

FOR IMMEDIATE RELEASE

EMEC Provides Business Drivers for 2010

Dynamic programme to empower professionals to thrive in challenged economy

21 January, 2010 – Dallas, TX and Luxembourg – At the turn of a new year many professionals are looking for inspiration and ways to transition their businesses from surviving an economic downturn to thriving in a new decade. The [European Meetings & Events Conference](#) (EMEC) organised by Meeting Professionals International (MPI) in Málaga, Spain during 28 February through 2 March, 2010 will inspire delegates as they interact with industry peers and leaders.

A [unique programme](#) has been developed to provide significant return on the time invested in attending this event, by providing content in high demand based on issues identified by event professionals. In addition to five pre-conference sessions, there are five different tracks and a variety of dynamic speakers will deliver presentations that empower attendees to make immediate improvements on their events and business strategies. Some of the sessions are:

- “Fight Talking – winning people’s time and attention” presented by [Graham Davies](#) from Content Ltd.
- “Greening COP 15” presented by [Guy Bigwood](#) from MCI Communication Spain
- “Next Generation of Meetings” presented by [Johan Johansson](#) from Fivestarday
- “Sustainability in Practice” presented by [Jan Peter Bergkvist](#) from SleepWell AB

“The impact of hosting such an important event is already putting Málaga on the map of main European destinations,” said Francisco Quereda, Director of Málaga Convention Bureau and EMEC host committee member, “In the near future this will help to consolidate Málaga among the top Spanish and European congress and events destinations.”

Delegates will attend from Europe, the Middle East and Northern America in order to learn about the future of the industry and they will all converge as Málaga sets the tone for an unmatched European experience.

Because professionals within the meetings and events industry are inherently creative, this conference will give attendees an additional shot of inspiration during a tough international economic period with a number of cutting edge technologies being deployed to aid networking and crowd collaboration. At EMEC 2010 event professionals will experience non-traditional sessions, peer-to-peer learning opportunities, personal coaching and consulting opportunities, and learn ways to energize your conference experience with [SongDivision](#).

Alongside the education programme are the opportunities to [meet face-to-face](#) with senior meeting professionals at a number of inspirational events including a traditional Málaga feria



MEETING PROFESSIONALS INTERNATIONAL

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opening reception, a tapas tour and even a late night party at the Liceo in the old City of Málaga concluding with a fantastic closing event in Málaga 's bullring.

This year more than half of EMEC speakers are new to the lineup from European markets including Spain, Germany, Switzerland, Belgium, United Kingdom, Denmark and more. With programming relevant to meeting and business tourism specialists alike, now is the time to register for EMEC 2010 at www.mpiweb.org/emec. Special rates are available to MPI members.

Taking place at the [Palacio de Ferias in Málaga](#), EMEC will host more than 400 meeting professionals working throughout the business tourism sector. MPI's European events typically attract professional congress organisers, corporate planners, association and government planners and a host of suppliers including representatives of conference centres, hotels, airlines and audiovisual support professionals.

Registration is open to all professionals. For more information individuals can visit www.mpiweb.org/emec to register now.

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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 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.