

Media Advisory

SAPPHIRE NOW Case Study and Microsite Debut at WEC

<p>What SAPPHIRE NOW Case Study and Microsite</p>	<p>Meeting Professionals International (MPI) Foundation debuts a case study and microsite that gives an in-depth review of how SAP, a business solutions firm, transformed their 2010 SAPPHIRE NOW event into an experience that incorporated hybrid event technology and a strong online presence, reaching thousands of viewers.</p>
<p>Who MPI Foundation SAP</p>	<p>The study and microsite are available to all professionals.</p>
<p>Why One of a kind study and microsite providing background on groundbreaking event and actionable tips for event professionals.</p>	<p>The study, researched by Mary Boone of Boone Associates, debuts during World Education Congress (WEC), Tuesday, July 26. In the study, and on the microsite, meeting professionals will find out the company used both online technology and onsite connections to link:</p> <ul style="list-style-type: none"> • two continents (Orlando, FL and Frankfurt, Germany) • seven satellite location events • 16,000 onsite delegates • 35,000 online participants <p>The dynamic and interactive microsite is an industry first and features insight from more than a dozen SAP executives, as well as Intelligence Notes, which give readers ways to incorporate similar event experiences on a scale that stays within budget.</p>
<p>Where Orange County Convention Center</p>	<p>Mary Boone presented a session on The SAPPHIRE NOW study at WEC at the Orange County Convention Center.</p>
<p>When</p>	<p>July 26, 1:30 – 4 p.m. in S320 EF</p>
<p>How Online</p>	<p>The microsite is available now. For additional information, contact Veleisa Patton, vpatton@mpiweb.org.</p>

About MPI Foundation: MPI Foundation is passionately committed to bringing vision and prosperity to the meetings and events community worldwide by investing in results-oriented initiatives that shape the future and bring success to the meetings and events community. MPI is the meetings and events industry's largest and most vibrant global community comprised of more than 23,000 members representing 84 countries worldwide. For more information, visit www.mpifoundation.org.