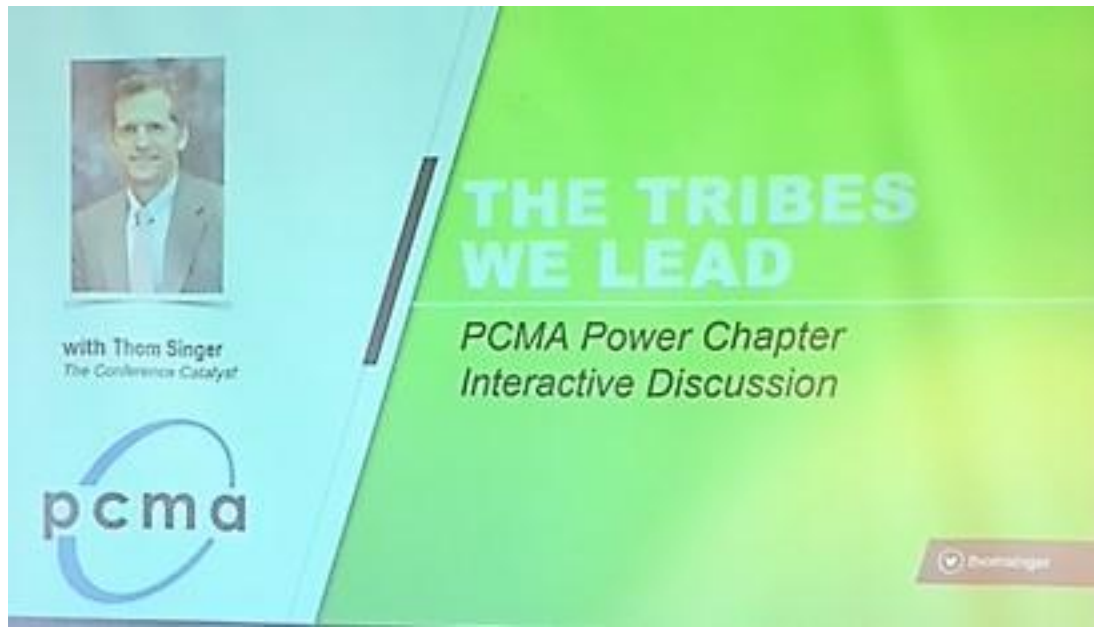


# PCMA November Meeting: The Tribes We Lead



[Thom Singer, CSP](#) is a Conference Catalyst from Austin, Texas. He spoke at the [Sheraton Pittsburgh Hotel at Station Square](#) to about 25 meeting planners and suppliers. Thom mentioned that the presentation was going to be very interactive. This is a program PCMA is doing all over the US and all programs are sponsored by [Tourism Vancouver](#).

He started out with the following TED talk by Seth Godin: [https://youtu.be/V\\_lcweN8TEg](https://youtu.be/V_lcweN8TEg).

[Seth Godin: The Tribes We Lead Part 1](#)

Highlights from Seth's talk

Seth asked, "What do we do for a living?" Creating an idea is about spreading an idea.

In the beginning of the 20<sup>th</sup> century, factories changed us. Then, starting in the 1950s, the TV changed us. Now, it is leadership that is affecting change.

TV advertising acts like a king (push, mass marketing) and pushes average ideas to the masses.

Tribes are leading and connecting people and ideas. Thanks to the Internet, tribes are finding silos of people and connect with them. Seth suggested find something worth changing and spread the idea. You don't need everyone, just 1,000 true believers to affect change.

If you can see the notes and comments of people who are reading the same thing, using collaborative tools like social media, Google Docs, Skype or Office 365, you can build on your ideas and cultivate your tribe. The internet allows people to connect. These individuals want to move things forward and they don't want to be rule followers.

For example, Zappos is not a shoe store. It is a place people connect and show they care about the things they are passionate about.

Seth asked the following three questions:

- Who are you upsetting?
- Who are you connecting to?
- Who are you leading?

You don't need permission to lead, just do it.

Again, Seth stated, leaders:

1. Challenge the status quo
2. Build a culture
3. Are curious
4. Connect people to one another
5. Commit to the cause and tribe

Seth final statement was: **Create a movement.**

### Thom's Take

Thom turned to the audience and said, "live meetings are alive and well. 10 years ago, the meetings industry thought live meetings would go away."

Based on Seth's talk, Thom asked each table to discuss the following two questions:

1. What do we do in the meetings business?
2. How can we create the idea of tribes?

There was a lot of rich discussion at the tables. The following ideas were spun from the discussion:

1. Don't label generations and make general statements. In particular, Millennials don't like to be labeled.

2. Social Media should be used more to promote and allow interaction at events.
3. Women in the industry need to give support to each other. Women need to form a tribe leader who can lead changes within the industry.
4. Room sets need to change. Planners need to take risk.
5. Everyone needs to embrace CSR.
6. Mentorship needs to occur within the industry so younger planners and suppliers know who to look up to for answers to their questions.

The meeting concluded at 2 PM with a tour of the hotel.