



EUROPEAN
MEETINGS
& EVENTS
CONFERENCE

Düsseldorf, Germany
13-15 February, 2011

AN MPI EVENT



CSR Projects



Help and Hope Foundation
Sunday-Tuesday,
13-15 February
All day Global Village



Drop off your donations of spring and summer shoes and clothing for children ages 6 to 12 at the collection area in the Global Village. Help disadvantaged children living in the city of Herne that are provided a safe haven for after-school activities.



Wooden Toy Assembly
Werkstatt für angepasste
Arbeit (Wfaa)
Monday, 14 February
09.00 Global Village



Be trained by Wfaa employees - people with disabilities-in the Global Village and learn to put the finishing touches on wooden toys. Join other EMEC attendees in the assembly line and see your final outcome for sale in the Global Village. All proceeds from the sale of the wooden toys will go back to Wfaa.



Spread Some Color
Foundation for Hospital Art
Sunday, 13 February
10.00 Global Village

Pick up a paint brush to help others. Participate in "PaintFest" and help complete pre-designed paintings on canvas that will later be donated to hospitals in the Düsseldorf area.



A signatory of the UN Global Compact, the world's largest voluntary corporate responsibility initiative, MPI continues to raise the bar within the industry for sustainable meeting practices. Through participation in the European Meetings & Events Conference 2011, delegates will actively participate in the effort to make the event as sustainable as possible, in addition to having the opportunity to learn more about implementing sustainability within their own operations.

Flash Point

IDEA ASSEMBLY

Big Ideas come in small does. Flash Point focuses on delivering content that will open your mind as each speaker optimizes 15 minutes on thought-provoking topics to inspire you.



Andy Bounds – UK
Achieve More Every Time You Speak
 Gather simple tips that you can apply to your next presentation as Andy shares a humorous and insightful look at what makes presentations work.



Robert Benninga – Netherlands
The Five Pillars of World Class Success
 Hear about powerful tools, proven concepts and practical insights on how to optimally use your five pillars of success and create a win-win-win.



Lisa Ekström – Sweden
Are You Brave Enough To Leave Where You Are?
 Learn practical examples of how to approach major change – enabling you to succeed in not only meeting difficult times but also using change as an opportunity.



Markus Hofmann – Germany
Discover the 8th Wonder of the World – Your Brain!
 Understand how to bring hundreds and thousands of people together to achieve unbelievable memory performances off the cuff.



Frans Johannsen – Sweden
The Medici Effect: Ground-Breaking Innovation at the Intersection of Disciplines and Cultures
 Hear stories and ideas about how an open mind can help break down barriers that inhibit new discoveries.



Adele Landauer – Germany
Tear Down Your Walls and Experience Total Freedom - Inspired by the Fall of the Berlin Wall
 Discover the six steps to tearing down your walls and living your life with happiness, balance and success.

We'd like to thank Professional Speakers Association Holland and German Speaker Association for providing some of our sought-after Flash Point speakers.

HOST SPONSORS



NETWORKING EVENTS



Opening Night Event
Sunday, 13 February
18.30 - 22.30
Rheinterrassen Düsseldorf
Joseph-Beuys-Ufer 33
40749 Düsseldorf

Celebrate in true Rheinischer Frohsinn (or Düsseldorf Rhenish cheerfulness). Düsseldorf is famous for the Rhineland Carnival, with more than 300 carnivals and costume balls and more than 1 million jesters and visitors. Rheinterrassen Düsseldorf is uniquely situated by the Rhine River, providing an ideal venue for an evening themed in carnival fashion with lively décor, fancy costumes and a visit from the Prince and Princess of Carnival 2011. Enjoy a traditional big band and a Rhenish buffet and drinks.

Dress: Casual



Rendezvous Düsseldorf
Monday, 14 February
21.00 - 02.00
Ufer 8
Rathausufer 8
40213 Düsseldorf



The MPI Foundation's Rendezvous party is a great way to expand your networking opportunities. Be part of the vibrant crowd and genuine party ambiance at Ufer 8 by making new contacts or simply staying connected. Thanks to its excellent kitchen, warm interior design, a state-of-the-art sound system and a highly motivated team, Ufer 8 became an institution within Düsseldorf's event and restaurant scene. Dress comfortably in business casual and be ready to party the night away.

The additional registration fee for this event not only covers your food and drinks, but also covers a donation to the MPI Foundation. If you haven't purchased a ticket yet, please visit registration to check availability.

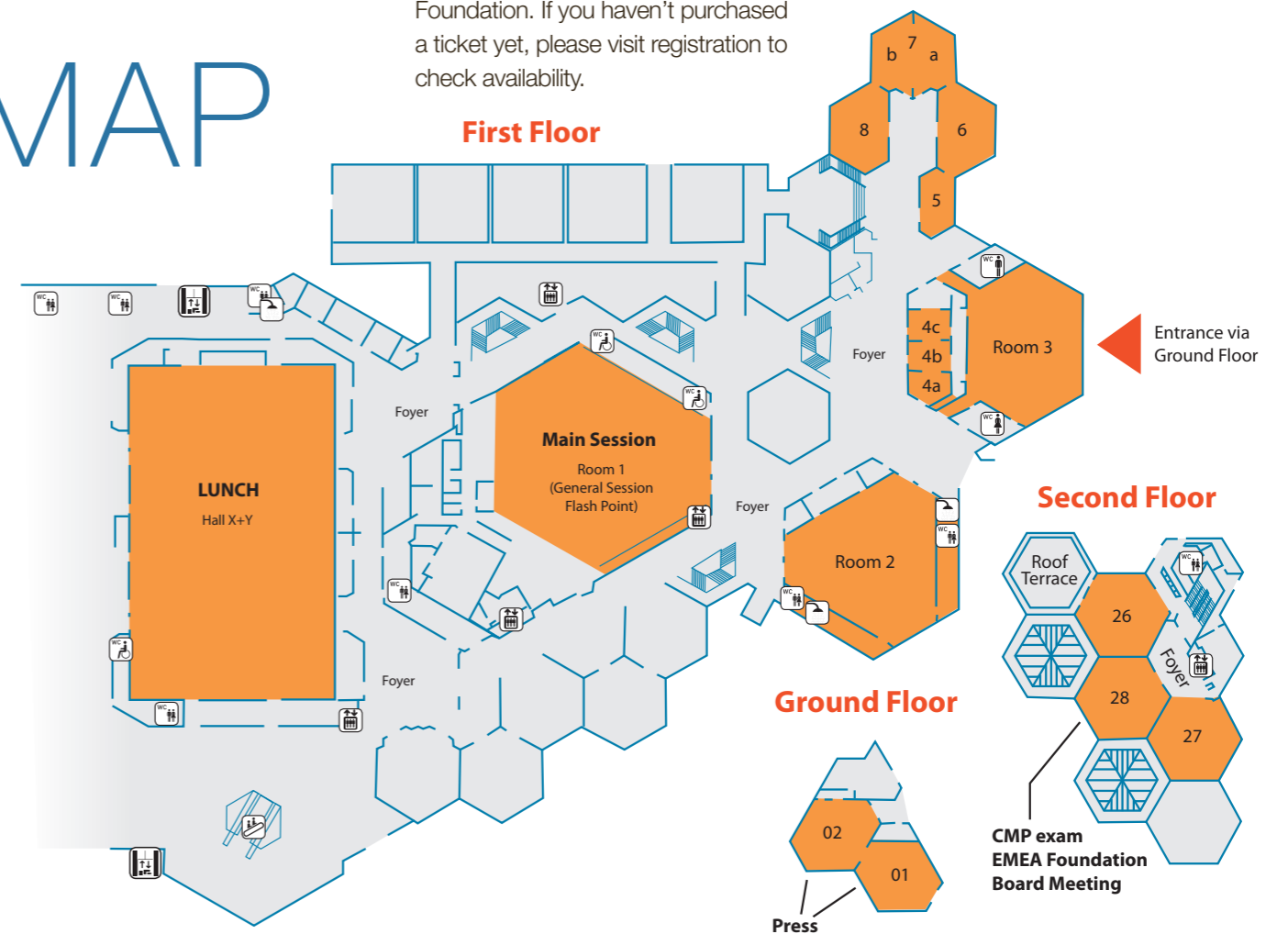


Closing Night Gala Dinner
Tuesday, 15 February
20.00
Station Airport
Ahrensplatz 7
40474 Düsseldorf

This closing night celebration will commemorate the lifestyle and fashion that is Düsseldorf in a unique event space featuring high-class food and entertainment. Distinctive panoramic windows overlook the runway of Station Airport at Düsseldorf International and provide a remarkable backdrop for an evening you will not soon forget. An international fashion show will start the evening followed by a sit-down dinner, band and DJ. The lounge area is perfect for networking. Enjoy the last evening of EMEC in style.

Dress: Business/Evening Attire

MAP



OPENING General Session



Sunday, 13 February
17.00 - 18.00
Congress Center Düsseldorf

"Success is not a matter of luck, it's a matter of design," Robin Sieger says. A successful businessman, best-selling author and leading success strategist, Sieger has studied the world's most successful companies, will share his findings and will lead you on a journey to find your true success and give you the tools to develop a plan to achieve them.

SPONSORS

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Sustainable Event Measurement Tool



Free to MPI's 23,500 members and Green Meeting Industry Council planners, the Sustainable Event Measurement Tool helps organisations manage costs and sustainability impacts by identifying and analysing areas for efficiency and innovation.

- Measure and report event water, waste, energy, paper, food and community impacts
- Calculate carbon emissions using international standards and datasets
- Create transparent reports of internal and supply chain sustainability processes and procedures to demonstrate commitment to green and sustainable practices

The Sustainable Event Measurement Tool formalises, simplifies and standardises the reporting process in compliance with APEX/ASTM, BS8901 and GRI sustainable event standards.

To get free access to the tool, visit www.sustainableeventtool.com and input your GMIC or MPI membership number.



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PROGRAMME

Sunday, 13 February

10.00 - 16.30 MPI Chapter Leaders Forum (invitation only) Room 7A	13.30 - 15.30 IMEX/MPI Future Leader Forum & Welcome Briefing (invitation only) Room 6	15.00 - 16.00 Sustainability Event Measurement Tool Roger Simons Room 3	15.00 - 16.00 CMM Information Session Ruud Janssen Room 8	15.00 - 16.00 Getting into the Meetings Mindset® Jon Bradshaw Room 7B	15.30 - 16.30 New Member Information Session Room 6	16.15 - 17.00 Champagne Welcome Reception Foyer	17.00 - 18.00 General Session Auditorium
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Monday, 14 February

09.00 - 10.00 Flash Point (Room 1 Auditorium)							
10.00 - 10.30 Coffee Break							
10.30 - 11.45 Flash Point (Room 1 Auditorium)							
12.00 - 13.30 Lunch							
13.45 - 15.00		<i>The Five Pillars of World-Class Success</i> Robert Benninga Room 7	<i>SAS Customer Relations: A Story About Brave People</i> Lisa Ekström Room 3	<i>Empathetic Influencing: How to secure more "yeses" from more stakeholders</i> Andy Bounds Room 2			
	Chapter Best of the Best	Personal/Professional Development	Meeting and Business Event Skills	Leadership Development	Thought Leadership	Thought Leadership	Thought Leadership
15.15 - 16.30	<i>Tear Down Your Walls and Experience Total Freedom: Inspired by the Fall of the Berlin Wall</i> Adele Landauer Room 3 <i>*Submitted by the Germany Chapter</i>	<i>The Dynamics of Dilemmas and Polarities</i> Jitske Kramer Room 6	<i>Contract Evaluation and Monitoring</i> David Jones Room 8	<i>Discover the 8th Wonder of the World - Your Brain!</i> Markus Hofmann Room 2	<i>What does the Future of Meetings look like</i> Rick Garlick and Lynn Randall Room 7		
16.30 - 17.00 Coffee Break							
17.00 - 18.00		<i>The Inspiration Masterclass - Become a Practical, Powerful, Inspiring Leader</i> Simon Bucknall Room 3	<i>Mainland China - An Emerging Meetings Market</i> David Jones Room 8	<i>The Impact of Culture - What to Expect as an International Event Manager</i> Inge Gijbbers Room 2	<i>Engaging Suppliers for Sustainable Event Success: A Case Study</i> Michael Leuhrs Room 6	<i>Ten Event Technology Tools (and How to Actually Use Them)</i> Midori Connolly Room 7	

Tuesday, 15 February

9.00 - 10.30	<i>Develop Your Creative Thinking Ability</i> Karl Raats Room 7 <i>*Submitted by the Belgium Chapter</i>			<i>Innovative Leader: How to Build, Change and Grow Your Business</i> Frans Johannsen Room 2	<i>Toolkits and Crystal Balls: The New Meetings Industry</i> Linda Pereira Room 6	<i>FutureWatch 2011</i> Bill Voegeli Room 8	<i>Are You Ready for Change? The Vision vs. Capability Challenge</i> Wayne Thomas Room 3
10.30 - 11.00 Coffee Break							
11.00 - 12.30	<i>Watch out! Here Come the Disruptive Event Organisers</i> Jim Stolze Room 3 <i>*Submitted by the Netherlands Chapter</i>		<i>Meeting and Business Event Logistics - Meeting Specifications</i> Room 8	<i>Corporate Social Responsibility in the Boardroom</i> Ruud Welton Room 6	<i>Creating Event Engagement Through Technology</i> Midori Connolly and Ruud Janssen Room 7	<i>We are the Change Agents - the New Role of Meetings, Organisers and Agents</i> Peter Fisk Room 2	
12.30 - 14.00 Lunch							
14.00 - 15.30 Solution Rooms (Room 1 Auditorium)							
15.30 - 16.00 Coffee Break							
16.00 - 17.30		<i>Meeting and Business Event Logistics - Food and Beverage</i> Room 6	<i>Dare to be Different - New Ideas for Meetings in a Digital but Human World</i> Peter Fisk Room 2	<i>World Café: How Can Sustainability Help Your Business Benefit People, Planet and Profit?</i> Ed Gillespie Room 3	<i>Behind the Scenes of a Groundbreaking Hybrid Event: SAPPPIRE NOW</i> Luca Favetta and Mary Boone Room 7		

MPI thanks all the sponsors for their contributions to the European Meetings & Events Conference 2011.



- All available **handouts** can be downloaded via the itinerary planner and printed at the **MPI Café**.
- Session titles, speakers and session rooms are subject to change. Use **iPhone application** for most recent session information.

Certified Meeting Professional (CMP) Programme



EMEC welcomes its inaugural CMP programme this year, which allows meeting and event professionals to pursue continuing education, increase their industry involvement and gain industry-wide recognition. The requirements for certification are based on professional experience and a written examination. Currently, more than 13,000 individuals in 35 countries and territories have earned their CMP designations. Consider obtaining your CMP at EMEC 2012.

Register for WEC 2011 today!



When we meet, we change the world.
www.mpiweb.org/WEC

EMEC is Mobile

Access all EMEC info on your smart phone! In addition to this portable z-card, EMEC conference guide material is available in multiple web formats to ensure it's there when you need it.

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- **Access the EMEC Mobile Site at m.mpiweb.org/emec11**

