



Media Contact:
Kathleen McDermott
Vice President of Communications
Global Events Partners
202-775-5800
kathleen_m@globaleventspartners.com

FOR IMMEDIATE RELEASE

**Global Events Partners promotes leading sales veteran to
Vice President of Sales**

Carrie Heiden to serve as national sales executive for Global Events Partners

Washington, D.C. – March 2011 – [Global Events Partners](#) (GEP), the leading partnership of over 65 destination management companies worldwide, promoted from the position of Director of Sales of GEP Washington, to a national role as Vice President of Sales operating out of their Washington, D.C. headquarters. Carrie will be responsible for covering the Mid-Atlantic, Southeast, Southwest and West Coast markets.

Carrie brings more than 15 years of senior-level sales and marketing experience in the meetings, events and tradeshow fields. Prior to her tenure with GEP Washington, a local Destination Management Company (DMC) owned and operated by GEP, she served as a meeting and event professional both in the program development and sales capacity for organizations that included the Association of Airport Executives, webMethods (now Software AG) and Courtesy Associates. The experience exposed her to the creative and logistical aspects of events ranging from product launches and incentives to annual domestic and international meetings for groups in the thousands.

“We’re fortunate to be able to promote first-class executives from within the GEP family. Carrie is a natural fit for her new role and our culture,” states Jim Schultenover, President of GEP. “Through her experience with GEP Washington, she already has a connection with our other partner DMCs around the world. Carrie brings to GEP a wealth of clients and long-standing relationships. We can’t wait to see her apply her expertise and industry knowledge on the global stage. We expect great things from her.”

-continued-

Carrie comments, “I’m thrilled to have the opportunity to offer meeting planners the world of DMCs represented by GEP. We have an unparalleled partnership in the industry, and I am looking forward to working with and further educating our clients on the full range of destination management services our partners can offer them.”

In addition to being a longtime meeting and event professional, Carrie is a lifelong Virginian. She graduated Randolph Macon College in Ashland, Virginia, where she received a B.A. in Art History. She is a member of the Professional Convention Management Association (PCMA) and Meeting Professionals International (MPI). Carrie is on the committee of the Historic Alexandria Foundation, and former chairman of HAF’s Young Collectors Evening. In that role, she applies her professional expertise and art history background to further preservation efforts, and raise money for preservation projects.

Carrie can be contacted at carrie_h@globaleventspartners.com or 202-775-5849.

About Global Events Partners (GEP)

[GEP](#) celebrates 12 years on the leading edge of the DMC industry. Established in 1999, the partnership now includes more than 65 leading destination management companies (DMCs) serving over 92 destinations worldwide. A DMC is a professional services company possessing extensive local knowledge and resources, specializing in the design and execution of group tours, transportation, events, activities and program logistics. GEP partners provide consistently high quality DMC services in the most desirable locations worldwide. Thanks to affiliations with sister company, [Krisam Group](#)—the top independent national sales office for hotels and resorts worldwide—and leading production company [IEP](#), GEP offers a unique "one-stop" solution for corporate meeting planners worldwide. www.globaleventspartners.com.