

Elisa Fershtadt
EF3616@gmail.com
212-517-3173

For Immediate Release

Fourth “Mission” Unites NYC & Co., Grubhub, Broadway, NYC Restaurants and more reclaiming the Stage for Global Business

Mission Critical, the new virtual meeting series, continues to innovate, their platform guiding top hospitality and business names through a post-COVID-19 business landscape

February 2, 2021, New York, NY – New York, New York – It IS as wonderful town and [Mission Critical](#) will be showcasing the city, its iconic offerings as well as its ingenuity to the meetings and events industry on February 11 at 1:30 p.m. Eastern. From hotels and restaurants to Broadway and brand new event activities, Mission Critical presents an hour-long “what’s new” to meeting and event planners, and corporate business planners in an exciting and engaging way. Grubhub will treat 1,000 lucky participants to lunch from local markets in their continued efforts to support the hospitality industry.

Some background

On a cool late October day, atop the steps of the Philadelphia Museum of Art made famous in the 1976 film *Rocky*, Mission Critical Executive Producer and Host, Joseph Lara stood in a black suit with his fist pumped into the air as a small group of onlookers started gathering around the ring light and iPhone he was filming in front of. “Yo Adrian, I did it!” he screamed, mimicking Sly Stallone’s iconic line to cap off the latest episode of *Mission Critical*.

“It was the most incredible feeling to be up there, quite literally standing in the bronzed footprints of Rocky Balboa’s converse sneakers,” he said. “I can’t wait to see what we’ll cook up next.”

February 11 Episode

Indeed for *Mission Critical* and for Lara, the next episode is here, this time centering around New York City, and with it the continuation of the meteoric ascent that has been the hallmark of this virtual meeting series since its inception in May of 2020. In less than one year, more than 50,000 global executives and counting have experienced *Mission Critical* either live or on-demand on their website. Aside from providing a much-needed voice for the New York hotels, venues and restaurants Mission Critical takes a special inside look at the innovation of New Yorkers in the industry, working closely with a range names and personalities to give the best experience possible. NYC & Co., President, Fred Dixon, will join the episode as one of the many voices letting the corporate world know that New York should still be at the top of their lists. The event will showcase a wide range of what make New York City unique – from the rebirth of Joanne Trattoria on the Upper West Side [notably co-owned by Lady Gaga and her parents, Joe & Cynthia Germanotta], to a Master Session on virtual presentations by professional emcee Eva Saha, to showcasing the upstart Zoom & Bloom [whose CEO Rebecca Merritt is also production designer for TLC’s *Drag Race*!] **To drive that point home, the grand finale is uniting the stars of Broadway mega-hits *Hamilton*, *Chicago*, *Aladdin* and *Wicked* for an unforgettable live stream experience at Feinstein’s/54 Below. Register at <https://savethemeetings.org/>**

In addition to New York City, Mission Critical will also be looking globally including talking about the recovery efforts up north with Destination Canada, as well as introducing Reimagine, a new hospitality brand working with premier properties in the Caribbean, Mexico, Europe and across the US.

“This episode is one of the most incredible we’ve ever done. New York is unlike any other market in the world and it’s got an extra special place for our team because it’s also home for us. My goal for this episode was to take all of the electricity and energy you feel just walking down the street and transmit it to our viewers to show that New York City, while different now, is still very much alive and buzzing. After all, they don’t call us the toughest people in the world for no reason!” Lara exclaimed.

Mission Critical was originally thought up as an alternative to the influx of talk-heavy webinars that cropped up in the wake of the pandemic. Fast forward to 2021, and even as new challenges have arisen in the industry, the series and its behind-the-scenes team of hospitality and event experts have found themselves uniquely positioned to help respond to the changing meetings and events environment.

“When Bob Kelly from KPG Creative, John and Richard Williams from American Guest USA, Giovanni Livera and I all came together to create *Mission Critical*, our goal was to put something into the market that was action and visuals over words. We’ve seen in the year since the pandemic began that executives have become burned-out on talking heads. They’ve been over-surveyed, over-pollled and under-engaged, which is why executives are not only still tuning into Mission Critical in record numbers even almost a year later, but we’re still holding their attention with almost no drop-off for the full sixty to ninety minutes of an episode.” he added.

The team chalks up their following to their strategy of continually innovating and pushing the envelope.

“We fine-tuned the ability to see through the eyes of the audience because we are the audience ourselves,” said John Williams, President of American Guest USA and *Mission Critical* Co-Producer. “For us, experiences such as partnering with Grubhub to treat over 1,000 viewers to lunch during the show and thus supporting 1,000 local hospitality businesses is something so easy, yet something nobody else thought of. Whether it’s showing that it’s safe to be in a hotel or at a venue with the right precautions, launching engagement elements like our virtual gift bag or exhibit hall, or creating a whole new event series like *Meets® by Mission Critical* that enables people to meet and connect like never before, we view it as a huge part of our job to also be futurists and forecasters for our industry,” he added.

Mission Critical February 2021 Attendees

Examples of the organizations whose executives are already registered for the current episode include: The CDC, Viacom, NASA, IBM, The NAACP, Microsoft, Hollister, LVMH, L’Oreal, Verizon, Pfizer, Nasdaq, Johnson & Johnson, Bank of America, McCann Worldgroup, S&P Global, Novartis, SAP, The NBA, The American Medical Association, and four of the eight Ivy League Universities including Harvard and Yale.

The TKE GROUP is one of the fastest growing set of invitation-only, hospitality trade brands for the meetings and events industry. They are also the co-creators of the #SaveTheMeetings.org campaign crafted to reignite the Meetings and Events industry post Covid 19.
