

FOR IMMEDIATE RELEASE

MPI Delivers Powerful Lineup for IMEX America

Innovative speakers, performance design combine for success in Las Vegas

Jan. 12, 2011 – Las Vegas, NV and Dallas, TX – Strategic partners [IMEX America](#) and Meeting Professionals International ([MPI](#)) announced today the lineup of keynote speakers and general sessions designed by MPI for the inaugural IMEX America tradeshow Oct. 11-13, 2011 launching with MPI's MeetDifferent Day of Education and Innovation.

"Meeting professionals told us about their performance imperative in *FutureWatch 2011*. They must challenge themselves to explore business strategies that are bold and innovative," said Bruce MacMillan, president and chief executive officer of MPI. "There is no 'back to normal' in business – we must innovate in order to thrive. This has been the core educational design element behind our strategic partnership with IMEX America."

Bold, innovative professionals who passionately study unique concepts that challenge the status quo are coming to Las Vegas with MPI to deliver serious business solutions to IMEX America attendees. The lineup includes:

Peter Sheahan – Internationally known best-selling author of *Flip* and five other books, Sheahan is known for walking his talk and teaching his own customers how to use technology to foster collaboration and drive productivity. Selected by MPI not only for his extreme energy, but also his cutting edge insights into workforce trends, he will challenge attendees to turn traditional paradigms on their head.

Dr. Brené Brown – Award-winning educator and research professor, Brown joins the lineup at IMEX America because of her unique work studying vulnerability and how that can inspire businesses to create a culture of authenticity rather than perfectionism. As the meeting and event industry and most businesses face challenging times, Brown will delve into how "cool" sabotages connection and why laughter and creativity are essential components of resilience.

Robin Sieger – Scottish businessman and international best-selling author of *Natural Born Winners* is passionate about enabling people to create success. A leading strategist who has spoken with energy *and* humor for both the US National Security Administration and IBM, he will bring IMEX America attendees engaging experiences and concepts of getting beyond change management and into change activation.

"Today, more than ever, meeting professionals demand outstanding education as a core part of their tradeshow experience. We know that by partnering with MPI to deliver the education at IMEX America, we will be providing a first-class educational experience that makes a real difference to people's careers," said Ray Bloom, chairman of IMEX Group. "We are delighted that MPI has attracted such an influential lineup of keynote speakers to the show, who bring their experience of the wider business world to the industry and will kick-off each day at IMEX America with a powerful session for both buyers and exhibitors. These keynotes are a major part of the educational offering at IMEX America, which also includes the

– more –

MeetDifferent Day of Education and Innovation the day prior to the start of the tradeshow, plus a wealth of additional educational offerings amounting to 12 days of educational content across the IMEX America week in Las Vegas – all free of charge.”

With representatives from both IMEX and MPI meeting in Las Vegas at the [Sands Expo & Convention Center at the Venetian-Palazzo](#) this week, new design details were confirmed. They include the first-ever MeetDifferent Day of Education and Innovation on Oct. 10 as well as subsequent morning keynotes each day of the tradeshow.

In addition to the powerful line up of live speakers, MPI and IMEX America will continue to partner to present six educational webinars for meeting and event professionals at no charge throughout the year to introduce them to the style of education that will be presented in Oct. More information on upcoming webinars as well as those available on demand can be found at [mpiweb.org](#).

-ends-

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](#).

About IMEX America:

- All IMEX America press releases can be downloaded from <http://www.imexamerica.com/press.php>
- High-resolution photos are available at <http://www.imexamerica.com/picturelibrary.html> and <http://www.imex-frankfurt.com/imexphotos.html>
- IMEX America is run as a part of the IMEX Group of exhibitions, which also delivers the award winning IMEX exhibition in Frankfurt, www.imex-frankfurt.com

Media contacts:

Kit Watts +44 (0) 1273 224956
Cell +44 7968 417518
kit.watts@imexexhibitions.com