



## **Bringing European Business into Focus**

### **MPI presents the European Meetings & Events Conference**

24 November 2010 – Dallas, TX – Modern business moves quickly. It couldn't be more obvious in Europe than in Düsseldorf, home to 5,000 international companies. Meeting Professionals International ([MPI](#)) is bringing professionals together at the European Meetings & Events Conference ([EMEC](#)) in Düsseldorf to bring focus to changing business issues facing our industry. The educational conference will take place 13 – 15 February 2011.

With thousands of members and eleven chapters throughout Europe, MPI understands the demands being placed on the European meeting professional. EMEC will not only bring these professionals together to collaborate, network and learn through innovative and challenging [educational sessions](#).

Amongst the quality EMEC presenters, Robin Sieger, the first European speaker to be invited to speak on the main platform at the National Speakers Association's convention will speak to the delegates during EMEC's opening general session. Sieger, a best-selling Scottish author and leading success strategist, will share the principles behind true success for European meeting planners and suppliers.

"For all the technological improvements in communication, the power of face-to-face meetings, and corporate and association conferences, are always the single best way to build meaningful and lasting relationships," said Sieger. "The European economy is built upon business and financial institutions with a large EMEA footprint and which rely heavily on conferences and events."

Ruud Janssen and Midori Connolly, experts on strategically utilizing social media for events, will present a session entitled "[Creating Event Engagement through Technology](#)." Janssen, a member of the MPI Board of Directors, will co-present the session with Connolly, a director for the Green Meeting Industry Council.

"I am looking forward to partnering with a European counterpart because I believe we will be able to provide a very diverse, global perspective on how technology is impacting events," said Connolly. "In Europe, as in the rest of the world, social technologies are rapidly transforming communication."

Additional presenters such as Christine Duffy, Rick Garlick and Simon Bucknall will complement the Flash Point speaker showcase and a new offering, the Solution Room.

The first of its kind at EMEC, the Solution Room gives delegates the power to collaborate and create solutions to challenges in business. This room will be an "unconference" element, as there will be neither presentations nor speakers; rather there will be presenters from concurrent sessions available to facilitate conversation. Using white boards, collaboration and imagination, this time allows participants to develop best practices based on their peers' experience and wisdom.

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Another first for EMEC, the [Certified Meeting Professional](#) (CMP) exam, will take place 13 February at the Congress Center Düsseldorf. In addition to the exam, MPI will offer attendees a pre-exam [prep-course](#) 12 February.

“This exam is part of a larger, global system of education; it is only right to offer it to European professionals,” said Didier Scaillet, chief development officer for MPI. “Delegates will find that the exam is an added value to their EMEC experience of timely and productive education and networking.”

For professionals interested in attending EMEC 2011, [registration](#) is currently discounted until 14 January 2011.

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**Editor’s Note:** Working media members will receive complimentary registration for EMEC 2011. If you would like to interview an MPI speaker or register for the conference, please contact Kristen Kouk at [kkouk@mpiweb.org](mailto:kkouk@mpiweb.org) for more information.

**About MPI:** Meeting Professionals International (MPI), the meeting and event industry’s largest and most vibrant global community, assists 11 European chapters and 2,406 European members through two MPI Global Training Practice venues in the region, an annual educational meeting offering specific European content (EMEC) and a European Foundation to assist members in need. For additional information, visit [mpiweb.eu](http://mpiweb.eu).