



FOR IMMEDIATE RELEASE:

Contact: Theresa Davis

Meeting Professionals International

(972) 702-3044

tdavis@mpiweb.org

MPI Webinar will Discuss Impact of Industry on Canadian Economy

DALLAS, TX (Nov. 20, 2009) – On Nov. 30, 2009, Meeting Professionals International (MPI) will host a comprehensive webinar featuring developed insights from leading Canadian meeting professionals regarding the current economic status of the business events industry in the country. Delivered through funding by the MPI Foundation, the discussion will surround the [2007-2008 Canadian Economic Impact Study Update](#) (CEIS) which demonstrates that the meeting industry continues to provide and create jobs, generate billions in tax revenue and grow the Canadian economy. The webinar will deliver imperative information to help Canadian business leaders understand the importance of meetings and the essential ROI they provide.

Featuring Steve Dempsey, Publisher and General Manager of *Meetings & Incentive Travel Magazine*; Doreen Ashton Wagner, Managing Director of Greenfield Services Inc; and Joe Nishi, MPI Foundation Canada Chair and Regional Director for the Meeting Encore Group, Inc, the [CEIS Update Webinar](#) will begin Monday, Nov. 30 at 11a.m. CST.

The newly released CEIS Update, funded by the MPI Foundation, finds that meetings and events generated more than CAD\$ 14 billion in tax revenue and supported more than 550,000 jobs in 2008. The study, conducted by Maritz Research Canada, builds on groundbreaking research from 2006 and provides an ongoing examination of how the industry shapes the nation's economy and workforce.

For meeting planners and suppliers doing business in Canada, this webinar is provided as an excellent resource to learn the language of business. MPI continues to provide its members and the industry with quality research to not only validate our industry, but also equip individuals with the information needed to convey the value of meetings.

For those interested in learning more about the CEIS study and attending this unique webinar discussion, please visit <http://www.mpiweb.org/Education/Research/CEIS.aspx>.

About the MPI Foundation:

The mission of the MPI Foundation is to power the vision of Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community comprised of more than 24,000 members representing 84 countries worldwide. Contributions from MPI members, chapters, and organizations are invested in high-impact programs to support a rich, global meetings and events industry and shape the future of the meetings and events profession. For more information, visit www.mpiweb.org.

About MPI:

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 24,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](http://www.mpiweb.org).