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**metroConnections**  
conferences events production transportation



## **metroConnections CMO Tom McCulloch to Speak on National Stage at The Special Event in January**

*McCulloch will represent metroConnections at the event industry's largest annual tradeshow with more than 5,000 attendees*

**MINNEAPOLIS (Dec. 13, 2017)** – [metroConnections](#) is pleased to announce that Chief Marketing Officer and owner, Tom McCulloch, will be speaking at The Special Event (TSE), the largest tradeshow and conference for event professionals, on opening day of the show, January 30, 2018. He will be presenting on the topic of being an [influencer versus a decision maker](#) on the national stage at the Ernest N. Morial Convention Center in New Orleans, Louisiana.

TSE is the world's largest tradeshow and conference for event professionals including: event planners, wedding planners, corporate event planners, caterers, event product and service providers, and event production companies. Each year, more than 5,000 professional attendees attend TSE's renowned education program featuring more than 100 individual sessions.

"I'm thrilled to bring a message I've been speaking and writing about for much of this year to the national stage at The Special Event, and share my opinions and advice with hundreds of event professionals for them to up their game at work," says Tom McCulloch, chief marketing officer and owner, metroConnections. "It will be a great way to encourage and advise the next generation of event professionals."

McCulloch has been with metroConnections for nearly 20 years, and as chief marketing officer is responsible for strategic marketing and sales oversight. He has been a featured speaker and contributor for many conferences and publications, including Special Events Magazine, Exhibitor Online and Midwest Meetings.

McCulloch's session, "'Wear Pink Underwear' and Five Other Tips to Move From Being an Event Influencer to Event Decision-Maker" will take place on Tuesday, January 30, 2017 from 9:45 a.m. – 11:15 a.m. Industry professionals can still register for TSE at <http://www.thespecialeventshow.com/>.

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**About metroConnections**

Since 1984, metroConnections has provided complete conference, event, stage production and transportation services for meeting and event planners nationwide. The company operates from its headquarters in Minneapolis, Minn. The metroConnections team uses its expertise and resources to specialize in the design and implementation of themed events, stage productions, transportation, tours and conference program logistics and meetings. metroConnections also offers audio/visual and production services and is the creator of Attend-eSource<sup>®</sup>, a web-based solution that includes elements such as online registration and custom-built event websites. For information on planning conferences, events, stage productions, transportation logistics or corporate tours, contact metroConnections at [info@metroconnections.com](mailto:info@metroconnections.com) or visit <http://www.metroconnections.com>.