



The Special Event

2011

The event scene was hot in Phoenix during The Special Event, the annual showstopping showcase of education, exhibits and events.

The Arizona event community treats guests to the consummate conference.

1: Native American singer Shelley Morningsong accompanies a dancer at the Gala Celebration.

2: Bridal gowns grace displays at the Wedding Lunch.

3: The exhibit floor explodes with a "flash mob" dance.

4: Dining tables depict Arizona landscapes at the Gala Celebration.

5: SEARCH Foundation chair Joann Roth-Oseary shows off a \$10,000 check from AFR; the annual fundraiser pulls in nearly \$45,000. Photo by Damion Hamilton Photography.

6: Legendary Carabiner founder Leslie Buckland addresses the Masters Summit Brunch.

7: Lena Malouf (left), 2010 winner of the Gala Award for Lifetime Achievement, celebrates with this year's winner, PRA founder Patti Roscoe.

Day One

The Opening General Session looks at the toughest and smartest business decisions made by four event experts, while the Wedding Lunch and Gallery showcases showstopping wedding design.

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1: The group Vocal Synergy from Bollotta Entertainment gets the Opening General Session jumping. **2, 4:** Stunning wedding settings are on display at the Wedding Lunch and Gallery. **3, 6:** Guests dine, dance and party the night away at "Desertopia," the annual Welcome Event co-sponsored by NACE at the Arizona Grand Resort. **5:** Wedding expert Sasha Souza shares her favorite wedding products—from custom shoes for the bride to computerized color-matching programs—at the Wedding Lunch. **7, 8:** The band Club 90 from Innovative Entertainment brings the '90s back at the NACE event, and the crowd approves.



5: Performance company Automatic Response heats up the Gala Celebration. **6:** Eight different table designs represent the range of Arizona landscapes at the Gala Celebration. Here, a vision of the red rock formations of Sedona. **7:** Group publisher Melissa Fromento, group show director Zari Stahl and conference manager Tara Melingonis (from left) share the fun at the after-party.