

IAEE Member Spotlight

Years she's been a member of IAEE: **7**

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Jai currently serves on the **Certified Event Task Force**. She has also been on the **CEM Commission, Committee for Environmentally Responsible Exhibition and Events, Sales Academy Committee, Best Practices for Show Rules and Task Force on Social Media.**



Jai Cole, CEM
Vice President
Plum Communications Inc.

IAEE Members Spotlight on Jai Cole, CEM, Vice President, Plum Communications Inc.

Hometown: Toronto

Education: Seneca College

Years she's been a member of IAEE: 7 years

How did you start your career in the industry?

Similar to many people in the event industry I fell into it. I was assistant sales manager/sales & marketing, in the largest high-end furniture store under one roof in Toronto. My husband, a commercial photographer servicing the event industry, decided to produce an exposition and conference for the creative industry. He said that developing a conference with my sales and marketing experience would be a snap and a good change. The e-magic words were that it would only be part time and I believed him! I think we can all see where that went.

How has IAEE shaped your career?

IAEE provides me with lifelong learning opportunities. IAEE provides me with the opportunity to learn from my peers and to contribute by volunteering on committees. In my position as CEM faculty I enjoy learning and mentoring my students, and sharing in their learning. The best teachers never stop being students! There is camaraderie and sharing of information between seasoned event members and those just entering the industry. IAEE's online chat community MemberLink is a great way to connect. All and all I have benefited greatly from the many facets that IAEE has to offer and applied what I have learned to my work as a show producer.

What advice would you give to a new member?

It has been said time and time again – get involved. As much as you contribute you will get back in spades. Let IAEE help you to positively shape your career as it has mine.

What is one thing most people don't know about you?

Everyone knows me as Jai. When I was starting high school my nickname was "J" and it stuck. I wanted to spell it differently than Jay or Jaye so I chose to spell it Jai. I was on a bus in Florida and they had ads displayed – one was for Jai Alia, and I thought the word "Jai" was pronounced with a "j" and not an "h". This begs the question: What is my real name – drum roll here – Janice! For all of the Janice's out there I still like my given name. Just a small factoid, Jai in Sanskrit means victory. I kind of like that.

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