



Michael Lyons is a Professional Speaker, Actor and Hospitality Industry Consultant. Most recently, he served as Exhibition Director for Reed Exhibitions, the world's largest trade show organizer, responsible for the management of IBTM America, a global exhibition which takes place each June. Mike is a highly respected veteran of the meetings/travel industry. His diverse background, spanning more than four decades, includes senior level posts with some of the industry's best known names. Besides Reed Travel Exhibitions, he has worked for the likes of Carlson Wagonlit Travel, EGR International and McGettigan Partners (now Maritz). He was also the President and CEO of Global Events Partners, Philadelphia, the premier Destination Management Company (DMC) in the greater Philadelphia region which he co-founded and ran from 2002 through 2009.

Over the years Lyons has been an active participant in hospitality industry organizations including PCMA, MPI, GBTA, ISES, HSMAI, SITE and ADME. He served two terms on the Philadelphia chapter of MPI's board as VP Finance, and was named Supplier of the Year in 2006, and also received the chapter's Partner Award in 2006 and 2008. He served on the Board of Directors of the Philadelphia CVB from 2004-2012 as well as their Marketing and International committees. During those years he was also a member of the Advisory Board of Visit Philadelphia. On the academic front, he was an adjunct professor at Temple University from 2010-2012, teaching in their Event Leadership Executive Certificate Program.

Mike earned industry certification as a Destination Management Certified Professional (DMCP) and has spoken at dozens of industry events. He has also authored a number of articles in both industry trade jou...

Michael Lyons

Speech Topics

- Psychology / Relationships
- Motivation
- Branding
- Attitude



Testimonials

"As the President of the Greater Philadelphia Chapter of PCMA, I had the opportunity to invite Mike to be the speaker at our chapter meeting. The program "Daydream It, Believe it, Achieve it" was a presentation that focused on issues in today's work-life balance struggle. It was a strong, very well organized program that dealt with a relevant topic that many of us struggle with. Due to his presentation style and ability, Mike was able to capture the audience's attention and keep them fully engaged throughout the program. Because of this firsthand experience I am happy to recommend him to any organization as a great speaker option."

- The Inn at Penn.

"World Congress invited Mike to moderate a Senior Pharmaceutical Meetings session at the Global Pharmaceutical and Medical Meetings Summit. Mike used his industry expertise and personable nature to successfully moderate the group's 3-hour discussion. I look forward to working with Mike again and highly recommend him as a speaker or moderator."

- Senior Vice President, World Congress.