



MPI World Education Congress Returns to Las Vegas in Three Weeks with Powerful Education and Inspirational Speakers, Including Bruce Mau, Deepak Chopra and Magic Johnson

DALLAS, May 31, 2017 — Meeting Professionals International (MPI) plans to help meeting professionals stop planning meetings and start designing experiences at its World Education Congress (WEC), which will be held June 19 – 22, 2017, at the MGM Grand in Las Vegas. The educational program will help attendees learn how to produce unique, memorable experiences that capture the imaginations of diverse, multi-generational audiences and rally them to connect, learn and interact.

MPI will deliver more than 70 education sessions at WEC that fall into eight focus areas: Event Marketing; Event Operations; Legal Procurement & Compliance; Personal & Career Development; Security & Risk Management; Technology & Big Data; Transforming Yourself from Planner to Producer; and Transforming Yourself from Supplier to Partner. Attendees can earn up to 13.5 clock hours during the conference this year. In addition, the MPI Academy is offering pre-conference sessions, including the new Women in Leadership and Emergency Preparedness for Meetings and Events courses as well as the Healthcare Meeting Compliance Certificate (HMCC), CMP Master Class, and Basics Boot Camp: Meeting Fundamentals courses; additional fees and registration are required for each session.

“WEC 2017 will cover timely and relevant issues that matter to our industry, from security and crisis management to the latest engagement techniques that foster learning. We have designed the program to stimulate the senses and inspire attendees to think beyond the ballroom,” said Paul Van Deventer, president and CEO of MPI. “Our team has been working in partnership with the Las Vegas Convention and Visitors Authority and MGM Grand to plan an amazing and insightful conference experience that you don’t want to miss.”

This year’s line-up of inspirational keynotes includes Bruce Mau, Ron Tite and Sarah Prevette, who are slated for the Opening General Session on June 19th.

A Conversation with Bruce Mau on What It Really Takes to Stop Planning Meetings and Start Designing Experiences

Mau, a renowned designer, visionary and author, will talk about the role of design and describe how one might engineer a sustainable, creative life. He will explain how 5-senses design can be used to elevate the live event experience, enhancing the marketing impact that exhibitions can have in today’s business environment. Mau is Chief Design Officer at Freeman and the Co-founder and CEO of Massive Change Network.

From The Expression Economy To The Experience Economy with Ron Tite

Tite, a former stand-up comedian, will discuss the Expression Economy and how to re-invent yourself, be anti-establishment, and start rewriting the rules instead of adhering to them. He will share tips on how to start designing experiences that capture people’s senses and help win back their attention.

Design Thinking at Work: How to Cultivate Creativity and Entrepreneurship with Sarah Prevet Prevet, serial entrepreneur, investor, and founder of Future Design School, will share her ultimate credo and how it can change your business: Creativity as a skill set; entrepreneurship as a philosophy. Her presentation will be a hands-on exercise in identifying problems and finding effective, out-of-the-box solutions that can be implemented tomorrow.

Also, Dr. Deepak Chopra, the world-renowned spiritual leader, licensed physician and best-selling author, will return this year with an enlightening presentation on wellness and how to open your mind to change. Chopra previously delivered the very well-received opening keynote at WEC 2014, and is scheduled to close out the Opening General Session.

On Wednesday, June 21st, WEC 2017 will showcase Michael Cerbelli's The Hot List: 2017 2.0. This "can't miss" session will leverage Cerbelli's creative and technical expertise to deliver event production education in a breathtaking, head-spinning romp. The presentation will not only identify fresh trends in the ever-changing marketplace, but it will also feature acts and innovations for enhanced experiential marketing. Cerbelli has produced prestigious events such as the Economic Forum in Davos, Switzerland, a birthday party for the King of Morocco, and a signature event at the palace of Catherine the Great in St. Petersburg, Russia.

Next, WEC attendees will be treated to a powerful message from Earvin "Magic" Johnson, iconic basketball legend, entrepreneur and president of basketball operations for the Los Angeles Lakers during the All Attendee Networking Lunch on June 21st. Johnson will share lessons from how the "Showtime" Lakers reshaped the NBA experience for fans that are relevant to designing experiences in meetings.

This year marks the fourth time MPI has held its annual conference in Las Vegas and the first time MPI will use two venues for the general sessions. The WEC 2017 Opening General Session will take place at the new Park Theater at Monte Carlo Resort and Casino, followed by the Opening Night Celebration at The Park. Located between New York-New York and Monte Carlo resorts, The Park is an outdoor dining and entertainment district celebrating the beauty of the surrounding desert landscape and offering visitors a new way to experience the Las Vegas Strip. The other general sessions will be held in the Marquee Ballroom at MGM Grand.

To learn more and register, visit www.mpiweb.org/wec17.

Editorial Note: Details about Magic Johnson will be published online soon.

About MPI

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries. "When we meet, we change the word." www.mpiweb.org