

## Smart Meetings' "What One Thing?" Podcast Debuts



Smartmeetings  
Presents

# What One? Thing

Podcast

Your shortcut  
to the top of the  
events world

with  
*Marin Bright*

The graphic features a woman with blonde hair, wearing a red blazer and a black top with a gold brooch, smiling and standing with her arms crossed. The background is a light gray gradient.

Sausalito, California Feb 23, 2023 ([Issuewire.com](http://Issuewire.com)) - Smart Meetings Magazine founder Marin Bright has announced the debut of "[What One Thing?](#)" a monthly podcast hosted by Bright which is custom-designed to bring meeting planners and suppliers together over the transformational question: "What one thing was a game-changer for you and for your business? What one thing made all the difference?"

"For me, it was creating my business and powering through some major life issues at the same time,"

says Bright. In the first episode of the podcast, Bright describes the birth of Smart Meetings events in the same year that she was diagnosed with breast cancer and was becoming an adoptive mother: two issues that would challenge anyone on their own, notwithstanding the founding of a business travel venture for a magazine that was already an industry leader.

“For me, the answer was just putting my head down and powering through it all,” says Bright in the podcast’s first episode. “Even during chemo, I just put on my wig and got down to business.”

Every month, **What One Thing?** will bring the answer to vibrant life through the voices of meeting planners, hoteliers, business leaders, motivational speakers, and other people at the heart and soul of the meetings industry who will offer actionable, “aha” moments and fresh ways to approach today’s problems as well as time-tested tactics for reaching your dreams.

Bright has worked in the hospitality industry for more than 30 years—first serving hotels and establishing herself as the top salesperson, then launching nine magazines. In 2002, she started Smart Meetings with the goal of improving the quality of the print and online meeting experience and becoming meeting planners’ No. 1 resource for industry news and information.

Over the past 21 years, woman-owned Smart Meetings has led the way as an innovator and trailblazer in the MICE industry. Bright pioneered the first one-on-one appointment-based events for hotels and planners, launched one of the first websites in meetings media, and created the first ‘consumer-esque’ B-to-B trade publication for meetings. Bright continues to lead the company to expand its offerings and set industry trends.

She has received numerous accolades, including the prestigious WPA Distinction in Leadership Award and two consecutive Folio Top Women in Media Awards as a corporate visionary. Bright has been honored as a Legend in the Northern California chapter of PCMA’s Bay Area Meetings Industry Excellence Awards and named to Eventex’s list of 100 Most Influential People in the Event Industry.

## **About Smart Meetings**

Smart Meetings and [SmartMeetings.com](http://SmartMeetings.com) set the standard for the meetings industry. Articles feature the latest in industry trends, corporate event planning, and emerging virtual and hybrid technology, as well as personality profiles of industry leaders and updates on the best venues and destinations throughout the United States, Canada, Mexico, and many other major international destinations. Smart Meetings is committed to providing the meeting planner community with useful information in an accessible, attractive, and engaging format.

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