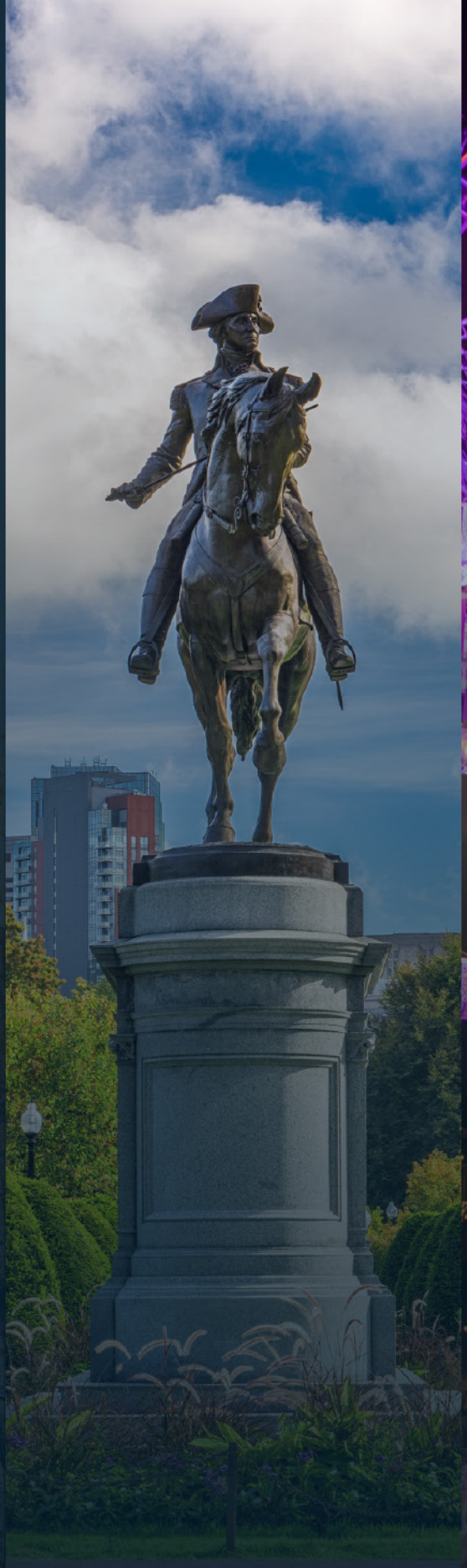
CORINTHIAN EVENTS

# THE COLUMN

VOLUME 02 OCTOBER 2021



DMC NETWORK NEW ENGLAND

# CORINTHIAN

Co·rin·thi·an | ke-rin(t)-the-en

The Corinthian Order is the last developed of the three principal classical orders of ancient Greek and Roman architecture. Corinthian columns are the most ornate, slender, and sleek of the three Greek orders. They are distinguished by a decorative, bell-shaped capital with volutes, two rows of acanthus leaves, and an elaborate cornice.

www.aoc.gov

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The name **Corinthian Events** is born from the ornate, meticulous, and elaborate design of classical architecture – supporting every ounce of your expectations with precision and style.

At Corinthian Events, we are the Maestros of the Gathering, orchestrating and conducting events, harmonizing like the finest symphony; executing with clear melodies, decisive tempos, and critical listening — shaping every note of your event masterpiece.

CORINTHIAN EVENTS | NEWPORT HOSPITALITY | DMC NETWORK NEW ENGLAND

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SEPTEMBER
DMC NETWORK
NEW ENGLAND

CORINTHIAN EVENTS MONTHLY EVENT

# MENU

SEPTEMBER 2021

## OPEN DAILY

MONDAY-SUNDAY

## MONTHLY STAPLES

### GOLF OUTINGS

Hit the links with friends & co-workers. From pregame meals to post event gatherings, we can help plan it all.

### SUNSET CRUISE

Sunset cruise on the Boston Harbor. Not ready to say goodbye to summer? Neither are we.

### SEA THE SIGHTS

Experience the city from the Boston Harbor. Learn to take the helm on small sailing vessels, or sit back and enjoy a tour.

## HOUSE SPECIALS

### END OF SUMMER GATHERINGS

Cookouts? Lawn games? Fireworks? An end-of-summer corporate retreat? We've got you covered, rain or shine!

### OYSTER SHUCKING DEMO AT ROW 34

Enjoy some freshly shucked oysters at Row 34 - Call us today about renting a private area and private demo for your group!

### A DAY AT FENWAY PARK

Gear up for the playoffs with a day at one of the most famous ballparks in the country. Take few sings in the batting cages!

### ROWING ON THE CHARLES

No better time to enjoy the Charles River than the end of summer. Launch on a 2.5 mile paddle with a pro guide.

## ADVENTUROUS

### BIKER BAR ESCORT & EXPERIENCE

For your next corporate event, imagine renting out an entire biker bar. Now imagine a biker escort to and from. Let's do it.

### CORPORATE GOLF TOURNAMENT

Shotgun tee times, perfect (enjoyable + fair) pairings, transportation, signage, registration, rentals - the works

### BIKE & BREW

Road bikes this time. Tour the scenic and historic city of Boston by bike. Afterwards, stop by the Harpoon Brewery.

# WHAT'S POPPIN' WITH PERRY

*Curated Event & Design Trends by Perry Burnham*

SEPTEMBER 1, 2021

EVENT TREND

## CHIC CHARCUTERIE

*We used this trend last week!*

Everybody loves the diverse flavors and beautiful look of a grazing board, but this year we have seen it transform into individual grazing boxes/plates. We have done mailings of personal charcuterie boxes to send to guests who are attending from home, and can incorporate personal sized passed grazing plates at your next in person event! Bonus points if you include a gluten free, dairy free, or vegan option.

DESIGN FAD

## ECLECTIC COLOR COMBOS

After a year of being inside, almost anything goes in 2021. Breaks from tradition are encouraged! We are seeing an influx of color combinations – neons standing with neutrals, foes in the color wheel clashing in harmony, and unique pops of bright and cheerful colors painting the scene for gatherings and get-togethers all year long.

*From last week!*

BUZZING IN BOSTON

## THE TALL SHIP

It's been a long time coming for this floating restaurant that opened in East Boston this summer. We first heard talk of 'Tall Ship' in 2019 – since its grand opening in June of this year it has been the Buzz of the town! The 245-foot ship features a grand mast surrounded by custom built mahogany bars and boasts a stunning raw bar, a small selection of sushi, and... ...you guessed it... Charcuterie! Call us today!

# BI-WEEKLY CHECK IN: STATE OF EVENTS

*Compliation of Event-Related News & Resources*

**SEPTEMBER 8, 2021**

PARTYSLATE

## CONVEY YOUR COMFORT LEVEL IN COLOR

Making guests feel comfortable at in-person events is a top priority these days, as getting together in groups of people after a year of social distancing can be daunting for anyone. Everyone has a different comfort level – even with the simple things! Are you ok with handshakes? Would you prefer the "elbow bump"? Try using color-indicators to let your guests express their comfort level and indicate their social distancing expectations the moment they walk in the door. Read more §

BIZBASH

## CREATING SAFE CHECK-IN AREAS

Tips to eliminate one of the biggest pain points of in-person events!

INCENTIVE RESEARCH FOUNDATION

## COVID-FREE EVENTS: PROTOCOLS

Health & Safety Protocols lead to COVID-free events. Read more!

MEETINGSNET

## THE VIRTUAL EVENT TIPPING POINT

Four critical factors driving digital meetings forward.

SIGNATURE BOSTON

## POST COVID-19 LESSONS

Post-COVID-19 lessons from the Heart Rhythm Society annual meeting.

# STAFF SPOTLIGHT: JENNI LOGAN

*Director of Client Services*

**8 YEARS @ CE | EVENT SUPERPOWER:** ***F&B EXTRAORDINAIRE!***


INTERVIEW & WRITE-UP BY:
*Perry Burnham & Colby Wilkens*


## Q: What made you want to get into the events industry – how did you get here?

Growing up, I had always dreamt of being a wedding planner. In college, I was lucky enough to land an incredible co-op working for a high-end event designer in Boston during my senior year. I stayed there for a few years, then moved to Chicago for a bit and got into marketing, but missed Boston, so I moved back here. When I returned to Boston, I learned the ins and outs of planning weddings, Bar/Bat Mitzvahs and corporate meetings by working in a boutique hotel and then a top catering company for a few years. After about 6 years, I was needing a break, so I took a year sabbatical and worked on a dairy farm for a year as a cheese maker *(see more about this in my bio!).* After my time on the farm, I returned to Boston and was working as a freelance planner for a friend who connected me to Courtney– which is ultimately what landed me at Corinthian.

***Did You Know?*** **Jenni took a year-long sabbatical from events to work as a cheese maker on a dairy farm!**

## Q: What is your favorite part about working for Corinthian Events?

As you can see above, I've worked for many employers in a few different cities and what I love most about working for Corinthian is that Jill and Courtney 100% live up to their values and practice what they preach. We are treated so well at Corinthian with kindness and respect and the partners give us incredible amounts of latitude and trust. It's also a really fun place to work! While it's not brain surgery, what we do is sometimes incredibly stressful and I know that I can always count on my colleagues who have over time become good friends to make my day or night better. I truly do feel so lucky to be working at Corinthian.

## Q: What is your relationship to Boston? Are you from here? How did you end up building your career here?

I'm originally from Cincinnati, Ohio, moved to Boston in '97 for undergrad studies at Northeastern University and then lived in Chicago for a few years, but really missed the East Coast. I moved back to Boston in 2006 and I've been here ever since!

## Q: What do you consider to be the best view of Boston?

"The best view of Boston for me would be when you're out in the Boston Harbor enjoying a day on the water on a gorgeous boat like the Valiant and at the end of the trip, you return to the wharf when the sun is setting over the city. It's pretty magical and truly makes you appreciate what an incredible city and skyline we have here." – Jenni Logan

## Q: What is the best piece of advice you've ever received?

Easy - "Never stop learning." I went back to graduate school in my 30s just for 'fun' and it was an incredible experience for me. Learning and being open to new experiences is vital in our industry. While the last year and a half have been so hard for all of us for different reasons, I feel especially grateful that we were given the space, time and trust to shift our focus to virtual events. While it was scary to learn a new skill virtually overnight, I gained so much knowledge and continue to learn more every day.

## Q: What is your "dream event" – an event you have always wanted to execute given the opportunity:

I always had a 'bucket list' of venues that I'd like to plan an event at – one that was always near the top was any of the Newport Mansions. Finally, the right client came along and asked us to manage their gala at Rose Cliff- which is unbelievable on its own. It was an absolutely stunning dinner that embodied the Venetian theme of the 'Ball of the Century.' It was an incredibly special evening I will never forget.

# WHAT'S POPPIN' WITH PERRY

*Curated Event & Design Trends by Perry Burnham*

SEPTEMBER 15, 2021

RISING VIRTUALLY

## THE GREAT ESCAPE

One of the most common worries in this new "virtual world" is that your team's communication will suffer as they work remotely. Stimulate collaboration and team-strategy with an interactive virtual escape room. Participants will be required to delegate and communicate effectively in order to solve puzzles within an allotted time frame. Have a large group? Not to worry – this can be done for groups of 15 to 500!

BUZZING IN BOSTON

## OMNI SEAPORT

The day has finally arrived! The 1,054 room Omni Boston has opened its doors! This property boasts the largest ballroom in Boston – the Ensemble Ballroom. The space can seat up to 2,149 guests with standard social distancing in its over 25 thousand square foot space. This new venue is sure to be popular for events, meetings, and all types of gatherings, so be sure to contact us today to start planning before the rush.

EVENT TREND

## LOOKING UP

*from an awards gala last week!*

Draw the eyes upwards at your next in-person event with creative ceiling decorations. This can be accomplished with a budget that allows for hanging thousands of flower stems from the ceiling or maybe just using uplights to cast the shadows of some textured flora & fauna above! When it comes to memorable events, thoughtful design is key – we make that a specialty at Corinthian Events!

# BI-WEEKLY CHECK IN: STATE OF EVENTS

*Compliation of Event-Related News & Resources*

**SEPTEMBER 23, 2021**

IVENT

## CREATING MORE SUSTAINABLE VIRTUAL EVENTS

Virtual events are 66 times less harmful to the environment compared to the average one-day physical event – that is in terms of CO2 emissions. Virtual events, however, are still not 100% sustainable, but they can be! This article details 7 ways to reduce your virtual events environmental impact; from being mindful of your computer's emissions to using an environmentally friendly web browser.

Read more §

SIGNATURE BOSTON

## BOSTON IS READY TO HOST

12 reasons why the city of Boston is ready to host your next event.

BIZBASH

## VACCINATIONS & EVENTS

Should proof of vaccination be required to attend in-person events?

PARTYSLATE

## COVID TESTING AT EVENTS

Key takeaways about COVID testing & screening protocols onsite.

BOSTON.COM

## PROOF OF VACCINE IN BOSTON

Charlie Baker is looking for a ' more universal' way to prove vaccinations.

DMC NETWORK
NEW ENGLAND

CORINTHIAN EVENTS MONTHLY EVENT

# MENU

OCTOBER 2021

## OPEN DAILY

MONDAY-SUNDAY

## MONTHLY STAPLES

### PUMPKIN (AND APPLE) PICKING

It is that time of year again... pumpkin season. And pumpkin carving season. And apple season. And apple pie season.

### LOBSTER BOATING

Get out on the water, enjoy the scenic views, and experience a unique adventure aboard a New England lobster boat!

### SEA THE SIGHTS

Experience the city from the Boston Harbor. Learn to take the helm on small sailing vessels, or sit back and enjoy a tour.

## HOUSE SPECIALS

### MINI-CONCERTS / FESTIVALS

Music? Food? Dancing? A fall kick-off corporate retreat? We've got you covered, rain or shine!

### OYSTER SHUCKING DEMO AT ROW 34

Enjoy some freshly shucked oysters at Row 34 - Call us today about renting a private area and private demo for your group!

### VIRTUAL GOLF

There are only four weekends in October, and counting on clear weather might be too much of a gamble. We have you covered.

### ROWING ON THE CHARLES

No better time to enjoy the Charles River than the end of summer. Launch on a 2.5 mile paddle with a pro guide.

## ADVENTUROUS

### BULLSEYE! AXE THROWING TOURNAMENT

For your next corporate event, blow off some steam with an axe throwing tournament -- indoor and outdoor options!

### CORPORATE GOLF TOURNAMENT

Shotgun tee times, perfect (enjoyable + fair) pairings, transportation, signage, registration, rentals - the works

### BIKE & BREW

Fall bike tours! Tour the scenic and historic city of Boston by bike. Afterwards, stop by the Harpoon Brewery.

# WHAT'S POPPIN' WITH PERRY

*Curated Event & Design Trends by Perry Burnham*

OCTOBER 5, 2021

EVENT TREND

## WELLNESS

Incorporating wellness and heath into events has been gaining in popularity for years, and in the aftermath of the pandemic, events are being pushed outdoors more than ever before.

We can draw inspiration from Hulu's 'Nine Perfect Strangers' Activation last week in the middle of a bustling shopping mall. The pop-up features aura reading, an enchanting green "garden" where guests could write down their intentions, and an on-site specialist there to teach guests proper posture to help reduce stress.

We love incorporating morning wellness activities like yoga and meditation into our meeting planning, and adding healthy breakfasts and "brain food" snack times for guests throughout the day is a must. For the rest of 2021, be sure to consider the health of your guests and incorporate wellness initiatives into all of your events, meetings, and gatherings!

DESIGN FAD

## FRUITY CENTERPIECES

With fall in the air, we are switching gears and dreaming up harvest-themed tablescapes in our future! Now, "fall colors" does not mean that everything has to be orange and brown. Mixing whole fruits or vegetables into your design is a great way to incorporate natural colors and textures without having to rely heavily on florals. If flora and fauna are a must in your design – we suggest adding in some greenery or a few bud vases to take the fruity centerpieces to the next level. Enhance the elegance in this design with some candles of varying heights. Fall is a great time to experiment, so let loose!

# BI-WEEKLY CHECK IN: STATE OF EVENTS

*Compliation of Event-Related News & Resources*

**OCTOBER 7, 2021**

IVENT

## BOSTON DESIGN WEEK 2021

Boston Design Week 2021 Kicked off last Tuesday, September 28th. This year, Boston Design Week takes place in autumn and spans over the course of three weeks with more than fifty public events showcasing exquisite works in architecture and interior design. Some activities include one of CE's favorite historic design tours of a Beacon Hill home, a Plein Air Painting in the Public Garden on September 29th, and an open studio at Artists for Humanity.Check out more on Boston Design! Read more §

BUSINESS INSIDER

## NAVIGATING THE FLOWER SHORTAGE

Be prepared for substitutions in your floral designs as florists are fighting over products as they work to navigate an explosion in weddings and events across the country.

CORPORATE EVENT NEWS

## PACK YOUR PATIENCE

Just like you'll need to show compassion for our florists, make sure to empathize with everyone in the hospitality industry. From Uber drivers to airlines to restaurants to venue services, remember to "Pack your patience and realize that everyone, and I mean everyone, is doing the best they can in a challenging environment." - *Rachel Wimberly*

NORTHSTAR MEETINGS GROUP

## RESTRICTIONS UPDATE: TRAVEL & INTERNATIONAL GATHERINGS

Roundup of what is happening around the globe - from easing restrictions to new lockdowns.

# *The Iconic* BOSTON MARATHON

*After nearly 30 months, the Boston Marathon returns as a live event with in-person spectators, families, & fans.*

The 125th Boston Marathon is Monday, October 11th. Looking for the exact start time? Check out this interactive countdown clock! While all of us are exstatic to have a "MarMon" (Marathon Monday) back in the city of Boston, things are going to look a little different this year.

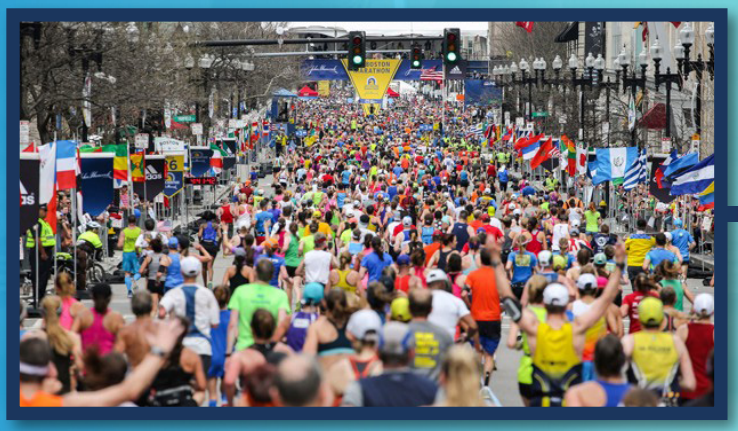
For starters, make sure you mask up. As has been the case for most indoor spaces around the city since September, masks will be required at all locations at this year's Boston Marathon. Spectators are also encouraged to practice social distancing where possible, and all attendees are required to leave their bags at home (leave yourself at home, too, if you are feeling under the weather).

If you're wondering when to catch the action at the finish line, the Boston Athletic Association has estimated the best time to arrive for each of the major groups:

| LIVE RACE ON OCTOBER 11 | SUGGESTED ARRIVAL TO BOYLSTON STREET FINISH LINE |
|---|---|
| LEAD WHEELCHAIR (M) | 9:22 AM |
| LEAD WHEELCHAIR (W) | 9:35 AM |
| LEAD OPEN (M) | 10:45 AM |
| LEAD OPEN (W) | 11:08 AM |

The past two Patriot's Days have been eerily quiet in Boston - no masses of competitors, no crowds, and no spectators. Traditionally, Marathon Monday occurs on the third Monday of every April. And when we say "traditionally," what we mean is "on the third Monday of every April since 1897."

This year - for the very first time - the world's oldest marathon will be taking place in the Fall. A silver lining to the season change may be that local runners were able to train through the summer rather than in the cold winter months, so we consider that a win!



Squeezing a marathon in during the pandemic comes with other restrictions, including race size. Outside of the virtual component, this will be the smallest Boston Marathon since at least 2005, featuring about two-thirds of the marathon's usual 30,000 participants. Capping the race at 20k participants was one of many COVID precautions taken by the city, state, and the BAA.

**PHOTO CREDIT: BOSTON HERALD, BOSTON.COM, BOSTON GLOBE, RUNNERSWORLD**

# WHAT'S POPPIN' WITH PERRY

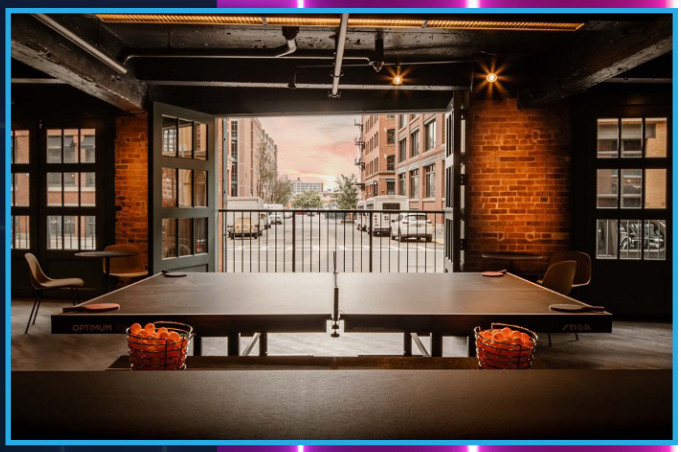
*Curated Event & Design Trends by Perry Burnham*

OCTOBER 13, 2021

BUZZING IN BOSTON

## SPIN - LET'S PLAY PING PONG!

The founders of Spin believe in uniting diverse groups over the game of ping pong. In 2019, this New-York based brand launched an outpost set to open on Melcher Street in Boston. Spin venue features the ability to configure 14 or 20 Ping Pong tables, onsite catering & AV, a full-service bar and an array of Instagramable moments including a bathtub filled with ping pong balls. We cannot wait to get into this space when it opens this month! See you there!



DESIGN FAD

## 80s & 90s THEMES

The 80s and 90s evoke feelings of normalcy and "the good old days" for many of us. Back when jeans we're comfort clothes and candy was pocket change. We're seeing decade themed events move away from the "roaring 20s" and into the rad and totally animated 80s and 90s. In events this means color-filled celebrations with pop-art throwbacks. Think neon colors, roller blading, Dance Dance Revolution, and flip phones.

EVENT TREND

## SPECIALTY COCKTAILS

Speciality cocktails aren't just for weddings. Our clients are moving away from full bar offerings and towards a beer and wine selection with a few specialty cocktails. Serve these up in a unique colorful or textured glass and top with a photo-worthy garnish and you'll have everyone ordering "whatever she's having!"

# BI-WEEKLY CHECK IN: STATE OF EVENTS

*Compliation of Event-Related News & Resources*

**OCTOBER 20, 2021**

NBC BOSTON

## TD GARDEN PROOF OF VACCINATION RULE

Anyone 12 and older going to TD Garden for any event will need to show proof they are fully vaccinated or recently tested negative for Covid. Everyone at least 3 years old will need to continue wearing a mask, following a city of Boston public health order. This mandate went into effect on Thursday, September 30th when the Bruins had their first home preseason game.

CBS BOSTON

## MA RANKED SECOND-SAFEST STATE DURING COVID PANDEMIC

Scores were based on rates of COVID-19 transmission, positive testing, hospitalizations and death, and the share of the eligible population getting vaccinated.

MASS.GOV

## BOOSTER SHOT ROLLOUT IN MA

People 65 and older as well as adults between 18 and older who have underlying conditions are eligible for booster shots in MA. Find out more about your eligibility by following the link!

NBC BOSTON

## ADVICE FOR TRAVEL BY AIR

Major US airlines are increasingly mandating COVID-19 vaccines for employees, but it's not yet required of passengers. The doctor's safety advice is simple: wear a mask. Read more tips on NBC Boston.

CORINTHIAN EVENTS | NEWPORT HOSPITALITY | DMC NETWORK NEW ENGLAND

ABOUT US

# LOVE IT. OWN IT.

Our mantra at Corinthian Events is long, but it is also simple, purposeful, & important:

***Love it. Do the right thing. Play nice. Own it. Be Smart.***

Our team is dedicated to helping you design, plan, and execute your next event, and we take our mantra with us every step of the way. For more information on how we can help you with your next event, meeting, or gathering, contact us today.

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