

Pull or Push - Working with Multi-Generational Employees and Clients

Debby Cannon, Ph.D., CHE

Director, School of Hospitality
Georgia State University

Today's Meeting Planner has to be more flexible than ever including working with generations from the Mature Adult to Generation Y. This session will explore differences in work values, how career expectations vary and what is expected from a manager or supervisor by each generational group. Traveling preferences are also explored as well as new trends for meetings and conferences as the younger generations gain more purchasing power. The importance of establishing a collaborative working environment will also be discussed for optimal teamwork toward successful meetings and events.