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MEETING PROFESSIONALS INTERNATIONAL

**FOR IMMEDIATE RELEASE:**

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## **MPI ADDS GLOBAL TRAINING CENTER AT RYERSON UNIVERSITY**

DALLAS (September 22, 2009) Meeting Professionals International (MPI) announced today the addition of Toronto's Ryerson University as the newest location for an MPI Global Training Center. An integral part of MPI's Global Training, the Centers deliver elevated content on a local level for meeting and business event professionals. Over the next two years, MPI anticipates partnering with at least 14 – 15 educational institutions worldwide similar to Canada's widely respected Ryerson University.

"We are rapidly expanding our available locations for individuals in the meeting and business event industry to receive hands-on education at the local level," said Didier Scaillet, Chief Development Officer for MPI. "Ryerson University brings over 50 years of hospitality and event management education experience to the table, meeting key selection criteria and making it a perfect fit as an MPI Global Training Center."

Canada has a robust and powerful meetings industry. According to the Canadian Economic Impact Study, sponsored by the MPI Foundation, Canada's meetings sector organized 671,000 meetings in 2006, welcomed 70.2 million participants, created the equivalent of 235,500 full-year jobs, and accounted for \$32.2 billion in direct spending. As the hub of a dynamic meetings industry, Canada has attracted some of the world's elite educators in the hospitality sector.

"Meetings and conventions are a vital component of a strong tourism industry," said David Whitaker, President and CEO of Tourism Toronto. "They provide a solid foundation of business for a destination, and having an MPI Global Training Center reinforces the strength of the industry here."

One of the deciding factors for MPI, when choosing a Global Training Center, is the prevalence of a robust business or management school. The basis for this decision is based on meetings and events needing to be viewed as a business performance tool to enhance communication, motivation and learning. MPI partners with schools and organizations, such as the Ted Rogers School of Hospitality and Tourism Management, to provide training programs that will enhance meeting professionals' business skills at all levels.

"The Ted Rogers School of Hospitality and Tourism Management is attuned to the strategic issues of the industry, and prepares students through applied research and education to take a leading role in its various sectors," said Dr. David Martin, Director, Ted Rogers School of Hospitality and Tourism Management. "We

are honored to be selected as the first MPI Global Training Center in Canada. This continues the school's tradition in staying relevant, responsive and connected to our industry.”

The MPI Global Training Center for Meetings and Business Events at the Ted Rogers School of Hospitality and Tourism Management at Ryerson University will offer a series of certificates and certifications that will allow meeting professionals to accelerate their career development by learning new, relevant skills. The center will offer globally recognized skills and competencies delivered at the local level which will then increase transferability, employability, compensation and recognition for meetings and business event professionals.

In addition to training and education courses, Ryerson is already schedule to host and registration is open for both the [Global Certificate in Meetings and Business Events II](#) and [Global Certificate in Meetings and Business Events III](#) from February 15 – 19, 2010.

Ryerson has the oldest hospitality and tourism program in Canada. Today, with more than 3,400 hospitality and tourism graduates, the Ted Rogers School of Hospitality and Tourism Management is recognized for its educational leadership and innovative, responsive programming in hospitality and tourism management. Numerous alumni have gone on to successful careers in the meeting industry and are currently members of MPI. The university will be joining three previously announced locations, San Diego State University, France’s CERAM Business School and QMDI in Qatar. To learn more about MPI’s other Global Training Centers, click [here](#) or go to [www.mpiglobaltraining.org](http://www.mpiglobaltraining.org).

#### **About Ryerson University:**

Ryerson University is Canada's leader in innovative career-focused education, offering close to 90 PhD, master's, and undergraduate programs in the Faculty of Arts; the Faculty of Communication & Design; the Faculty of Community Services; the Faculty of Engineering, Architecture and Science; and the Ted Rogers School of Management. Ryerson University has graduate and undergraduate enrolment of 26,500 students. With more than 68,000 registrations annually, The G. Raymond Chang School of Continuing Education is Canada's leading provider of university-based adult education.

#### **About Tourism Toronto:**

Tourism Toronto, Toronto’s Convention and Visitors Association, is an industry association of more than 1,200 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travelers around the globe. For more information on Tourism Toronto, please visit [www.seetorontonow.com](http://www.seetorontonow.com).

#### **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 [www.mpiweb.org](http://www.mpiweb.org).

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