



ACOM Becomes Event Service Professionals Association

By Matt Alderton
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Effective last month, the Association for Conventions Operation Management (ACOM) has re-branded and re-launched itself as the Event Service Professionals Association (ESPA).

Created in 1988 by William H. Just, ACOM was founded as the first and only association to serve convention services managers. It changed its name to ESPA in order to more accurately reflect the content of its membership, which it said comprises more than just "convention" professionals.

"The new name more accurately embraces the diversity of the roles our members play and their evolving responsibilities in their venues and cities," ESPA President Eric Blanc said in a message that was published on the ESPA website. "Importantly, the new name focuses on our members and their vital contributions, rather than simply referencing their job function as our previous name did."

In addition to its new name, ACOM also has introduced a new ESPA logo, website and mission statement. The logo, which includes an "S" that doubles as an abstract image of a service manager "reaching for the stars and striving for excellence," and the new mission statement — "Dedicated to elevating the event and convention service profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution" — were designed to reinforce the organization's focus on its members.

"Rebranding signals change," Blanc continued. "A new image will cause prospective members and the hospitality industry to take a fresh look at ESPA. To that end, the board of directors and our committees will continue to innovate, develop and manage important programs and initiatives that advance our mission, relevance and success while strengthening our capacity to serve our members' needs and attract new members."

For more information about ESPA, visit its website, www.espaonline.org.

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