



## **MPI Announces Keynote Speakers, Plans Immersive Learning Experiences for EMEC 2017 in Granada, Spain**

DALLAS, 23 January 2017 — Following highly successful conferences in Copenhagen and Krakow, Meeting Professionals International (MPI) promises to deliver more industry-leading education with evocative sessions and exciting formats at its upcoming European Meetings & Events Conference (EMEC). The conference will be held 5-7 March 2017, at the Granada Congress Centre, and in partnership with the Granada Convention Bureau and the MPI Spain Chapter.

MPI's lineup of distinguished yet unconventional keynote speakers for EMEC 2017 include Monica Deza, David Beckett, Claus Raasted and Paul Bulencea. Deza, founder and CEO of the innovation and marketing firm Bendit Thinking, will present during EMEC's opening general session. She will discuss the new wave of innovation that is transforming societies, cultures and businesses, and how to successfully navigate within the "Maverick Economy." Beckett, creator of The Pitch Canvas and author of *Three Minute Presentation*, will deliver an engaging session on how to develop the perfect pitch followed by several live pitches where the audience will vote and determine the winning pitch.

Co-presenters Raasted and Bulencea will shake up EMEC 2017 with a unique and transformational learning experience during the closing general session where they will share tips on how to thrive in the "Experience Economy" and challenge the audience to learn by actually doing. Raasted and Bulencea are two of five founders of the College of Extraordinary Experiences, which produces conferences that teach participants how to design memorable experiences as an alternative method to traditional business development and whose teaching staff has included creative leaders from Walt Disney Imagineering R&D, Google and The Lord of the Rings Trilogy.

"Each year we strive to take our signature conferences, EMEC and WEC, to new heights, experimenting with innovative design elements and embracing the charm of the host destination. At EMEC 2017, our passion for connecting the meeting and event community will be showcased at every touchpoint – from the engaging education to our hosted buyer programme and networking events that celebrate Granada's cultural heritage. This year's conference programme was designed to refocus on the human side of events and also inspire attendees to think outside the ballroom," said Paul Van Deventer, president and CEO of MPI.

In addition to the general sessions, EMEC 2017 will offer nearly 30 education sessions, including master classes, immersive experiences, meet-ups, and innovative learning sessions called EduLabs – many of which are eligible for clock hours or continuing education units. Session topics include event design, experiential marketing, slow meetings, technology and more. Following is a sample listing of the sessions scheduled.

- Quiet Influence
- Cities, Experiences and Social Innovation
- Event Design: From Thinking to Doing
- 5 Steps to Master to WIN BIG in the Conference Market
- Going Local: Granada Culinary Scavenger Hunt
- The Wine Making Challenge

Other programme highlights include a brief demonstration from Dr. Boris Nikolai Konrad – a neuroscientist and the current Guinness World Record holder for memory – on how to remember anything and anyone, a private tour of the Alhambra Palaces, the Welcome Reception at an authentic Andalusian farmhouse and the MPI Foundation Rendezvous fundraiser and networking event. Rendezvous is scheduled for the evening of Monday, 6 March at Aliatar, and proceeds from event will go toward the MPI Foundation Education Endowment to fund chapter grants and scholarships.

To learn more or to register for EMEC 2017, visit [www.mpiweb.org/emec](http://www.mpiweb.org/emec).

*\*\*\*Editorial Note: Programme details mentioned in this press release 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 24 countries. “When we meet, we change the word.” [www.mpiweb.org](http://www.mpiweb.org)

###