



MEETING PROFESSIONALS INTERNATIONAL

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## The Hive Comes Alive at WEC 2011

May 17, 2011 – Dallas, TX – In an industry where a professional's electronic tools are a lifeline to their business, [The Hive](#) from Meeting Professionals International (MPI) brings the latest information and trends for the tech savvy and neophyte.

Located in the heart of the 2011 World Education Congress ([WEC](#)) experience at the Orlando Orange County Convention Center, July 23-26, The Hive serves as an epicenter for attendees to enjoy downtime and download the latest news and trends in event technology. The interactive, hands-on approach allows planners and suppliers to bridge the knowledge gap through demonstrations, social media tutorials and access to dedicated subject matter experts.

Highlights of The Hive include:

- Tech concierge: Equipped with knowledge on nearly every area of the intersection of technology and the meeting and event industry, the concierge will make himself available throughout the conference for those needing to find a solution to their tech needs.
- Presentations: Technology-focused and designed for consumption between sessions, leading presenters will share their expertise and allow time for post-presentation interaction.
- Social area: Schedule a tweet-up or a quick meeting between sessions in the lounge area of The Hive in the casual and laid-back atmosphere of learning and connections.
- Access to the *One+* magazine staff: Connect with the award-winning writers and editors of MPI's *One+* magazine, as they conduct interviews with presenters and attendees and prepare the on-site daily.
- Phone and computer charge stations: While attendees learn, their mobile tools can recharge at the multiple charge stations set up throughout The Hive, making sure that business can still be done.

With the ever-increasing number of websites, technical tools and concepts that influence the planning and execution of meetings and events, The Hive will serve attendees seeking to understand how to best implement a solution that will increase attendees' experience and the bottom line for stakeholders. For more information on [The Hive](#) and WEC 2011, visit [www.mpiweb.org](http://www.mpiweb.org).

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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](http://mpiweb.org).