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Thank you for joining the webinar will begin in just a moment.

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OK, Jerry would you begin.

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Thank you Susan, good afternoon everyone on this yet another snowy day here in New York, hope you all had a great Lunar New Year Valentine's Day and Presidents Day weekend.

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Before we get started and on a difficult note, we were very saddened to hear about the passing of Arnie Sorensen, the CEO of Marriott International on Monday, Arnie was a great leader and visionary and someone we had NYC and company had the fortune of

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working closely with over the years, including opening hotels together in our city, and even hosting him as a guest speaker at our annual meeting back in 2018.

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We will certainly, he will certainly be missed. And we all send our deepest condolences to his family, and all of our friends at colleagues at Marissa.

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On behalf of all New Yorkers and our president and CEO for addiction. We welcome you to our fifth installment of our all in NYC webinar series. This one's topic.

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Why medical meetings make it NYC.

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These webinars take place on the third Thursday of every month at 2pm Eastern Standard Time, and focus on our NYC meetings recovery effort.

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Each month we'll bring you a new topic related to the meetings industry and feature our members to update you on their individual services venues or hotels.

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We look forward to bringing you fresh content and updates, please join us once again in March for our next topic, a big moment for techniques will feature other topics throughout the summer, and do hope you tune in every month.

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If there are topics you want to hear about please reach out to a member of our team.

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Today, as you spend time with us. you'll learn about the current real time recovery efforts of New York City, up to date information regarding meeting restrictions future outlook.

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What I'm sure you're all interested in what's open in NYC.

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Before we begin, Should you have any questions feel free to type them into the q amp a field if time permits, will have a chance to answer any questions at the end of all the presentations.

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Also, NYC and company is striving to be more accessible during our webinars, the zoom platform is accessible by screen reader and captioning. If you would like to turn your closed captioning off, you can do so at the bottom of your screen, next to a q

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and a button you'll see live transcript. Once you click on that you'll be able to show or hide captioning will also be providing a full transcript of this webinar, along with the recording and our follow up email within the next few days.

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Now more than ever, it's important for NYC and company to connect build and strengthen relationships with all of you.

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We know that communication is key to the success of our industry. And we are the conduit between you and our NYC and company members as we partner together, focused on rebuilding New York City, and our industry.

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Now we'll jump right into it.

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NYC and company is the official destination marketing organization for the five boroughs of New York City.

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We advocate for convene and champion New York City's tourism and hospitality organizations, and are at the forefront of bringing the best meetings and events in the world to our city to our global sales team and our marketing platform, make it NYC.

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As always NYC and companies here to assist in sourcing suggestions, and how the best navigate the city or resources extend not only to hotels, restaurants attractions venues and our convention center will be touching on each throughout today's talk.

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Best of all, Our services are 100% complimentary, and we're here for simply making your booking experience as easy as possible. Now more than ever, we're here for you.

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Let's start with coven 19 guidelines. Governor Cuomo created a fourth phase reopening plan, which has aligned our efforts together and yc has been in phase for the reopening plan which includes many attractions and museums, retail and malls, all open

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a 25% capacity.

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We're happy to report as of last Friday February 12 indoor dining has been reopened to 25% capacity and outdoor dining is still an option as proven to be very popular, even during our winter weather also recently announced by the governor, as of next

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Tuesday February 23 arenas and stadiums, that can hold 10,000 people or more can reopen to a 10% capacity, guests to attendance guests and attendance must have a negative PCR tests within 72 hours to attend, where face coverings maintain social distance

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and assigned seating will also be mandatory.

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In addition, announced last month starting March 15 wedding venues can start hosting events of 150 people, or up to 50% of the venues capacity, any wedding event is required to be approved by the local health department, and guess at the wedding must

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also undergo covert 19 tests, ahead of the event.

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And just announced yesterday indoor family entertainment centers will reopen at the end of March at 25% capacity and outdoor amusement parks early April at 33% capacity Coney Island.

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that locals, tri staters, and our delegates can take advantage of well in our city with hospitalizations continuing to drop, and the continued administration of the coven 19 vaccine for frontline healthcare workers, those 65 and older, and now several

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other categories, along with additional vaccination centers opening around the five boroughs. We have taken an important step forward and the city is laser focused on these vaccinations.

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Today, more than 10% of adult New Yorkers have had their first doses Maxine.

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Well, it's just one piece of a larger puzzle. The news is welcome and exciting side, and like you all will continue to monitor the developments closely.

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In the in an ongoing effort to keep the Empire State state governor Cuomo put protocols in place for visitors and returning New Yorkers their requirements allowed travelers to test out of any lengthy quarantine with the two tests protocol and shortened

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quarantine period, the neighboring states of Connecticut, Massachusetts, New Jersey, Pennsylvania and Vermont continue to be exempt listed here are some highlights of the requirements and effect as of November of last year.

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These and other important resources and information are always available on our website. In addition to send a nice to you after the presentation. Our team is available to review, each with you one on one.

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Also, all of the NYC guidelines are conveniently available on NYC. go. com slash coven 19, Susan, I think we have to go ahead to one other slide, I believe, including these overall resources, the New York forward phases, and what to know many if not all

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of New York City businesses have adopted standard operating procedures, joining together to reconnect a city that we can all and you all love and remind visitors that public health is most important.

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In addition to these newly adopted procedures, we've developed the stairwell NYC pledge inclusive of transparent as you please, to ensure that every New Yorker and visitor knows that the city is aligned on best in class cleaning standards, the pledge

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everyone's well being is paramount right now, and it's a community effort. These initiatives will also help residents and visitors alike. Again reconnect with the city we all love remind people that are city remains the greatest city in the world, and

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now one of the safest cities from a public health perspective, will also help the cities more than 400,000 tourism and hospitality employees returned to work safely.

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Another major initiative is our coalition for NYC Hospitality and Tourism recovery, inclusive of all sectors of hospitality and tourism from hotels, restaurants, attractions Broadway museums and retail to develop a plan to revitalize our great city.

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In addition to our chairman Charlie Flateman, some names that you will recognize on this committee are Lin Manuel Miranda from the world renowned Hamilton, Jonathan Tish chairman of Loews hotels and Tim Zagat a review, to just name a few.

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are conversations together with these industry leaders allowed us to create a coalition and face platform that mimics reopening phases, welcoming travelers either virtually or in person.

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In addition to the coalition, you are now more than ever involved with national and international industry initiatives such as the meetings the business coalition, which we've been a founding member of and our CEO Fred Dixon is currently co chair.

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the events Industry Council Apex covert 19 business recovery task force that I sit on along with numerous team members who have leading roles with us today's advisory boards there go their initiative and the soon to be released Meteor initiative, as well

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as many others. We know that nationally and internationally. the world is looking at NYC, how your cover through this pandemic together and safely.

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In addition to our coalition and industry leadership.

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You may have seen a revitalization campaign platform, all in NYC. That helps New Yorkers and New Yorkers at heart again connected to city we all love and reminds all of us that New York City remains the greatest city in the world.

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The deceptively simple tagline and idea bodies how New Yorkers feel about their city. And as a reminder of all, it has to offer. You'll be hearing from some of our partners that are all in an NYC momentarily.

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We of course are also in the good news business and I'm happy to share more good news. On January 26 NYC and company participated in the national plan your vacation day.

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booking terms, to allow our visitors to dream of their next NYC get away at 4% of those surveyed plan to take a vacation in the next six months, indicating an impending surge in travel demand as conditions improve.

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In addition, beginning February 20, New York were launched ny pops up and expansive statewide festival of more than, 300 pop up events, over the course of 100 days, encompassing the entire state, and delivered right in the daily life of New Yorkers.

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The series of events intend to revitalize the spirit, and emotional well being of citizens with the, with the energy of live performance. The festival will serve as a pilot program, creating the states first large scale model for how being for, for how

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to bring live performances back safely.

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New York pops up is being built by artists at being built by artists, asking artists to participate. Over the course of guests will experience performances by Hugh Jackman, Alec Baldwin Chris Rock, Sarah.

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Sarah Jessica Parker and literally hundreds of others from New York City's world renowned stage and screen talent. We're thrilled that the program will begin right here in our backyard at our Javits Convention Center.

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Stay tuned in tuned in, with all said, we're feeling optimistic that the season and had will read more good news to our city.

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Sharing even more good news, businesses across all five boroughs are working toward a common goal. Welcome back guests employees in the community at large, while ensuring everyone's health and safety.

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As you think about your next event. We're happy to remind everyone that not only are not only are large amount of our hotels open.

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But our parks and museums are open, and many other attractions such as the Empire State Building observatory. Top of the Rock. The Highline the edge of Hudson Yards Botanical Gardens in Brooklyn.

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One Royal Observatory the Bronx Zoo, and numerous sightseeing cruises focusing on Liberty Island viewing the most famous attraction in NYC, the Statue of Liberty, and so much more.

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There's a lot to see and do right now in our city.

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And speaking of what's open and ready to welcome your business. I'm thrilled to announce our partners for today's program, do New York City Economic Development Corporation TWA hotel convene the New York Academy of Medicine and premier speaker's bureau.

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We appreciate your partnership. Now over to Matt, or regional director northeast here in NYC and company, Matt.

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Thank you, Jerry, and thank you to all our partners and agencies program possible, we're very appreciative of the many customers and industry colleagues that joined us today, and their continued efforts to move our industry forward.

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I would like to introduce our first presenter, that will offer great insight on the feature that medical and Life Sciences industry is here in New York City.

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Dr Carlo Yuvienco was vice president of Life Sciences at the New York City Economic Development Corporation.

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During his five year tenure with NYC EDC. He has been part of the team that's developed life site and yc 10 year initiative, and currently remains instrumental, the plans implementation, his past and current portfolio of life science programs include

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city capital projects investments into early stage companies workforce development programs, land use initiatives and regional economic development.

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In addition, he has been instrumental in NYC EDC Scoville response efforts, including the public private partnership with the local life science companies opentrons to establish the pandemic response lab.

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Prior to his role at NYC EDC dr Yuviencocompleted a postdoctoral fellowship at NYU right here in New York City, focused on commercialization of drug delivery technologies.

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He's the author of numerous publications in the field protein science and holder of several biotechnology patents, Dr Yuvienco or is being chemical engineering from the Cooper Union, and his PhD and biomedicine engineering from New York University.

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Dr Yuvienco thank you for being with us today. Now I'm going to send it over to you.

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Hello, my name is Dr. Carlo Yuvienco. I am a vice president with the healthcare and Life Sciences initiatives team at the New York City. Economic Development Corporation.

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Thank you to the organizers and to you listeners for your attention today, I'd like to spend the next 10 minutes or so introducing NYC EDC, as well as myself and the broader service provided by the healthcare and Life Sciences team.

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And then introduce you all to the broader vision for life sciences and the city, which should hopefully help you in the planning that goes into your event productions.

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For those who are not familiar with NYC EDC, we are quasi governmental nonprofit organization that is mandated by city hall and an independent board of directors to in a nutshell, build good jobs and strengthen the cities neighborhoods.

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The official mission of the EDC shown here in the slide states this more eloquently.

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We are the city's primary agent for economic development and really the only organization of its kind scale and impact.

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In this role we serve several core functions we develop city owned real estate assets by guiding the transformation of underutilized properties into projects that support the creation of quality jobs and promote livable and affordable communities.

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We invest in growth industries like tech cyber security advanced manufacturing and of course Life Sciences, and we help industries like those you serve or represent set up operations in New York City and continue to grow.

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The organization is approximately 500 employees large is responsible for managing approximately 66 million square feet of real estate assets, the city.

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Very transportation system and a $4 billion capital budget.

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This is all on top of programmatic initiatives to grow specific sectors.

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As I mentioned earlier, I am on the healthcare and life sciences, initiatives team at EDC. We are a lean team with extensive backgrounds and pharma medical device, basic and applied research and innovation and entrepreneurship.

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We are charged with leading the implementation of Mayor de Blasio is live sigh NYC plan, which is a $500 million initiative announced in 2016, with the goal of propelling the life sciences industry into its next phase of evolution in New York City.

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A big part of our work, as part of EDC actually involves activating real estate assets to promote Life Sciences Research and Development.

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These include significant sections of the Brooklyn army terminal located along the waterfront of Brooklyn Sunset Park neighborhood, which serves as home to a growing number of biotech organizations and companies, including the International AIDS vaccine

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initiative.

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Later this year one of our more recent projects is coming online in the Long Island City neighborhood of the Queen's just across the river from Manhattan.

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This will be the second biotech project in this neighborhood with likely more on the way.

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And no presentation on life sciences in New York City would be complete without highlighting the Alexandria center for life science on the east side of Manhattan, amounting to over 700,000 square feet of premier commercial biotech labs, dozens of companies

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have come to call this facility home since its establishment nearly a decade ago, including Eli Lilly Plaxo oncology Roche and Pfizer.

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In addition, we are also charged with leading more healthcare oriented initiatives, which historically has included programs to support, digital health entrepreneurs and the activation of federally qualified health centers, and more recently, joint efforts

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with the city's public hospital system to activate covert diagnostic lab capacity, through a public private partnership with local industry with the mayor's recent commitment toward public health as integral to the economic recovery of the city, the healthcare

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and Life Sciences team will be leading many of the efforts together with our sister agencies.

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Our aptitude to accomplish this mission is predicated on valued relationships across a complex and still growing landscape of potential. We pride ourselves as being deeply connected to the local ecosystem acquainted with both Nobel laureates and CEOs

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of healthcare systems, but also the modest junior faculty member of a community college and first time entrepreneurs coming out of our incubators.

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Despite the complexity of New York City's landscape of stakeholders. It is extremely rich and very approachable, take life sciences, for example, which has a core substrate of renowned academic medical centers.

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From that you expand to research institutes, then to regional applied research institutions and Long Island and elsewhere.

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Then venture capital and other supporters of early stage innovation.

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Then finally, large industry that naturally energizes with that earlier stage community coming from West Chester, Connecticut. And, of course, New Jersey, discounting the university employees and researchers though, you're looking at over 100,000 jobs

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in the New York City region alone. Larger than any other cluster in the United States. That's over 100,000 individuals from those organizations listed on this slide, and beyond aligned to some extent, with your events.

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The numbers tell an even more compelling story. Well NYC has always been known as a hub for financing biotech often the science, whether it originated in New York City, or elsewhere, is executed in another city, but that is swiftly changing.

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We're seeing more deals get done in New York City, and more science staying and relocating to the city than ever before in history with the continued growth of infrastructure companies and jobs.

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New York City is transforming to an ever more compelling destination for Life Sciences and health innovation convening.

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What this ecosystem looks like geographically, the regional cities notwithstanding is shown here, Manhattan is hosted the densest activity with the cord or along First Avenue, taking on the moniker lifesize Avenue.

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But like any successful innovation rich city, this concentration has come to spread to the other boroughs of Brooklyn, Queens and the Bronx.

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Let this serve as the beginnings of a roadmap for your stakeholders, marking many key points of interest and potential destinations for meetings throughout the city, be they with academics, investors researchers companies.

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It's all there for you.

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Even before the take off though in life sciences real estate within the last five years, New York City has played host to several notable and successful life sciences events, which some organizations have leveraged to schedule a complimentary events during

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those same weeks. Examples of these big industry events include bio CEO and investor conference, and the interface convention.

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The ladder of which attracts engineers and scientists from around the globe to Javits every year to highlight the latest and greatest in chemical process equipment and pharmaceutical manufacturing practices.

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These events also include scientific symposia, such as the New York stem cell Foundation's annual conference at the Rockefeller University, which attracts global luminaries in the field of stem cell research, and more local events like the New York City

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Life Science innovation showcase which spotlights the best commercially available science from our academic regional institutions.

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And lastly award ceremonies, like the Lasker Foundation and the pre galleon award ceremonies, the former is often claimed to be the herald of future Nobel laureates, and the ladder to be the Academy Awards of the pharma industry.

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Lastly, I'd be remiss if I didn't mention the breadth of the healthcare industry in New York City, home to over 60 hospitals and over 700,000 healthcare and social assistance workers.

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New York city is also home to the first and largest public health department in the country, and has the largest municipal health system as a compliment.

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If you have a health care or medical related event in the works. New York City is by far your largest customer base.

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And so in summary, Life Sciences is growing fast right here in New York City, than ever before.

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It's already large, especially if you're able to tap the region for all the resources, it has to offer, including New Jersey Long Island and Connecticut and Westchester.

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And it's a place where the treatments and healthcare services have an enormous impact.

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If you'd like to learn more about the local flavor of these industries, or have a discussion about any of these various ways in which we can help shown here on the slide, please don't hesitate to reach out to us at the EDC or our partners at New York

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City and company.

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Our company, our contact info and some of EDC is relevant web links are on the next slide.

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And thank you very much for your attention, and your interest in New York City.

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Thank you so much Dr your entire EDC team.

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It's always incredible to see the major investments being made here in our city.

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Before I introduce our next presenter I wanted to highlight a few other developments here in NYC.

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On the hotel development side we continue to see feature growth from small boutiques, 500 plus from high rise properties from established brands to new entries.

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currently have 110 projects in the pipeline through 2024 17,000 hotel rooms half of which are located in burrows outside of Manhattan increasingly showcasing the diverse offerings here in our city.

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For larger city wide programs the inventory remains plentiful, with over 30,000 rooms within one mile at 20 minutes walking distance from the Javits Convention Center.

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With the new seven train stop and Hudson Yards, we now have seamless connectivity to hotels from across town from east to west.

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I also want to just take a moment to highlight the improvements taking place on our world class airports, the New York City Airport system JFK LaGuardia New York and Stewart airports were all recently recognized by the apple Council International as the

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the largest airport system in the US to receive the ACI airport health accreditation for high health and safety standards, introduced during the coven endemic.

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Each of the four international airports have undergone a varying degree of redevelopment, and an effort to create the modern 21st century airport with world class amenities.

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I kind of public art, state of the art security improved transportation access, and additional airside taxi ways to reduce delays.

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A few highlights include the glorious airport opening of the new arrival and departure terminal, that's Terminal B. It's the most significant milestone achieved to date, which is part of an $8 billion construction, all taking place while keeping the existing

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airport fully operational.

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When complete, it will be the first new major airport in the United States in more than 25 years, over a JFK a $13 billion upgrade is taking place. The reimagined airport will be anchored by two World Class International Terminal complexes on the airport's

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north and south sides.

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And speaking of JFK I'm thrilled to introduce our next presenter, Andrew Gala.

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Andy is a Director of Sales and Marketing for the TWA Hotel New York City's only hotel physically located in the airport on airport premise within the five boroughs.

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Andy has been with the hotel since October 2018. After 10 years with a variety of other hotel properties here in New York City, so he brings great experience to the property.

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When Mr gala is not living the terrible irony and for his last name Gala. Being in special a three and a leader here in the Big Apple.

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You can find him with his wife, especially he knows in Williamsburg, Brooklyn ordering from all the incredible restaurants and everything that Brooklyn has to offer.

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So without further ado, I'll kick it over to Andy at the TWA hotel.

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Fantastic Matthew Thank you so thank you so much for the terrific introduction and ladies and gentlemen welcome and welcome back in time to 1960s in the TWA hotel located physically at JFK International Airport.

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So, with that, we'll go ahead and kick right off into our presentation.

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Fantastic. So, the TWA hotel is the newest airport hotel located in New York City, physically connected a terminal five at JFK International Airport.

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There we are. But in order to tell the story of what we are today, it's important to know what we once were. The TWA is International Air Terminal, located at JFK International.

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So, In the early 1960s 1962 In fact, Howard he is a brilliant Hollywood entrepreneur aviation aficionado had this grand vision of bringing the, the rising middle class to the skies for the first time ever.

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And with that said he couldn't build the world's greatest airline without the world's greatest airport terminal. So, what is the guy with a few billion dollars gym, he picks up the phone and calls 1958 time Man of the Year arrow Sarah and then one of

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the premier designers of the TWA Flight Center. You may also know his other works from the GM Technical Center, St Louis arch Dulles International Airport, just to name a few.

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But with such an eccentric brilliant idea, he really wanted to build a space that inspired on wonder, and that mystique of what the, the travel landscape look like in the 1960s, and remember, 1960s we were terrific, terrific Aaron time.

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This was Kennedy's and the Camelot the moonshot era. New York Mets and jets played their first games right here in Queens.

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Terrific local connection there as well, and love me do is the hit single from the Beatles so bringing that all the way to present day. The TWA hotel features here view is original flight Centre's the world's largest non casino hotel lobby on really featuring

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Really featuring a destination style experience right here at the gateway of New York City.

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Now, introducing the hotel were 512 total rooms completely and totally ultra quiet, with five panes of glass and we'll show the guestroom product and a quick second with 50,000, square feet of meeting at event space so one of the largest getting an event

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space additions to the local economy and quite some time. We have six restaurants and five bar outlets including a Lockheed constellation airplane that some of our parents, grandparents and loved ones probably flew on at one point in time, we converted

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into a cocktail bar.

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Now, of course, US New Yorkers. We don't. We're not shy about anything so we think we're the center of the universe, and the TWA hotel truly is here at JFK physically connected to Japanese terminal five, and it's short john to wave via the free Eritrean

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at JFK connects you to all the other terminal's including Jeff keys terminal for International Air Terminal and terminal eight over with American Airlines also connects you to New York City's Penn Station, the direct air train ticket as well so 35 minutes

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would bring your door to door directly from our hotel to city center Manhattan. So from an accessibility point of view, it certainly can't be beat.

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Of course we're all events professionals. So let's dive right into the meeting and event space. This space is actually brand new, we built this to launch in May of 2019 in the hotel first open, and we built this for purpose so 50,000 square feet of brand

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brand new meeting and event space that's directly accessible via our two hotel guest room wings, so you can ride your elevator right to the meeting space, and all the event space is self contained so you don't have to worry about transient guests or people

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from off the street, walking through your meeting and event space so that privacy and sense of security is definitely there. There are 45 event rooms in total, and we have two primary ballrooms.

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So landmark already here is the foyer space and great registration area space as well as cocktail networking reception spaces, post General Sessions for some of your larger events that would take place in our constellation ballroom, the constellation

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ballroom the 6000 square feet. In a rectangular style fashion. And what's terrific about this specific event spaces, I'll go to the next slide is the book site mines, the mid century modern style feel you notice all of our lighting features include upside

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down tulip tables which is an arrow Sarah and design. So, even though it's brand new event space we really want to bring you back to 1960s and deal with the glamour of the dawn of the jet age.

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Now, from a logistics standpoint, there's fast free wireless internet across the entire TWA hotel campus so you'll never have to worry about building a line item into your budget for internet.

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Unless of course dedicated or maximum bandwidth is required. And then event prices have never been better especially considering the economy and the landscape of the events industry, you'll find breakfasts for $35 at the hotel lunches between 45 to $50

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so we come in at a very valuable price point will still only being 35 minutes away from Manhattan.

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Now, of course, we have great large event spaces like the constellation ballroom but our bread and butter, are all of the million fly in fly out quick meetings that our medical professionals and pharmaceutical industries professionals are hosting so whether

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you have a large general session and you need 25 to 30 small breakouts for all of your different disciplines your your therapy areas and your teams that can be easily accommodated, and oftentimes for a larger event, you're able to take up all of the space

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because from a transaction perspective, we have a great rooms base, so we don't require a heavy group rooms commitment in order to take up a sizable portion of our event space.

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The 1962 room plays our junior Ballroom in this act in this space is actually located inside that iconic original Flight Center. Fun fact arrow Sarandon design the first automated baggage conveyor belt in this very room so a fun party talking point for

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your post general session cocktails dinner and networking events are a separate lunch space so terrific space in that respect. Now, of course, when you're done with business it's time to play so we have plenty of specialty venues at TWA as well, including

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RTW a sunken lounge which is a red heart shaped lounge that sits physically in the center of that iconic original Flight Center. So terrific opportunity for private or semi private events kickoff receptions and you'd be able to utilize that TWA split

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flat board in the back to really bring everybody back in time. This used to be the coach class passenger lounge.

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Of course, you can't have a restaurant, from all the way back in the day called the Paris cafe, without having chef or john George involved so chef john George is a terrific culinary partner that spearheaded the initiative for our Paris cafe in Lisbon

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lounge, or three meals a day restaurant is you can see we do both semi private and full buyout opportunities in that space as well throw up to 160 years at a time.

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Connie, of course, where I'm currently sitting in the cockpit of his their cocktail lounge and kind of the star on top of our tree, if you will, because, of course, what do you do with the 1956 plane, other than park in front of the hotel and turn it

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it into a great drinking vessel so that's exactly what we did and she can accommodate up to 75 guests in her full cabin. First Class experience.

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And at JFK specifically, you have roughly score Allen 22 artists, really do some great plains spotting, and we built a 62 foot Infinity Edge pool cousy that gets up to 95 degrees to overlook the beautiful runways and watch all the giant jumbo jets from

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Terminal for takeoff and landing here in New York City, the ambassador's club and poke tumors and other great opportunity for off site and special spaces for my perception perspective of the hotel that used to be the first class in business class passenger

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lunch.

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But, of course, we're not just any airport hotel we think we're a pretty cool airport hotel so you can certainly trust us with your programs. We've hosted a number of high level events like Louie the tongues 2020 cruise fashion show.

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Open House in New York a terrific architecture Association here in the city was actually one of the reasons that we had the idea to turn the TWA Flight Center into the hotel to start with.

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So, really terrific event opportunities here and of course great praise from Nicolas guest here the creative director as well.

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Now our guestrooms specifically this is the shot of our Howard Hughes Presidential Suite we have to have this type of sweet and inventory. And of course the question that everybody asks Are oh my gosh you built an airport hotel.

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I hope it's quiet you're only a quarter mile away. We actually overcompensated by installing the second biggest curtain glass wall that's ever been manufactured it's five panes of glass thick with two layers of gas so you virtually have no sound transmission

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from the outside, which makes it even more weird when you're watching one of the queen of the skies take off from or two runways that should have direct visibility to.

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It's really quite a sensory experience for group rates you find our hotel has a pretty narrow price point and band from a group perspective, you find room rates anywhere between 169 to $259 10 out of the 12 months of the year so a fairly approachable

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price point as well for a brand new hotel.

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Now, somebody needs to talk about at the hotel. Of course, if we were on a tour together, I would offer you to bring you down to the TWA fitness center and of course everybody thinks a hotel gym is just a couple of treadmills stuffed in an old hotel closet.

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We did anything but that is a 10,000 square foot full service fitness experience that our group partners love to take advantage of, including hosting sunrise yoga sessions group, group exercise sessions as well as the peloton Studio 14 Blake studio right

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here in the hotel, food and beverage we have intelligentsia coffee served across the entire hotel so create Midwestern partner, and our food Hall, which is a crap and go style outlet.

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because we're an International Hotel. So we have to make sure that we cater to all price points across all hours of the day. Blade of course if you want to travel in style door to door they will cut you up in a black suburban and drive you all the way

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to JFK is aired on hella path and 11 minutes door to door you can find yourself at pure love and down Wall Street, or over in Hudson Yards.

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A few cost an extra is of course your groups have the opportunity to customize their split flap Solari board to really create a possessed One moment. And we have some outdoor trees that have led lights as well to really help tie in the branding experience,

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whether they're writing their training driving into the hotel or either flying you can see our trees for from any of the runways is your landing here in New York City at JFK.

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So with that being said, of course, there are many testimonials that we've received across the press, but the most important testimonial to us is our group meeting and event planner so we'd love the opportunity to welcome your event attendees to TWA hotel,

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please reach out to Matt, the New York City company representatives to sources on your future programs and just want to say thank you so much the New York City and company for highlighting TWA is one of the coolest hotels in New York City.

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So with that I'll turn it right back over to Matt and the team.

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Awesome. Love it. Thank you, Andy, appreciate it very much. I actually had the opportunity at personally experiencing to a several times now. It's just an incredible experience so before I introduce our next presenter I wanted to briefly highlight our

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our virtual programming. As you can see from this slide, we have several programs currently launched that can all be found on NYC. go. com, or virtual programming allows you to be inspired by creativity and the diversity on display here in New York City,

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our virtual NYC program allows you to conduct visits that are attractions and experience, feel the energy of them yc from anywhere around the world, our virtual diamond MSC program showcases our world class restaurants and cuisine.

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No matter what the circumstances, restaurants, bars, cafes, always find a way to serve the five boroughs are shopping NYC program connects you to your favorite retailers hotels and cultural institutions.

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Lastly, we're pleased to announce that our virtual NYC site tours program now has over 100 hotels and event venues that have submitted their information and links where you can explore opportunities for your next big event, even while demand for in person

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site inspections is picking up these virtual programs remain very active for our customers to explore our hotels and venues from anywhere.

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As always reach out to a member of our team to insist and scheduling both in person or virtual site inspections as needed.

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I'm now delighted to introduce our next presenter here, we have Jim O’Donnell with convene convene is a premium workspace company that integrates the best in hospitality technology design and physical and virtual meetings events and workspaces convene also

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offers virtual and hybrid products in addition to operating it's flexible workspaces and premium meeting event locations around the country actually convene was founded here in New York City 11 years ago, where it's still currently has its most locations.

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Jim himself has worked in the industry for 15 plus years on the operation side in sales and marketing and hotels, resorts and casinos. Today Jim spends most of his days helping clients and partners strategically manage events virtual in person and hybrid

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when he's not working, he enjoys an active time with his family biking and traveling.

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I'm now happy to turn it over to Jim to elaborate on convenient what they have to offer. Over to you, Jim.

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Hi, my name is Jim O'Donnell, I'm excited to be with you, I'd like to thank our friends at NYC and company for inviting convene to, to join them privilege to be here, and excited for when we can all meet again in person.

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But in the meantime would love to talk with you about how convene is helping our clients and partners, move forward with their business objectives, through our virtual and hybrid solutions.

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Now I'm excited to tell you about some of our New York locations and how we can help support with your in person hybrid, and maybe even virtual medical and pharma meetings.

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But before we jump into our locations, love to tell you a little bit more about convene and how we've arrived at this unique moment in time.

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Digital meeting technology and solutions that reimagine the use of commercial real estate. Founded in 2009, convenience raised over 410 million dollars.

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and we're headquartered right here in New York City.

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We're proud to be named one of America's 100 most promising companies by Forbes, and a best workplace by both ink and Fortune Magazine's convened suite of products and solutions are designed to create your best day of work wherever that happens.

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We're proud of the heritage of hospitality and a focus on operational excellence, our workplace members are meeting and event planners and customers and participants from some of the world's largest brands have come to appreciate convene and all that

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we offer.

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If you visited a convene or hosted a meeting with us or attended as a participant, you know we have blazing fast high speed wireless, our spaces are designed with intention and purpose, yet they're highly flexible to accommodate your planning needs our

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in house teams are dedicated to your success, whether it's our production team that's offering professional planning and support on site or in house audio visual in IT teams that are producing the, the event for you.

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In addition to these amazing experiences and package inclusions that you've come to enjoy a convene. In 2020 we launched a completely virtual platform.

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So now we can host our clients meetings, help them move their objectives forward without any physical space at all. So it's clear that the present for meetings and events is virtual, but the future is hybrid.

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And with our platform, we offer several key benefits.

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first seamless planning and production.

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The ability to broadcast and reach anyone, anywhere in the world will provide a complete end to end remote event solution, whether that's a completely virtual event or whether that's one that originates in a convenience space or some hotel or conference

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center anywhere to convene platform can help you reach your remote participants.

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And with our audience engagement tools will help you have meaningful connections with those participants.

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Once the event has concluded the conversation doesn't need to be over your participants can come back and interact with the content on an on demand basis for at least 60 days post event.

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All of this is brought to you by convenes hospitality anticipatory service in over 10 years of meeting and event expertise.

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So let's talk about the New York locations that are open and available and ready to welcome your pharma and medical hybrid meetings and events.

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Here's an example of the team and the technology that goes into producing some of our virtual and hybrid events.

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This is on site at our convenient location at one on one Greenwich, in lower Manhattan.

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Another great site for a small studio or hybrid meeting is our 530 Fifth Avenue site in midtown Manhattan.

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Here you can see a pre pandemic era photo of the space and how it was used in the classroom set. but today we're using the space for small group hybrid meetings.

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So in addition to our downtown one on one Greenwich, and Midtown 530 Fifth Avenue locations that work really well for smaller and studio hybrid meetings, we do have the ability to operate some larger, when I say larger currently about 25 to 50 people

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in person for hybrid events.

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One of those is one Liberty Plaza again downtown Lower Manhattan easy access to public transportation in a large forum space, which can accommodate a good sized socially distance group with some additional breakout space at this site as well.

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Medical and pharma clients have long appreciated the space offered at our 117 was 46 Street location. It has a large forum, with ample breakout space for a more traditional medical or pharma conference with our full suite of hybrid capabilities here as

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well.

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And then heading over to Midtown East we have to 37 Park Avenue, again, large forum space with ample breakout spaces, as well as that suite of hybrid technology solutions available to you to reach any of the participants who are unable to attend the meeting

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in person.

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We also have to 25 Liberty downtown, which can accommodate some of the largest events at any convene location and the entire portfolio.

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It's been a pleasure talking with you today I can't wait to welcome you back to a convenience so we can do this in person, but for now we see the future is hybrid and we're excited to continue the conversation with you.

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Thank you to our friends at NYC and company we appreciate the partnership we appreciate the membership.

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If I can be of service to you please do not hesitate to drop a note at Jo Donald at convened calm, or to leave at convene calm and check out our new virtual and hybrid site@virtual.convene.com.

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Thank you very much. Have a great day.

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Thank you Jim and the entire convene team. This is just a perfect example of the first time meeting venues we have here in New York City. So really appreciate that.

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As we look at the EDC earlier on the presentation, NYC healthcare facilities are internationally renowned, with over 60 hospitals, and nine major academic medical centers in the region.

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It offers great opportunity pulled from many local attendees and experts located here, right here in New York City.

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The New York Academy of Medicine is a great example of an incredible facility with the stories background.

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I'm excited to introduce our next presenters, say Sajell Gandhi, director of the Academy's education and Conference Center, as well as Nicole Nichols, the Associate Director of events and marketing.

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Sajell comes from many years of experience in the industry previously as assistant director of the Academy's Office of school health programs as well as holding a master's degree in health education from the teachers college right here at Columbia

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University in New York.

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She is also a certified Health Education Specialist credentialed by the National Commission of health educators.

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Over Nicole. Nicole Nichols is an accomplished event and marketing professional, with over 20 years of experience and has worked with organizations such as Bloomberg LLC.

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The American Heart Association, and Arizona, which was formerly known as source media.

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Nicole has a Masters of Science in organizational leadership, and is certified meeting professional CMP.

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It is now my pleasure to kick it over to Sajell and Nicole at the New York Academy of Medicine for more. Over to you guys.

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As the director of the education Conference Center at the New York Academy of Medicine. I'd like to thank New York City and company for allowing us to showcase our lovely venue today.

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The New York Academy of Medicine is located on Fifth Avenue and hundred and Third Street on museum mile, and we're across the street from Central Park, our historic building was built in 1926 and designed by the architectural firm of York and Sawyer.

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We offer over 20,000 square feet of conference and event space, and have a long tradition of hosting local, national, and international academic medical conferences, pharmaceutical events symposiums trade shows, tech events board meetings Gallus retreats,

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weddings, and yes, even TV and film shoots.

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I'd like to introduce you to our assistant director of events and marketing Nicole. Nicole. Nicole will walk you through some of our spectacular spaces.

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Thank you Sajell Hello everyone, I am Nicole Nichols, Assistant Director of events and marketing at the New York Academy of Medicine, I would like to introduce you to some of our events basis at the academy starting with one of our premium spaces.

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Our auditorium holes that call holes that call as an elegant 583 seat to tear or two auditorium, complete with state of the art media capabilities, a grand marble staircase and service elevators, provide easy access to the second floor balcony hose that

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call is ideal for conferences lectures, graduations white coat ceremony recitals, and more, the adjoining Green Room serves as a speaker ready room for the auditorium as a serene meeting room.

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Another spectacular space is our library Reading Room, which overlooks Central Park. The Spectacular Reading Room adorned with painted vaulted ceilings and grand bronze handlers seat over 200 people with its massive arched windows featuring tranquil views

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views of Central Park, it is adaptable for a variety of events. Last but not least is presidents gallery, which is a beautiful multifunction room with state of the art media accommodations presidents gallery provides an audience that is both elegant and

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traditional, and the perfect setting for smaller meetings lunches dinners and breakout space.

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From beginning to in our space.

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The bits, every type of event.

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The Magnificent Romanesque main entrance that you see here leads into our marble and bronze lobby, which serves as an elegant pre function space that can be used for conference registrations or evening cocktail receptions.

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You see another shot of our beautiful library reading room and periodicals room, the elegant periodicals room overlooks Fifth Avenue and Central Park, and is often the setting for film and TV shoots.

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It can be used in conjunction with events in the library Reading Room, or alone for more intimate dinners cocktail receptions and smaller meetings.

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We also offer conference spaces that accommodate meetings of any size. All our spaces are zoom in able to allow our clients to offer a variety of options to their participants.

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The rooms that you see on this slide are room 20, which is a large bright room ideal for larger events route 20 offers the flexibility for a multitude of room setups, with fixed screens permanent risers, and projection booth, the room offers the optimum

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and flexible meeting and event space. It can be divided into two smaller rooms for breakout space room 21 is another excellent space for smaller meetings breakouts and exhibit displays.

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It is often used in conjunction with room 2440 is ideal for a mid sized meeting seminar or workshop and fully equipped with media accommodations are experienced event planning team provides excellent customer service tailored to the needs of our clients.

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We would be delighted to host your next event at the New York Academy of Medicine and make it a memorable experience for you and your participants. We would love the opportunity to connect further and assist you as you think about your next event in New

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York City. Thank you again for featuring us today.

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All right, thank you so much Sajell and Nicole was a wonderful presentation really appreciate taking the time to be with us today. looking forward to getting back to your facility as well.

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I wanted to take a moment to reference to the audience that wants to programs book here in New York City. The group is turned over to our amazing destination services team who assist with a plethora of complementary services, such as assistance with site

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inspections. Development of marketing and attendee building tools.

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Press and social media support exhibitor assistance of rent pre promotional tools and connections to thousands of members and member businesses throughout for leads and referrals.

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As always reach out to a member of our team for more access to local and amazing talent, speakers, is another incredible asset when hosting a program here in New York City.

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I'm delighted to introduce our next and final presenter premier speaker's bureau rear secure speakers for approximately 60 events per year for New York based clients alone, these clients include over two dozen event planners, who works specifically for

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the healthcare and pharma industries.

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Next you'll hear from Chelsea Johnson, VP of premier speaker's bureau, who will elaborate on their offerings, Chelsea actually started her career in New York, as an event planner and fundraiser for the American Cancer Society and still remains in that

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supporter of ACS, as well as their New York based organization Charity Water. In addition to our daily duties. She is currently serving as the chair for the 2021 International Association for speakers bureaus and their annual convention.

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I will now turn it over to Chelsea to elaborate on their organizations offerings here in New York City. Thank you very much Chelsea, over to you.

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Thanks, Matt. Good afternoon. I'm Chelsea Johnson Vice President for your speaker's bureau here in New York, and I'm excited to share a little bit about what we do to help our great New York based clients find the right fit for their live and virtual

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events, want to start with a quick look back at the year for us. When the pandemic it we made the switch to virtual quickly assisting clients with over, 800 events in 2020.

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That includes the approximately 60 plus events that we secure for New York based clients alone. Each year, an effort to be a good virtual resource to our clients.

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We want free virtual Fridays in April. This free series gave clients an opportunity to preview a variety of speakers and their content throughout the year.

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A little bit about how premier works premiered at zero cost service for clients, what does that mean that means you book a speaker through premiere and there's no additional cost to you.

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We are paid by speakers, because we handle all of their logistics phone calls press kits and travel planning, that gives speakers the opportunity to focus on knocking it out of the park for you.

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We also do all the research. We start by helping you with your speaker search narrowing down choices to a shortlist that suits your content means and desire deliverables for your event.

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Once we've narrowed down your list we handle checking their availability booking a pre event call and handling every single detail after contracting up to your event.

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We also specialize in speed can use speaker for last minute event that's no problem or online proposals and contracts coupled with direct access to Speaker calendars give us an edge to solve your problems quickly.

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For example, Tuesday of last week we had a client reach out and their speaker for that Thursday had canceled due to a family emergency, we were able to send over a list of speaker options that were available that night that fit her needs, and by Wednesday

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morning a new speaker was locked in for urban.

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We have online access to everything, or always a phone call away. We also understand that everyone is busy and you don't always have time to jump on a call, access to your proposed speakers event contract and all event details are always available online

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through your own password protected account.

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We handle emergencies.

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Normal of live events. We know that flight delays traffic jams and other potential delays can happen, or logistics team is in place to handle those situations by always having at least two backup points, as well as ground transportation options available.

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We also know that in the world of virtual, there's a whole new set of challenges. We will always include a tech check in addition to a pre record on the chance that there are any technical issues on a live virtual session.

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We also work with a network of production companies to provide access to local studios, as needed should that be the client's recording preference.

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We also have last but not least provide access to World Class talent premier can essentially book, any speaker you need or want. But that said, we know your events have specific needs and specific content that needs to be delivered which is why premier

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agents specializing specific sectors to make sure that the content your group means is delivered and delivered well, and healthcare those speakers include some incredible people like Dr Natalie status.

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She's an award winning Harvard physician who as you approach the finish line at the 2013 Boston Marathon bravely ran back to the sound of explosions tell triage the wounded.

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Friends Johansen an entrepreneur and healthcare group founder, whose companies have a dg group focuses on the intersection of innovation diversity culture as a means to success.

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Nick web, our top booked healthcare futurist whose innovations range from one of the world's smallest medical implants to consumer and industrial technologies.

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Dr Lena when cnn medical analyst, emergency physician and visiting professor of Health Policy and Management at George Washington University.

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Matt Mayberry before our NFL linebacker who became the head of business development for a multimillion dollar healthcare company, and Dr. Ben Carson renowned pediatric neurosurgeon and former secretary of the United States Department of Housing and Urban

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Development.

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We pride ourselves in being a resource to our clients alleviating many of the stresses that come with planning a conference, there's anything that I can do to be of service to you as we navigate through 2021, I hope that you won't hesitate to reach out.

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Thanks so much for your time.

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Thanks so much Chelsea, and thank you Matt again. Great job. Before we get into the q amp a, I wanted to thank all our partners who participated today.

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We appreciate your time very much and appreciate all of you, so again thanks to New York City Economic Development Corporation TWA hotel convene the New York Academy of Medicine, and again, careers, Premier speaker's bureau Thank you all so very much.

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As a reminder, don't forget to sign up for our NYC and company meeting planner newsletter, visit our website, click meeting planners tab at the top of the page, scroll over to the Connect with us tab, and then click newsletter, new and updated information

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is released on a monthly basis. Also, here's a listing of our additional tools and resources that are available at your fingertips, through our website, NYC go.com, forward slash make it NYC.

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Now on to our q&a here so let's see what we got. This is always the best part I'm going to ask our panelists to or members to turn their videos back on for us for the q amp a.

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How might a conference organizer, think about outreach to the local community of Life Sciences stakeholders to help ensure a successful conference, great question and Carlo to you for that and again great presentation.

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Thank you.

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Yeah.

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Thank you again to NYC and CO, for inviting us today to present it's, it's been a pleasure and looking forward to meeting, more of your stakeholders as they think about their conferences and so this question that you posed is something that we have come

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across several times with conferences that want to get started in New York City, as well as conferences that have existing operations in other cities and now are trying to ride the wave of Life Sciences development in New York City.

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In the last couple of years. So it really depends on the needs of a particular conference, whether you're starting new in New York City or whether you're coming in from another city to New York, expanding.

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Think about what your needs are and what the also the risk factors are for coming to New York City for the first time to ensure a successful conference and then thinking about how to fill those gaps.

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So we at the EDC typically frame that as partnering and sponsorship opportunities with local institutions and organizations that could be directly related to the conference.

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We could also think about supplemental events, and door dressings to the, to the conference that happened outside of the conference schedule and agenda, but could be complimentary to the experience that your attendees would, would have in New York City

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on mass.

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And then, lastly, marketing partnership. So, and that's probably where we get the most traction. Among those in our network in the life sciences and healthcare community is co marketing, a conference to the unique pockets that are so volume is but also

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really passionate about particular sector. So an example would be the postdoctoral community as an example in New York City alone is 1000 plus people.

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Right.

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When you count in graduate students then you have a conference of all that early stage talent scientific talent, what to do with that and so there are networks that you could tap like that that are niche but could be layered in mass marketing efforts.

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And then lastly, guidance on logistics and planning and that's where engaging with NYC and co like your sales and as well as with us at EDC thinking strategically about how to plan and organize an event, especially if it's the first time coming to New

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York City, more tactically, I'd say again so all of that. In summary, is it really depends on what your needs are, but I'd say tactically one big piece of advice I usually give folks is, if they're looking to them create the life sciences community here

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top of NYC and CO and the DC. The tech transfer offices so the technology licensing offices of the nine academic medical centers are surprisingly really well connected across the board, cross disciplinary cross campus across the universities and institutions

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and have a pretty far reach in terms of their marketing.

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So, that would also be a good network to tap. First off, nice. Well thank you, Carla me and incredible resource we have in you and everyone that etc and more importantly that our customers have to take advantage of.

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So, we appreciate again, your insight, and we'll be relying on all of you at EDC in the future. So thank you.

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Um, let's see, Jim convene here let's see how is convened helping clients manage uncertainty around returning to in person meetings big question really a lot of folks are thinking handle that one forest Jim.

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Happy to thanks Jerry.

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So, you know, I think for many of us are crystal balls are broken right we're not sure what what lies ahead with return to in person so you know at convene we've, we've, we've sort of zoomed out on virtual and hybrid pivoted in 2020 launched a virtual

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platform to help support our clients objectives and help them move forward and and we see you know the again as I as I mentioned earlier, the future is hybrid right and we're all striving toward being back in person.

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And we see you know the again as I as I mentioned earlier, the future is hybrid right and we're all striving toward being back in person. That's why we're all here, and and it'll happen, but it.

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We, in order to enable that. there will be a hybrid portion to help augment and support those in person meeting so specifically I convene we're trying to simplify the process of managing a hybrid meeting.

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You know, I think the collective knowledge around planning for hybrid is about a year behind the knowledge of planning for virtual right so this time last year we started figuring out virtual, and now with, you know, progress on vaccinations and maybe

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you know starting to see some, some progress with with case counts and, you know, over time hopefully things continue in that vein and we'll start to see some progress toward in person meetings now when that will happen and how big, we're not quite sure

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but you know if if a if a client medical meeting pharmaceutical meeting is looking to potentially host that one of our sites, we can plan for an in person meeting, and then provide a bolt on hybrid package right it's it's flexible.

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We take the guesswork out of it, we use our resources, our team to produce the remote virtual portion of the in person meeting, and that can be as simple as a stream, you know, a traditional video conference to reach those remote participants, or can

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go on our platform which engaged, which has engagement tools and speaker profiles and sponsor profiles and those types of things as well.

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You know, for, for those clients who are maybe, you know, thinking,

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you know maybe at a non convene site as well. You know, we can offer a, a virtual bolt on to a in person meeting that's happening, away from a convenience, and we're engaged with many partners to help support there as well, and then say the worst thing

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happens, I can't have this meeting in person or my speakers can travel internationally.

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At that point, the client can elect to go 100% virtual right and still carry forth the objectives the deliverables just in a virtual way. And we think that we help provide a lot of flexibility to keep those things moving forward.

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Great. Great. Thanks, Jamie, most importantly is having professionals there for customers to work with and you all definitely are that a lot of our planners have told us they were just thrown into it.

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So being able to have somebody like convene in your professionals help them execute the hybrid which will ultimately lead back to face to face again. It is super important so thank you for that insight.

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We appreciate it.

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I'm Chelsea with premier speaker's bureau loved your presentation so insightful to we always talk about the talent pool that we have right in New York City for for groups and conventions to be able to pick from.

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But your question is what benefits have you seen to virtual meetings, it's a two part question. And how can meeting planners take advantage of more easily accessible talent for their events so great two questions there for you Chelsea please.

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Yeah, sure. Thank you. It's, it's really an interesting time, you know, and I think I'm with all of you, where I look forward to the day that we returned to live events.

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You can't beat those networking opportunities in person. And, you know, one on one time that you don't always get with colleagues is very much missed I miss being with all of you in meetings, but for now.

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I do think that virtual provides a great opportunity for educational purposes for attendees so great time to access some subject matter experts for your events that, you know, may not have had the availability to be with you live provides great educational

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opportunities for people who, you know, live events, there's a lot going on. You don't necessarily have a ton of educational sessions throughout a conference and so I've seen a lot of organizations really utilize this time to have something you know once

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a month once a quarter, that provides some continuing education opportunities. That said, I also think this is a great time to make the big ask.

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There's a lot of groups that we work with, that have wanted big big names for their live events and the budgets just not there, and now you know virtual looks a little bit different, there's a little more flexibility and people's availability and their

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fee, and so I say go for it. It can't hurt to ask, we had a client. Two weeks ago, actually, this wanted Matthew McConaughey for years and has not been able to swing it, and so we finally reached out and we thought, you know, let's just see what that

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looks like. For him virtually and the budget fit and he was able to do it and is going to do a live q&a with their CEO So, my, my opinion is you know there's no ask, that's ridiculous right now I think people are eager to help eager to be a part of things,

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and you know groups like us we're always happy to kind of play that middleman for you and make the big ask So, go for it get the good entertainment because I think your, your attendees and your employees really appreciate having something a little fun

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That's great. That's great. I love that don't be afraid to go for the big ask I mean, there's everything about New York is big, so go for the big ask and.

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to end today with you.

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And again, having that talent pool right here in our city is so important. So you all are the go to, and we appreciate you very much and thanks for your time.

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Thanks for answering that question appreciate that.

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Um, so for the New York Academy of Medicine.

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Nicole.

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Do you offer in house audio visual and or catering services at your facility great presentation, I learned a lot about it, along with our guests here so thanks again So, over to you for that Nicole.

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Thank you. Thank you, Jerry, we actually do have in house audio visual and catering services we kind of think of ourselves as a one stop shop so to speak when you come to watch you.

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You know, you get the rental space but you also get the AV you also get the catering services as well.

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With our AV department we have a full team, and we can accommodate much of any groups, audio visual needs. What this, the current climate that we're in now I think we can all agree.

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We've had to sort of step up our virtual hybrid capabilities like never before. So we've really taken this time to utilize it and really put forth thinking into thinking ahead to what our clients will need, and those possible as we have, as I mentioned,

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we have a full team. We're also in a position where if you, if a client has a team already our production crew, and they would like to utilize those individuals.

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We're more than happy to work with them, and in conjunction, and to make it work on both ends. So we're very flexible in that manner catering we use Sterling affair, which is a very prominent catering service company, and we've been very pleased to have

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many years of collaboration with them. And so we've just found where, you know, it's to our benefit it's our clients benefit to really provide a full arsenal of services, where they can come and really feel that we're not just kind of, you know, going

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through the motions of doing an event, but we're more than just venue sales we really do take that time and initiative to help our clients and walk them through the event planning process.

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Awesome. Nicole thank you so much really great like I said I learned a lot. Just listening to you and your presentation, we always say our city is rich with really unique spaces for our customers to take advantage of, and the New York Academy of Medicine

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is definitely one of them so thank you so very much. We appreciate you and all that you're doing. Thank you. Oh yeah, thank you. And then our last question here is for Andrew with the Tito hotel Andrew actually got the question from two different people

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very similar so we'll get this to you from a customer, and from NYC and company board member mike guaranteed Oh asking the same question. So, always love when a board member is on our calls.

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Traditionally NYC is known as one of the more expensive places to source because catering costs are so high. Can you accommodate healthcare companies compliant meetings, and if so, how so great question from, from our folks there, Andrew, you know, top

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of mind of a lot of our customers. Please take it away thanks easy. Yeah, sure. No, thank you. Jerry and thank you to Mike for the question it's one that we we receive often because New York City historically has had the impression that it's too It's

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too costly to do business and catering costs, bringing a large amount of your program budget so, especially with some of the newer hotels like TWA and other venues across the city like to tackle this question in two parts of one, especially if you have

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a conference that's driven by attendance, that bolsters your budget, you'll find that just sourcing New York City alone is going to elevate an increased number of attendees that will come to your conference by up to 15%, and that's been proven by some

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really great research so we always like to boast that we are a top tier destination for reason, but specific to TWA, we can accommodate HTTP compliant and sunshine act compliant pricing, because of the nature of some of our labor agreements and the food

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costs were able to deliver on a bottom line standpoint we can really be flexible especially all times of year not just kind of your January February november december dates, but really across all 12 months, be flexible without passing on exorbitant room

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rental costs and that's a result of having a really great staff that understands the nuances of how to deliver a terrific product at a at a reduced price point, but not reducing that amount of services so ultimately when your clients are sourcing pharmaceutical

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and medical device programs to TWA, you'll have a larger portion of your budget leftover to spend, so your attendees can really remember the destinations spend on that speaker and make that big ass go to a terrific off site, then you have to really experience

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the city all in one so by sourcing our hotel in a market like TWA where you're connected to the airport, you don't have ground transportation costs and we can help you out with your compliance from your per head meal accommodation so I think that answers,

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a couple questions in one and thank you so much for the question Mike appreciate that. Absolutely Andy thanks for the answer you hit on two great things attendance driving and driving attendance no one does it better than New York City, of course, and

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then flexibility. It's all about customers and our partners and our hotels and our venues working together in order to get that that goal so thank you so we are at a time right now so I really want to thank all of you again for joining us this afternoon.

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We know how busy everyone is, and we know do definitely appreciate everyone's time our customers, and all of our members for being with us today. If you have any further questions or would like to discuss topics offline, our teams information is listed

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here, please don't hesitate to reach out, that's what we're here for. Don't forget that our next topic in our meeting webinar series will be on Thursday March 18 at 2pm.

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Our topic.

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A big moment for tech meetings will include spotlighting additional partners during this session. So for anyone who has registered for today's series, you'll receive a link to register for the next session so please keep a lookout for that.

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Additionally, these webinars, have been recorded, and this one has been recorded today, I will be featured on nyc.com slash webinars on our website so take a look at those.

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So again, thank you for your support and allowing us to send you off with a little inspiration from our all in NYC campaign and have a great afternoon everyone and thank you again for joining us.