



## **FIRE Light Group Launches Wisconsin Meetings and Events, Wisconsin's First Premier Destination Management Company**

**June 9, 2014 Madison, WI** – FIRE Light Group, a veteran in the employee engagement and incentive travel space, announces the launch of Wisconsin Meetings and Events, a Destination Management Company (DMC) specializing in customized itineraries and unique meeting and event experiences for corporations, associations and groups that travel to or plan events in Wisconsin. As a DMC, Wisconsin Meetings and Events (WME) specializes in a wide range of services including venue selection, contract negotiations, management and logistics of transportation and hotel stays, tours and entertainment, themes and décor, event marketing, and onsite support.

“Madison and much of Wisconsin is becoming more recognized as having beautiful venues and resorts, great restaurants and breweries, and an amazing variety of cultural and outdoor activities,” said Sandra Daniel, FIRE Light Group CEO. “We are excited to offer our world-class meeting and event services to the state’s meeting and convention customers.

Wisconsin Meetings and Events has extensive local knowledge, expertise, and resources for creating events and experiences throughout Wisconsin. “We have built and continue to build a strong network of strategic partners who can provide affordable and reliable services that our clients are searching for to make their experience memorable,” said Daniel.

“The Greater Madison Convention and Visitors Bureau is Madison and Dane County’s official Destination Management Organization (DMO) dedicated to creating economic impact by inspiring visitors and events to travel to our destination and serving their needs,” said Deb Archer, President and CEO of GMCVB. “We have successfully expanded the convention and event volume for the destination, resulting in business opportunities such as WME. Having this resource to offer our customers, will enhance our destination.”

WME is a group of employees, most of them native Wisconsinites, who are proud of their state and want to see it become more of a destination. The employees consist of die-hard Packers, Brewers and Badgers fans, outdoor enthusiasts, and global travelers who are serious foodies. Many WME employees grew up spending weekends ‘up North’ or in Door County and are passionate about their beautiful state and proud to help bring it more national and international recognition for all it has to offer.

WME will be co-located with the FIRELight Group offices in the historic Williamson Street neighborhood of Madison. For more information, contact WME at 1-855-WI-MEET.

**About Wisconsin Meetings and Events**

The team at WME are statewide destination experts passionate about creating the most extraordinary event experiences throughout Wisconsin. Drawing from our extensive event planning expertise, utilizing widespread relationships both local and global, and becoming your partner in delivering a full range of services that are customized for your desired outcome, we strive to provide value and success for every event.

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