

Date	Timings	Speaker(s)	Topic/Title	Overview	Speaker Biography	Suggested CMP-IS	Duration	CE Credits
14/05/2004	18.30 - 20:30	Steve Hubbard	Getting the most of AV technology	<p>Top tips for AV users</p> <p>Jargon Busting</p> <p>How can technology improve the delivery of your message?</p> <p>Meetings without moving – changing face of the events industry</p> <p>Future technology developments</p>	Steve Hubbard has been a event technical specialist for over 30 years. He offers a wealth of experience in managing all types of event technology for conferences and live events	Domain G --	1.0 hours	1
03/09/2007	08:30 - 11.00	Elling Hamso	Measuring event outcome against objectives	<ul style="list-style-type: none"> •Stakeholder analysis •How do events create value – fundamental principles •The ROI Pyramid – objectives and evaluation at six levels •The Chain of Impact, defining interconnected and measurable objectives •Exercise – assigning objectives to levels •Case example – designing an event and measuring results at the first three levels 	<p>Elling has spent most of his career as a senior executive in the Norwegian oil and gas industry and later as a management consultant. He started an event agency in Norway in 2000 and Event ROI Institute in 2005.</p> <p>He has been Chapter President and speaker</p>	Domain A	2.0 hours	2
18/02/2009	12.30 - 17:00	Fiona Pelham	Understanding BS8901	<p>This half day event is suitable for anyone in the event industry looking to take the first step to implement BS8901. Attendees will learn from MPI members who are implementing BS8901 and industry experts.</p> <p>Event outcomes:</p> <p>Attendees will know the steps to take to implement BS8901</p> <p>Attendees will receive a BS8901 summary</p> <p>Attendees will take part in interactive exercises which will count towards their implementation of BS8901</p>	<p>Fiona is managing director of Sustainable Events Ltd, which provides support for the implementation of sustainability within the event industry. Clients include Coca Cola, Old Trafford Manchester United Football Ground and The Global Reporting Initiative.</p> <p>Fiona is chair for ISO 20121 a management system for event</p>	Domain A	4 hours	4
16/03/2009	18:30 - 20:30	Panel Discussion	Economic Outlook: surviving a recession	<p>A panel of event professionals and industry analysts discuss the issues shaping the global economy and its impact on the events sector. Panellists will also consider the learning points from previous recessions and whether that can inform 'coping' strategies for the current downturn.</p> <p>Are event planners doing enough to retain a share of Corporate Communications budget?</p> <p>Does a choice of suppliers offer better value than one supplier?</p> <p>Are venues in danger of losing out to events being brought 'in-house?'</p> <p>Our evening session will be opened by Ian Harwood, the former Chief Economist for Dresdner Kleinwort Benson. Ian will share his outlook for the future and the potential impact across different industries.</p> <p>A panel of key industry players will be asked to discuss and debate the likely impact of the downturn offering insight and experience of previous recessions.</p> <p>The panel will be facilitated by Martin Lewis, Managing Editor of CAT Publications and will include:</p> <p>Martin Lines – Marketing Director, Nestlé Professional UK&I</p> <p>Paul Kennedy MBE - Group Exhibition Director, Reed Travel Exhibitions Meeting and Incentives Events</p> <p>John Hooker - AddinoValue Consulting</p>	<p>Ian Harwood has worked as global macro economist in the City of London since the late 1970s and was Chief Economist of SG Warburg (1986-94) and Dresdner Kleinwort (1994-2008). During those years Ian was highly valued by institutional investors around the world, and was voted Number One in Global Economics in the Extel survey for eleven successive years from 1997 to 2007 and Number One in European Economics in the 2008 Institutional Investor survey. More recently, Ian has devoted his time to serving as an adviser/non-executive to a wide-ranging clutch of</p>	Domain A	1.0 hours	1

18/05/2009	18.30 - 20:30	Rob Davidson	Generation X & Y	<p>"The latest generation to enter the global workforce are the 20-somethings known as Generation Y. They are different in many ways from previous generations, not least in what they want from meetings, how they expect meetings to be organised, and the types of destinations and venues that appeal most to them"</p> <p>This presentation is based on research into Generation Y that was carried out by Rob Davidson of Westminster University and Mady Keup (formerly of VisitLondon) of CERAM Management School in the south of France. The aim was to find out how we can best motivate them to participate in meetings and other face-to-face business events. The research will be of practical use to anyone who plans meetings, speaks at conferences, teaches events management or markets destinations or venues in the meetings market.</p>	<p>Rob Davidson is a Senior Lecturer at the University of Westminster. He joined the University in 1998, after spending nine years in France teaching at two universities and at the ESSEC-Cornell Institute of Management in Paris. His area of expertise is the conference and incentive travel sector, and he has written widely on this theme. His latest book is Marketing Destinations and Venues for Conferences, Conventions and Business Events. He runs his own consultancy, and has undertaken research for many high-profile MICE organisations.</p>	Domain I	1.0 hours	1
02/02/2010	18:30 - 21:00	Bruce MacMillan	The Event Industry is changing - are you ready?	<p>After unprecedented growth from 2005-07, a global recession, political attacks and public criticism has put the focus of the meeting and event industry on SURVIVAL for the past twelve months. But the world is SHIFTING significantly, business and social values are all being reshaped creating an unprecedented impact on the future of the meeting and event industry.</p> <p>Find out how the shift is impacting the industry and what is being done to prepare meeting and event professionals to THRIVE when SHIFT happens.</p>	<p>Bruce MacMillan, CA has been Chief Executive Officer, President and Director at Meeting Professionals International Inc. since July 2008. Throughout his career in the hospitality industry, Mr. MacMillan has held a wide spectrum of positions, most recently was President and Chief Executive Officer of the Toronto Convention and Visitors Association from 2003 to 2006 where he led the Toronto tourism industry's post-SARS recovery, growing the CVB's from less than 700 members and \$8 million to almost 1,100 members and \$30 million. He has also worked for Tourism Vancouver - the Greater</p>	Domain A -- Correct -- Gayle	1.0 hours	1
10/02/2010		Mark Berrisford-Smith(+panel)	Economic update: The great venue rate debate!	<p>What is the outlook for the Events Industry in 2010 and beyond? Should venues be more flexible and creative in terms of their pricing in the current climate? Is the external event market shrinking as corporate event organisers increasingly seek in-house solutions?</p> <p>The presentation will open with an Economic Update from Mark Berrisford-Smith, Chief UK Economist</p>	<p>Mark Berrisford-Smith, Chief UK Economist for HSBC Bank plc. Mark is a regular commentator on the speaker circuit and contributor to TV and Radio financial programmes.</p>	Domain A -- Correct -- Gayle	1.0 hours	1
25/02/2010	12.30 - 15:00	Maarten Vanneste	The Meeting Architecture Process	<p>The forum will be hosted by Maarten Vanneste. Maarten is a keynote speaker at this years' Confex and the industry's leading authority on Meeting Architecture. The Meeting Architecture Process or MAP™ is a process that can help Meeting Planners to develop content and improve the effectiveness of meetings, conferences and events. It provides a tested structure to identify</p>	<p>Maarten Vanneste In 1982 Mr Vanneste founded ABBIT in Belgium. The company grew towards an audiovisual supplier with a turnover of 2 million Euros doing 66% export and almost 50% for US based clients. In 1999</p>	Domain G	2.0 hours	2

11/03/2010	18:00 - 21:00	M Neves, G Serra, M Starri	Social Networks for Meeting Professionals	<p>Understand the value of social networking ?</p> <p>Join MPI for a practical guide to Social Networks for Meeting Planners</p> <p>As new generations come into the workforce and the internet further develops, it is crucial that meeting professionals understand and take full advantage of new technologies and user trends. Furthermore meeting</p>	<p>Miguel Neves – Generation Y Meeting and Event Planner @ SYNAXIS Meetings & Events MA Conference and Events Management RISE award Winner Member of the Year 2013 Gioia Serra – Generation Y Events Executive @ FT</p>	Domain I -- Correct Gayle	2.0 hours	2
15/04/2010	18:30 - 21:00	Mike Lyon	Ten ways to improve attendance at your conference or event	<p>In this presentation, Mike Lyon will outline some ideas, and best practice tips to help you increase the attendance at your next event.</p> <p>Who should attend? All those who are involved in planning, implementing and organising meetings, conferences, training sessions and exhibitions.</p> <p>What will you gain from attending this session? A series of ideas, hints and tips, backed by examples and case studies of successful marketing and promotional campaigns which resulted in events which were either sold out or</p>	<p>Copywriter and consultant for the events industry, drawing on over 20 years experience as a conference organiser.</p> <p>As a copywriter, he specialises in the conferences and exhibitions industry, providing compelling words for Direct Mail, Brochures, Newsletters, Web Pages and Case Studies.</p> <p>Recent speaking engagements include</p>	Domain I	1.0 hours	1
17/05/2010	18:30 - 20:00	<p>Panellists:</p> <p>Sarah Randall – Corporate Meetings and Events Business Partner, AVIVA</p> <p>Simon Hughes – Director of Live Events, Central Office of Information</p> <p>Fay Sharpe – Managing Director, Zibrant</p> <p>Jacqui Kavanagh – Managing Director, Trinity Conferences</p> <p>Peter Ducker – Executive Director, HBAA</p> <p>Caroline Hill – Director, Eventful Solutions</p>	Survival of the Smallest	<p>With corporate procurement teams increasingly driving the global purchasing of MICE services, the industry is rapidly changing shape.</p> <p>The global consolidation trend has seen a cut in the number of agencies featuring on supplier frameworks particularly in sectors such as pharmaceutical and energy.</p> <p>Market share is being eaten up by the big agencies but is this just a current trend or a lasting change within the industry?</p> <p>Join Meeting Professionals International's panel of experts as we review the implications for both the industry and industry players?</p> <p>This panel session will address the following key areas for the event sector:</p> <ul style="list-style-type: none"> • Can smaller agencies survive in an industry increasingly dominated by the larger event agencies? 	<p>Simon Hughes</p> <p>Experienced leader and business consultant with over 25 years experience in developing and managing events in both the public and private sector. Currently immediate past chair of Eventia, the leading UK event industry trade association and vice chair of the Business Visits and Events Partnership (BVEP), an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the UK business visits and events sector. Responsible for the planning and delivery of a</p>	Domain A	1.0 hours	1
16/06/2010	12:30 - 15:00	Peter Rand	Negotiating Venue Contracts	<p>Have you mastered the venue contracts minefield?</p> <p>The forum will be hosted by Peter Rand who will be leading discussion regarding the negotiation of hotel and venue contracts.</p> <p>Peter has over 30 years experience negotiating with conference venues and other suppliers on behalf of corporate and association clients and is currently the Director of Industry Relations for Zibrant.</p> <p>The forum is likely to cover:</p> <ul style="list-style-type: none"> • What can venues legally charge when it comes to cancellation charges? • Different models for compensation for breach of contract • What about attrition - do the same rules apply? What about postponements? • How much should be included in a contract to minimise risk? 	<p>Peter Rand has 35 years' experience as a hotelier and event manager. He is director of industry relations at Zibrant.</p> <p>peter.rand@zibrant.co.uk</p>	Domain B	2.0 hours	2

15/10/2010	18:30-20:00	Teambuilding Events Showcase	Bluehat UK	<p>MPI Teambuilding Showcase</p> <p>Do you spend time organising teambuilding activities for your event clients but haven't participated in any yourself?</p> <p>Does your team or agency deserve to benefit from some free teambuilding?</p> <p>Bluehat UK's will takes us through an engaging but simple teambuilding game 'Beat the Clock' that generates a role for everyone involved. Whether you are creative, technical or enjoy problem solving, everyone can be part of the team's success. It might involve identifying celebrities or having a go at</p>	<p>Bluehat UK is a specialist Team Building and Team Training Company and was formed in 2001 by four people passionate about team building. The very next year the Corporate Event Association voted Bluehat winners of 2 prestigious industry awards: Best New Company and Team Building Company of the Year because the approach to team building was so refreshing. Since then</p>	Domain E	1.0 hours	1
10.12.2010	14:00 - 16:30	Corporate Social Responsibility in Events Forum	Fiona Pelham	<p>As the COP 16 takes place in Cancun, the MPI UK & Ireland Chapter will host their annual CSR planner lunch to discuss sustainability and what this means for the meetings and event industry.</p>		Domain A	2.0 hours	2.00
31/01/2011	13:00 - 17:30	Ayd Instone/Kenny Harris/Adam Taub/Derek Manning	Delivering Creative Events within Budget - Half Day Conference		<p>Ayd Instone - Ayd has 18 years experience as a Creative Director of design and marketing in print and multi-media having previously worked in television special effects. Over the past 10 years of running his business He has been engaged as brand consultant, creative director, designer, trainer, lecturer, author, professional speaker, publisher and information product creator. He is a speaker, comedian, songwriter and presentation coach.</p> <p>Kenny Harris Adam Taub - Founder & MD Pure Expression Derek Manning Creative at Director Collider</p>	Domain G	4.0 hours	4
01/03/2011	14:00 - 15:00	Paul Cook, Alan Stevens and Matthew Wall	Managing event risks	<p>MPI has shown great leadership on the topic of sustainability over the last few years and this hosted lunch is a chance for attendees to exchange best practice and learn more about MPI's CSR initiatives. Corporate planners who have already confirmed their attendance include Marks & Spencer, Amway and Coca Cola.</p>	<p>Paul Cook - A speaker, trainer and consultant in hybrid and online events, working with event planners/exhibition organisers/business owners and marketeers to optimise the impact of their event(s) for business growth.</p> <p>Aiding speakers is to help them 'speak virtually' and develop their understanding of the opportunities from this method of event delivery.</p> <p>A member of the Professional Speaking Association in UK/Ireland & Global Speakers Federation. Guest lecture at Universities. Alan Stevens PR Professional and member</p>	Domain C	1.0 hours	1

27/09/2011	12:30 - 15:00	Sam Coates and Niru Desai	Industry Insights : How Thomson Reuters globalised it's event programme and created a new strategy	<p>Join Sam Coates – Global Head of Events as she discusses her journey in developing a global meeting and events strategy and her ultimate decision to appoint George P Johnson Experience Marketing (GPJ) as Thomson Reuters' global events partner.</p> <p>Sam will be joined by Niru Desai - Director, Strategy + Planning, George P. Johnson who will provide her perspective based on extensive experience designing and implementing strategic meeting management programmes for a global network of clients.</p> <p>Sam and Niru will share with us their experience of the pitfalls and successes of a global event marketing consolidation programme and how they created a new strategic plan for global events</p>	Sam Coates - Global Head of Events Thomson Reuters Niru Desai - Director Strategy & Planning George P Johnson	Domain A	2.0 hours		2
25/10/2011	12:30 - 17.00	Paul Cook, Mike Clanton, Richard Lewis, M Neves	Event technology - the next generation...	<p>Do you want to learn how cutting edge technology can take you and your events to the next frontier? Technology - to social media and beyond...</p> <p>Join MPI UK & Ireland chapter for the next instalment of our exciting interactive education programme.</p> <p>Event Technology – the next generation.....</p>	Paul Cook Mike Clanton Richard Lewis Miguel Neves	Domain G	4.0 hours		4
23/01/2012	18:30 - 20:30	Chris Williamson	2012: A year of growth in the meetings industry?	<p>The year ahead promises to deliver unique business opportunities and challenges for the meetings industry. MPI UK & Ireland chapter is proud to present this exclusive market analysis and discussion featuring a leading economist and meeting professionals Chris Williamson, Chief Economist at Markit Group, will provide the keynote address where he will share his insights on the economy for 2012 and what that means for the meetings industry.</p> <p>The keynote address will be followed by a panel debate chaired by Vikki Carley, Deputy Editor of Conference News. The panel of expert meeting</p>	Chris Williamson is the Chief Economist at Markit, producing the Purchasing Managers Index surveys for more than 20 years. The PMI survey is now the most closely watched business survey in the world offering often unique monthly indicators of economic trends. Chris regularly contributes to BBC News, Sky News and the various broadsheet newspapers.	Domain A	1.0 hours		1

18/01/2012	12:30 - 15:00	Leo Martin - The Good Corporation	Are event planners breaking the law?	Are event planners breaking the law? The UK Bribery Act, which came into force last July is one of the toughest bits of anti-corruption legislation in the world. The Act provides businesses in particular the event industry with a real challenge. On the one hand the risk of prosecution has clearly risen, while on the other, companies can now defend themselves completely if they can show that they have 'adequate procedures' in place to prevent bribery. Meeting Professionals International (MPI) invites you to join Canadian Tourism Commission and fellow senior event planners to participate in a forum that will address the aims of the legislation, what adequate procedures look like and how companies should approach corporate hospitality and event planning. Our dinner speaker will be Leo Martin, a founder and director of GoodCorporation. GoodCorporation is recognised worldwide as one of the leading organisations working in the field of	Leo Martin, a founder and director of GoodCorporation. GoodCorporation is recognised worldwide as one of the leading organisations working in the field of corporate responsibility and business ethics and is currently working with twelve FTSE 100 companies and some of the world's leading corporations to assess whether their own Codes of Conduct are working on a global basis and helping clients find solutions that protect reputation in practice. He has just completed a global consultation role for WPP plc and it's agencies to ensure that a framework exists for	Domain J	2.0 hours		2
03/07/2012	18:30 - 21:00	Peter Kerwood	How to market events and communicate with delegates using social media	will be covering the topic 'How to use social technology to amplify events'. From communicating more effectively with delegates to creating a legacy for your event there are so many opportunities being opened up for planners. The tools, systems and processes are all there ready to help us better engage with audiences in the social spaces where they hang out in. However, most of us are still struggling with a proactive approach in this respect whilst guiltily accepting we know more and could be doing more. Peter will be offering ideas on how you can begin to use these tools to help you make your events brilliant.	Peter Kerwood - Director Socialsuperstore, previously Marketing Director at Altitude	Domain H, Domain I	2.0 hours		2
09-Nov-12		Peter Vlachos, Toby Beresford, Jon Bridgen	Keep pace with 'Meetings & Events technologies' fit for "Generation Y"(Technology Review)	Keep pace with 'Meetings & Events technologies' fit for "Generation Y" Time is running out...book your seats at the much anticipated MPI UK & Ireland Chapter Technology Seminar - now free to attend! Get to grips with the latest cutting edge technologies in an environment that will help you realise how to increase your ROI on your events. On the 9th November 2012 - 'The Queen Elizabeth II Conference Centre' will host an important educational seminar. MPI UK & Ireland Chapter invites all meetings professionals to update their knowledge on the very latest developments in event technology with hands-on demonstrations. The 'Generation Y' demographic is an influential attendee audience and new industry workforce, that has grown-up with evolving technologies much of which they expect as 'standard' at events they now attend such as: • FREE Wi-Fi across venues and accommodation	Peter Vlachos is Principal Lecturer and head of the London Centre for Events Management at the University of Greenwich. He read politics at the University of Toronto and spent over 15 years working in the events industry before joining academia. His current research explores the impact of cultural and live entertainment districts on urban economic performance and property values Toby Beresford is a social media technology startup founder based in Google Campus, Tech City, London, UK. His latest startup, Leaderboarded.com creates dynamic social	Domain G	4.0 hours		4

22-Jan-13	18:30 - 20:30	Chris Williamson, Markit Group + Mr Michael Schüller, Vice President EMEA Meetings & Events at American Express	Meeting Industry Trends	<p>Find out what the future holds and what it will mean to your business. Who will be the winners and losers in the meetings and events industry? Join us to unveil what the future holds and ensure you will be a winner in 2013.</p> <p>We all know that 2012 has been a challenging year for the meetings and events industry; shrinking budgets, shorter lead times and the cancellation or downsizing of events have all contributed to reduced growth and the need for a more creative approach for greater ROI.</p> <p>The economists have suggested that we may be encountering a 'triple dip' recession.</p> <p>But what does that really mean for our industry and what does 2013 have in store for meetings and events planners and suppliers?</p> <p>This event provides the perfect platform for learning through unveiling industry predictions, knowledge sharing of future trends and fantastic</p>	Chris Williamson is the Chief Economist at Markit, producing the Purchasing Managers Index surveys for more than 20 years. The PMI survey is now the most closely watched business survey in the world offering often unique monthly indicators of economic trends. Chris regularly contributes to BBC News, Sky News and the various broadsheet newspapers. Michael Schuller - Vice President EMEA Meetings & Events - AMEX. Strategic management of meetings and events is a critical component of a best-in-class managed travel programme. As companies continue to	Domain A	1.0 hours	1
12-Nov-13	18.30 - 20>30	David Atkinson	The Art of Negotiation	<p>How can you get what you want, when you want it and at a price you want to pay? Good negotiation relies on a series of proven methods, tactics and processes that ensure you arrive at the best possible deal for both buyer and seller. Hear from experienced buyer and professional trainer David Atkinson, who will provide an insight into the Mutual Gains Approach used by professional negotiators.</p>	David is a management consultant, trainer and coach/mentor in the areas of strategic change, procurement, supplier relationship management (SRM) and strategic account management (SAM); and executive coach to ambitious, thoughtful professionals. With his support, his clients develop and implement pragmatic yet effective strategies, save money through more effective procurement and they negotiate with more success.	Domain G	1.0 hours	1
21-Jan-14	18:30 - 20:30	Chris Williamson, Markit Group	Economic Review	<p>Want to know the key trends that will affect your organisation in 2014? Join us to hear insights from Chris Williamson into the state of the market and the factors that will change the way you work and the events that you manage.</p>	Chris Williamson is the Chief Economist at Markit, producing the Purchasing Managers Index surveys for more than 20 years. The PMI survey is now the most closely watched business survey in the world offering often unique monthly indicators of economic trends. Chris regularly contributes to BBC News, Sky News and the various broadsheet newspapers.	Domain A	1.0 hours	1