

Miami Does Corporate Events With Style & Professionalism

Contributed by Shannon DeFries

The stage is set, crisp linens hug the tables while all of the place settings are in perfect order. Every box, banner, brochure and gift bag are accounted for. The flowers have been freshly cut and arranged. Fresh pâté and shrimp cocktail line the serving platters. The bar is fully stocked and the Cristale is chilling on ice. For many Miami Corporate Event planners and event marketers the scenario above rarely goes off without a hitch. With special events there are infinite details to keep in mind. While most coordinators are under the wire, the stresses of planning can make even the most seasoned of event planning experts buckle under the pressure. Innovation and creativity are raising the caliber for the industry everyday.

In 2006, Meeting Professionals International reported that more than \$122 billion was spent in the U.S. meetings industry. As business networking in today's world is spanning across the globe, corporate event planning continues to evolve. In a world where technology is bypassing personal relationships, seminars, conferences, tradeshow and marketing events are crucial to maintaining grass roots publicity. Today's event marketers and event planners are going for bigger, better and more extravagant. Decision makers are looking for higher returns for their investment and aiming to create a buzz in their industry for distinction. Billions of dollars are spent on premium sponsorships, live entertainers, company branding and ingenious promo gifts which all contribute to making corporate events memorable, but what about the venue? As my friends in the real estate industry say, LOCATION! LOCATION! LOCATION! The city of Miami is no exception when it comes to young and fresh innovation. While areas like South Beach are known for its nightlife and club scene, Miami's business culture has established itself as an international powerhouse for the global economy. Miami's young professionals work hard and play harder. The fact that the peninsula is surrounded by the turquoise waters of Biscayne Bay and a tropical climate year round have given event planners a competitive edge for new venues. A Luxury Yacht Charter is an exclusive venue that many corporate event planners can't offer in landlocked regions. This exceptional venue gives attendees more than just another networking opportunity but a chance to experience the luxury lifestyle first hand. While the venue of a luxury yacht has typically been utilized for special events such as weddings, parties and other holiday or social functions the corporate world is taking advantage as well. For most executives the monotony of boring seminars and conferences held in hotels and resorts makes it difficult to keep that nametag on while green fairways and 18 holes are right out the back door. Event Marketers now have a way to keep their captive audience, well... captive. For a seminar held at sea, attendees don't have much of an option but to sit and listen. Luxury yachts being built today are fully equipped. Salon's and conference rooms with WiFi connections and panoramic views make conducting business along the Atlantic conceivable. These vessels are all business in the front and a party in the back with tenders, jet skis and many other toys to enjoy. The yacht charter appeals to all sorts of industries. Luxury Real Estate Brokers are now able to offer the ultimate promo package for real estate investors by showing pre construction properties in the Bahamas aboard a luxury yacht charter. Fortune 500's have utilized these venues as employee retreats and incentives for their sales teams as well. Whether it's all business or a recreational these magnificent ocean liners have it all. For Miami's Corporate Event Planners a Miami Yacht Charter is one of their best-kept secrets. The majority of crewed yacht charters will manage the events from conception to completion. Companies such as eYachtCharter.com offer versatile fleets of extravagant luxury motor yachts and will coordinate every detail for your event. From the catering and provisioning to the event staff and entertainment a full service yacht charter firm will account for the particulars to ensure your peace of mind. Instead of wasting valuable time and energy on place settings, marketing teams can focus on the event's objective, preparing the guest list and producing intelligent collateral. So if your looking to plan a next generation experience that will set the par for events to come the perfect venue is instrumental. The seamless service of a corporate yacht charter will initiate a phenomenal word of mouth campaign for the sophistication and networking opportunities that your function had to offer. For more information on coordinating a flawless Miami Corporate Event visit <http://www.eyachtcharter.com/>.