



MPI

*the*  
*meeting*

# PROFESSIONAL

MAY/JUNE 2025



**READY TO RALLY**

**AT WEC ST. LOUIS,  
AWAKEN WHAT'S POSSIBLE  
THROUGH EVENTS.**

## EVENT DESIGN: IMMERSIVE AND PERSONAL

From asking the right stakeholder questions (*without falling in love with the first answer*) to incorporating wellness that restores energy (*instead of depleting it*), thoughtful, strategic event design can optimize and personalize every aspect of the attendee experience.