

## WEC 2011

### Adriane Powell, CMP MPINCC Scholarship Winner

I am MPI. I love what **WE** do.

I was fortunate enough to receive one of the MPINCC scholarships to attend the 2011 World Education Congress this July in Orlando, Florida. This impactful conference brings together sister chapters from around the globe for five days of networking, generating business, exchanging ideas and sharing best practices. With roughly 2,400 industry leaders from 20 countries in attendance, this was an event I am thankful to have attended.

After a smooth check-in at the electronic registration desk it was off to the Chapter Leaders Forum. Leaders from various chapters were represented in a collaborative effort to swap stories, meet others in the same roles and discuss strategies for the year to come. In addition, we were introduced to the new MPI marketing campaign, "I am MPI. I love what **WE** do." This strong message focuses on the individual being proud of their role and representing the strength the entire industry community creates together.

Following this full day of discussion, the WEC Opening Reception was a memorable evening at *Epcot Walt Disney World*. WEC attendees ran around celebrating their inner child as they explored the Seas and Land Pavilions. The event concluded with IllumiNations, a mesmerizing firework and pyrotechnic show.

The next morning the general session featured a keynote by Simon Sinek. Through his impactful message Simon challenged the audience to ask ourselves why we do what we do and how we derive inspiration from this. Throughout the week education sessions were tailored to accommodate all professional levels from emerging leaders to seasoned planners. Topics covered everything from SMM skills and contract negotiation to green meetings and tracking ROI.

Exciting networking events continued with *The Big Deal*, an evening poker and networking reception held at the Hilton Orlando, Chapter Receptions hosted by Pointe Orlando and *Rendezvous*, hosted by the MPI Foundation at Cubra Libre. The Closing Reception was an exciting cultural experience at *Universal Citywalk*, which transitioned to *Hard Rock Live* where MPI attendees danced the night away.

While the offsite events were a blast, the true value of my experience came from the relationships I formed with MPI members from both the Northern California Chapter and around the world. This was an experience I recommend to all MPI members and one that will never be forgotten. Thank you MPINCC for supporting my personal development, career growth and passion for this industry.