore SITE Chicago is always eager to invest in this segment of members. The future success of the chapter depends on the success of its rising young professionals.

Communications

Want to improve your marketing or social media skills? Our communication committee can use your talents to help us improve our outreach.

Developing thoughtful and engaging communication with members is an important function for any professional organization. SITE Chicago's Communications Committee is responsible for creating and distributing all communication to members throughout each year. The most common channels utilized by this committee are email, website and social media.

Sponsorship

If you enjoy developing win-win solutions, please join us to help our sponsors increase awareness of their offerings, while also generating funds to help our chapter flourish.

All of the great successes that SITE Chicago achieves year after year cannot be attained without financial support. The Sponsorship Committee identifies and builds relationships with suppliers interested in supporting the chapter with financial contributions or sponsoring various chapter activities. SITE Chicago aims to provide great ROI to our sponsors and it all starts here.

Learn & Grow with SITE

SITE offers a number of inspiring and insightful educational opportunities that are tailored to your professional needs. This mid-level education targets the main incentive travel industry professional disciplines, with more than twelve hours of unique coursework that will provide continuing education credit (CEs). The curriculum is comprised of the three tracks below, each containing three to five courses that help incentive travel professionals--both buyers and suppliers--enhance their knowledge of the industry.

Curriculum Tracks:

The Business Case for Incentive Programs

Goals: Participants will be equipped with the "whys" of incentive travel: why it makes sense from a business perspective. Modules cover the psychology of employee loyalty and engagement and why incentive travel works.



Selling to the Incentive Market

Goals: Participants will improve their sales skills by addressing issues specific to selling incentive travel. Modules cover telling your story, reputation and relationship management, RFP response, negotiating contracts and a blueprint for successful site inspections.



Managing Incentive Travel Programs

Goals: Participants learn about the essential elements within the three pillars - Service, Operations and Management - needed to successfully manage incentive travel programs. Modules cover planning and logistics, financials and marketing.



Certify Your Expertise

SITE has developed career-spanning certification programs to match the key stages in your evolution as an incentive travel professional, from entry-level newbie to director-level veteran.



Certified Incentive Specialist

Your first designation as an industry professional, aimed at individuals who are new to the incentive travel industry



Certified Incentive Travel Professional

Building on your expertise, this designation is aimed at mid- to senior-level professionals working across the spectrum of incentive travel



Certified Incentive Travel Executive

Currently in redevelopment, aimed at highly experienced, director level individuals

LEARN MORE

<https://siteglobal.com/certification>

Meet Your 2025 Board

The volunteer Board of SITE Chicago is here to support you and help you feel connected with our community. Get more involved by joining one of our committees. Contact any of us anytime to learn more!



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Join Us at an Upcoming Event

SITE Chicago presents another amazing year of networking, education and fun with the very best in incentive travel. Please join us at any and all of our events planned in 2025 and into 2025, and let us know your ideas of what topics and activities would make your membership in our chapter even more valuable. Our events team would love to hear from you!

Be sure you are connected to us on our socials for the latest updates and registration details for these events, and check our Website for more information anytime.



2025 AT A GLANCE

- ✓ **Annual General Meeting – Jan 28th -Waldorf Astoria Chicago**
- ✓ **Young Leaders – Feb 20th – Feed My Starving Children – Schaumburg, IL 4:30-6:30pm**
- ✓ **Michigan Networking Event - Shamrock Social -March 12th, Grand Rapids, MI 5:00pm**
- ✓ **Industry Xchange – April 3rd -Global Meetings Industry Day**
- ✓ **Spring Educational Meeting – May/June 2025, Chicago, IL Time and location TBD**
- ✓ **“Grand Slam” Warm Up Event – July 31st, Location TBD night before baseball game**
- ✓ **“Grand Slam” Baseball Event – August 1st Wrigley Rooftop/Chicago Cubs 1:20pm game**
- ✓ **“Grand Slam After Party” – August 1st – Location TBD 4:30pm**
- ✓ **Fall Chicago Educational Event – September 2025. Venue location TBD**
- ✓ **Wisconsin Fall Networking Event – October 2025. Venue location TBD**
- ✓ **“Holly Trolley Warm Up” Event – December 1st – Venue locations night before TBD**
- ✓ **11th Annual “Holly Trolley” Event – December 2nd - Venue locations TBD**

... and more to come!



