



# INDUSTRY STANDOUTS

These meeting professionals have received accolades from specific segments of the meeting and events industry for their leadership and service.

## SALLY WEBB BERRY, CSEP

CEO, The Special Event Company

Cary, N. C.

35 Years In The Business

### An Extraordinary Global Event Planner

Since forming The Special Event Company (TSEC) in 1987, CEO Sally Webb Berry and her team have received a number of accolades, but this year TSEC



had the special distinction of being named one of the 50 Top Global Event Companies by Special Events Magazine. This annual list distinguishes the leading players in the event management and production industry worldwide.

According to Webb Berry, the honor reflects TSEC's continued growth at local, national, and international levels.

"We are thrilled to join this prestigious industry list," she said. "Our team has worked incredibly hard to strengthen our offerings and produce exceptional meetings and events for our clients. Their dedication and creativity has helped put us where we are now; among the best in the world. I'm very proud of our accomplishments and know that we will continue to excel in delivering outstanding customer service with unique and engaging experiences."

Certified by the Women's Business Enterprise National Council (WBENC), the largest third-party certifier of businesses owned, controlled, and operated by women in the U.S., TSEC averages 75 events per year. Along with headquarters in Cary, N.C. (near Raleigh) and London, TSEC has strategic partnerships in California and Sydney, Australia and co-founded the Special



North Carolina CEO Forum

Event Resources Group (SERG) with Total Event Resources in Chicago to focus on programs and corporations benefitting from its WBENC supplier diversity certification. Additionally, Academic Event Professional (AEP), a leading conference for campus event planners, was conceived and developed by TSEC in 2005.

Over the past three decades, TSEC has produced events in more than 25 countries throughout the U.S., Europe, Africa, South America, the Middle East and Asia.

According to Webb Berry, TSEC produces a wide range of meetings, conferences and live event experiences for technology, pharmaceutical, financial services, media, legal, education, non-profit and athletic organizations, with a focus on branding, which she sees as an increasingly important component

in event design. "The team utilizes the fundamentals of marketing, beginning in the development stage of planning, to effectively communicate brand messaging and create an environment that engages attendees and leaves a positive lasting impression of the brand," she said. "This expertise, in combination with our full-service offerings and vast global experience, positions The Special Event Company for future success and growth in the industry."

While the company has won more than 40 international event management awards, Webb Berry, who had a background in sports public relations and marketing before founding TSEC, is the recipient of numerous honors. She was named International Event Producer of the Year by *Event Solutions* magazine in 2004, received a Lifetime

Achievement Award from the International Special Events Society (ISES) in 2008, was a winner of *Business Leader Magazine's* Top 50 Women Extraordinaire Award in 2010 and *Special Event Magazine's* Top 25 Greatest Industry Influencers of the past 25 years in 2011. In 2013, she was the recipient of the Special Events Leadership Award for outstanding contributions to the Special Event Industry.

A regular lecturer in event management at conferences around the world, Webb Berry is a founding member and was a former president of the International Special Events Society in the United Kingdom before moving to the US in 2005. She is also a founding board member of Roger Daltrey and Pete Townshend's The Who Cares: Teen Cancer America organization and heads the initiative to bring Teen Cancer facilities to North Carolina. ▶

### Boy Scouts of America National Jamboree



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