

AlliedPRA: Larger company, smaller name

Earlier this month, AlliedPRA and its acquired offices of DSC, Briggs and Destination Nashville came together as the unified brand PRA.

PRA marks this next chapter of a sector-changing growth story as a business event management firm, working in all major destinations in North America, and beyond. PRA, an industry-leading brand built over decades, will continue to deliver proven core services with values rooted in humility, intensity and ownership.

The rebrand to PRA comes after a busy couple of years for the company, including the acquisition of DSC, based in Colorado; Briggs, based in New York; and Destination Nashville, based in Tennessee; as well as its own acquisition by blue chip private equity firm, CI Capital, alongside PRA's management. Additional acquisitions and other growth initiatives are anticipated in the months ahead.

"PRA has a 40-year running start in driving positive change in our sector. We have achieved so much, and we are just getting started on an incredible journey ahead," said Tony Lorenz, CMM, chief executive officer, PRA.

"The passion of our people, the power of our reach, and the authentic, open partnerships we share with our clients, partners, and each other, all come together to deliver on our core purpose at PRA — to deliver experiences that move hearts, minds and businesses forward," said Laurie Knapp, EVP, Global Sales & Marketing. "Building on the legacy of the founders of organizations now united under one brand, PRA represents the values and identity shared across our entire business: Passion. Reach. Authenticity. PRA shares energy and creativity with our clients, partners, and each other."

Focus on geographic reach comes as a result of PRA's accelerating entry into new markets and expanding service offerings. PRA's new tagline, "Experience Anywhere," reflects the capacity to deliver event solutions anywhere in the world. ☀

> Booth C2439

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Tips to staying healthy at home and on the road

It's hard enough to stay healthy in our day-to-day lives; it's even harder when we're traveling. Travel Balance Chief Balancing Officer John Ayo learned that lesson the hard way, after years of encountering sickness and low energy levels during his work travels.

In yesterday's Inspiration Hub session, "Inside Secrets to Staying Energized and Healthy When You Travel," Ayo shared his tips on keeping a healthy balance at home and while you're on the road, culminated from years of studying natural health and applying the practices to his own life.

The audience chimed in with the biggest challenges they face regarding health and traveling, with sleep and food topping off the list. Ayo presented his tried-and-true solutions to those and other roadblocks to staying healthy on the road.

The first step to staying healthy away from home is all about getting to your destination in a healthy way, he said. That can include everything from packing a "just in case" kit packed with emergency supplements, medicines and oils to opting out of radiation scans at airports to reduce your exposure.

It's also just as important to focus on your health when you arrive. "Get local quick," he said. "Update to the local time and start to shift your thinking. Keep yourself awake until 9 p.m., even if you've had

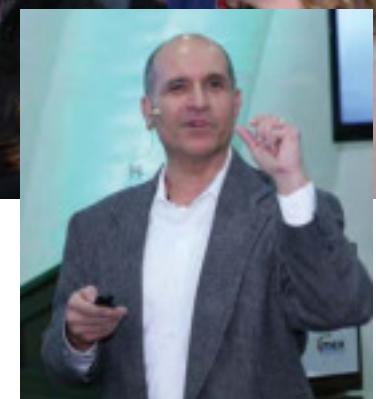


Attendees learn to focus on their health with tips from John Ayo of Travel Balance.

an international flight, or you'll throw off your internal clock."

And don't forget to keep a healthy balance with what you're putting into your body. "When you're traveling, don't miss out on the cultural experiences, but be mindful of your choices," he said. "Certain foods can interfere with your digestion and cause problems. Eat your fruits first, drink water before your meals, not with them, and try to work in an after-dinner walk."

He also focused on something we're constantly exposed to but don't always think about: electromagnetic frequencies (EMFs), which affect your brain waves and, in turn, your sleep. "Using your phone as an alarm clock? Put it in airplane mode and move it away from you," he suggested.



Ayo challenged the crowd to pick their favorite tip from the session, and to start putting it in action before their next trip. Attendee Noelene Power with Tough Mudder tries to live a healthy lifestyle, so she's already putting many of Ayo's tips into action.

"I use essential oils and try to get out in nature whenever I'm out on the road, but I've definitely learned a few new things, like putting chia seeds in water [to help conserve water within the body, according to Ayo]," she said. "It's all about striking that right balance." ☀

Carina Bauer honored with leadership award

Carina Bauer, CEO of the IMEX Group, has been presented with the Leadership Award in Collaboration by the Timothy S.Y. Lam Foundation (TSYLF) at the annual Spirit of Hospitality Rockin' Celebration Awards.

The presentation was made by Julius Solaris, editor of EventMB (Event Manager Blog) at the awards dinner at the Four Seasons Hotel in Las Vegas just before IMEX America 2018.

The Spirit of Hospitality Awards are presented to those in the community that make significant contributions to the hospitality industry. Each awardee is currently or has recently been in leadership roles in the hospitality organizations that drive our industry. Their dedication and passion are shining examples of the hospitality industry.

Bauer has been recognized with the Leadership Award in Collaboration category for her leadership within the hospitality community towards building relationships that benefit all sectors of the industry.

"It's a great honor to be recognized

by the Spirit of Hospitality Awards and I was especially honored to receive the Leadership Award in Collaboration, as this is one of our core values and is a part of the DNA of IMEX," Bauer said. "Whether it's collaborating with partners across the world or fostering connections within the industry through IMEX shows, collaboration is at our heart. I was delighted to accept this award on behalf of the entire IMEX team."

The Timothy S.Y. Lam Foundation (TSYLF) is a 501(c)(3) private foundation established in 2012 to honor the legacy of Timothy S.Y. Lam by supporting the professional development and academic advancement of the hospitality industry. The mission of TSYLF is to support research, education and training within the hospitality industry by bestowing scholarships and grants to those seeking careers or advancement in the hospitality industry; funding education programs that promote the hospitality industry; and awarding research grants to those interested in blending academia with practical industry know-how.



Julius Solaris presents the Leadership Award in Collaboration to Carina Bauer.

For more information on scholarship and grant opportunities visit timothysylam.org. ☀