

Joel Zeff Wows PAMPI *by Lisa DiRenzo*

Supply And Demand (MPI Philadelphia Chapter Newsletter)

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"Ta Da" exclaimed Joel Zeff, dynamic and motivational speaker, as he began his presentation on "Communication and Creativity" at the November PAMPI monthly meeting.

This monthly meeting held at the Pennsylvania Convention Center and sponsored by the Ocean City Convention and Visitors Bureau, opened with comments from PAMPI Board Members followed by an invigorating presentation by Joel Zeff.

Judy Flanagan, CMP, CMM, PAMPI President, opened with an introduction of Charlie Moore, CMP, Senior Sales Manager, Pennsylvania Convention Center. Charlie thanked PAMPI's "Convention Center friends". One "friend" specifically recognized was Joyce Harding, Director of Sales for Aramark, at the Pennsylvania Convention Center. Ron Davis, Senior Vice President of Sales and Customer Relations at the Pennsylvania Convention Center thanked his Sales and Marketing Service Team for their efforts in working with PAMPI.

Judy Flanagan provided additional recognition to Michele Redrow, President of Carson Group International and PAMPI Board Member, as recipient of the monthly Star Award, which highlights an individual's efforts to PAMPI.

After wrapping up announcements and recognition's, the audience participated in the "Communication and Creativity" workshop with sounds of laughter and enjoyment. This workshop focused on positive support, teamwork, risk taking and attention to detail and having fun. As Joel Zeff led the audience saying "hey bunny bunny" many participants were shy,

pessimistic and uncertain. However, as each individual looked at each other, making bunny ears with the repetitious sound of the words "hey bunny bunny" the crowd began to communicate and have fun regardless of this different behavior.

According to Joel Zeff, the purpose for the "hey bunny bunny" exercise was to point out that as "stress decreases fun increases and vice versa." As a result, many meeting participants were more than happy to participate in three different exercises where they took a road trip, acted as puppets and named locations, occupations and objects through communication consisting of "jibber jabber" and body language.

The road trip group acted out riding on a bus, with Jeffrey Miller, President, Jeffrey A. Miller Catering Company, as driver. Each rider assigned himself/herself emotions of anger, fear, happiness and love. As one rider hopped on the bus all other riders acted out his/her particular emotion. From happy to angry and all in between this group grasped the concept of giving each other the opportunity to communicate, through Joel Zeff's facilitation, as the audience gave positive support with clapping and laughter.

In the puppet/puppeteer exercise, two pairs of volunteers acted as either the puppet or puppeteer. Cassandra Hayes, Owner of Bo-Dacious Baskets, was the boss of a lumberjack Julia Clements, Gray Consulting International Meetings & Incentives, who maneuvered her as she wished. After about five minutes of her demands, Cassandra soon learned that she and her partner worked better when there was flexibility to change, support, patience and risk taking, which she learned through this exercise.

One key lesson, with the lumberjack and his boss is everyone needs to be a leader and take initiative. "Most importantly is your individual choice about what you do," said Zeff.

Lastly, another group of PAMPI Members communicated the location of a roller coaster, the occupation of a deep-sea diver and the object of a marshmallow. These participants, including P.J. Gonzales, CHSP, CMP, Hilton Harrisburg & Towers, Vicki Pohl, Culinary Concepts/Park a la Carte, and Peggy Robins of HCT Convention Service Contractors, took turns being coached. Joel Zeff coached the first participant through "jibber jabber" language and visual body language to until she guessed the roller coaster, deep-sea diver and marshmallow in "jibber jabber" language.

This participant coached the next and so on. In the end all participants clearly identified the location, occupation and object in this exercise. The success, brought about through this exercise, resulted from teamwork, attention to details in body language and positive reinforcement from each other and the audience.

"You can create your own stress and relieve it too, said Hayes as she reflected on the "Communication and Creativity" workshop. "I had a great time. It was funny and engaging."