

2024 Best Practice

Organize an MPI Networking event at major Trade fairs in Europe to support Community development and MPI Brand awareness within Europe. This is a pure Networking event outside of regular Trade show hours branded MPI.

Execution:

- Council supported the idea from Chair to organize an Networking event at IMEX Frankfurt in May 2024. The event was co-sponsored by Ocean Diva & Transcend Cruises, The Netherlands CVB and Dusseldorf Congress.
- MPI managed invitation of half of attendees with the concept of “bring a planner prospects” to increase Membership. We had 100 attendees which resulted a great success, other 100 were invited by the two DMO involved.
- Transcend Cruises fully sponsored the event for venue and F&B and looked for more partnerships within MPI network. The goal of developing an MPI European community thru in person events and support members Networking was reached as we had great feedback from attendees.
- The concept will be repeated with new partners at IBTM world in Barcelona coming November.

Here below MPI CEO Paul Van Deventer introducing MPI to the audience and thanking MPI members involved and partners at the event! A group of 20 MPI Hosted Buyers attended too.

