



Meeting Europe

Community News

THAT LITTLE BIT MORE

Focus 2006 has been created to encourage European chapters, individual members and private sector companies in the meetings industry to dip their hands in their pockets even further to support the MPI Foundation Europe

Europe's ten MPI Chapters are being asked to support the new FOCUS 2006 fundraising campaign which has been launched to support the work of the recently formed MPI Foundation Europe.

The target is to raise €500,000 by March 2006. There are over 1,300 MPI members in Europe and numbers are growing steadily (over 12 per cent rise in 2003-04). The MPI Foundation Europe is the first foundation to be created in Europe to support the meetings industry and FOCUS 2006 will be the first fundraising project of its kind.

The parent MPI Foundation was created in Dallas in 1987 and is dedicated to preparing meeting professionals for the future. The US-based, but not exclusively American, Envision 2003 campaign raised US\$5 million. It was highly successful. Yet, say the organisers, contributions from European members remained marginal.

As a consequence, and in order to maximise the support that the MPI Foundation can provide to the European industry, the Foundation Board of Trustees this year recommended the creation of the MPI Foundation Europe which would focus its activities on education and business development in Europe only. They also recommended that a similar subsidiary be formed in Canada.

The European initiative has been enthusiastically welcomed by the European Council and the European leadership. It also supports, and is an integral part of the MPI European Business Plan that aims to increase MPI members and resources by more than 30 per cent over three years.

FOCUS 2006 was presented at the recent European Chapter Presidents' Forum in Vienna by David DuBois, CMP, CAE, Executive Vice President of the MPI Foundation, and Eric Rozenberg, CMM, CMP, European Council President, who explained the objectives and time frames involved in order to reach the March 2006 target.

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DEFINING THE POWER OF MEETINGS™

Autumn 2004 Issue n° 11

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LETTER FROM THE PRESIDENT

ERIC ROZENBERG, CMP, CMM



Dear Colleagues,

I have high hopes for FOCUS 2006, the fundraising campaign for the newly created MPI Foundation Europe. This is the first initiative of its kind in Europe designed specifically to benefit the meetings industry and, I believe, will fundamentally change the way we feel, especially in continental Europe, about investing in our own future through foundations.

The Foundation has already supported the Women's Leadership Initiative research in Europe and, as

FOCUS 2006 gets underway, €15,000 have been allocated to pay our share of the research project we have embarked on in an alliance with the International Congress & Convention Association (ICCA). Both our associations have joined the World Tourism Organization (WTO) as affiliate members and will be working in partnership with Reed Travel Exhibitions to develop a model based on the WTO's Tourism Satellite Accounting methodology, which will generate statistics on the size and value of the global meetings market.

Meetings statistics have long been a thorn in the side of our industry and a standardised methodology to measure the market is way overdue. The handful of national convention bureaux which have efficient systems in place are able to prove to their governments the worth of the market and more likely benefit by way of improved infrastructure or additional funding. When the results start coming through, this TSA project will impact on us all and our national statistics.

We are already into the second year of implementation of the European Business Plan and the part it plays in the MPI strategic plan Pathways to Excellence. This is another area where FOCUS 2006 funding may be directed, but no grants can be made without the agreement of the European Council. I am fully confident that, with your help, we shall reach the target of €500,000.

I am delighted to welcome Hannah Pattison to the European office and congratulate Titta Rosvall on her promotion to Manager of European Chapter Relations & Development. These appointments comply with recommendations in the European Business Plan and the benefits they will bring to the organisation were explained to members attending the recent European Chapter Presidents' Forum.

Finally, registration for the PEC-Europe in Monaco, April 10-12, is open. As highlighted elsewhere in this issue, the education programme will tackle the burning topics of the moment and the social programme is fantastic. So block the dates in your diaries or, better still, get on line and book your place (www.2005pece.mpiweb.org) and let's see if we can beat this year's record attendance in Edinburgh.

Eric Rozenberg, CMP, CMM
European Council President

MPI European Council

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Roche Products

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Meeting Europe

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Full page	Non-member	2320 Euro

continued from front page

The official launch at the end of this month, November, will include mailings of flyers and letters and email communication to all European Chapter Leaders and potential donors. This will be followed by an email broadcast to European members, with telephone call follow-ups to potential donors through December. The 17-month-long campaign will end at the 2006 PEC-Europe, March 26-28, in Davos, Switzerland.

A list of approximately 200 corporate donors has been compiled, including the main hotel chains, convention and visitors bureaux, conference centres and agencies that are active in Europe. European Chapters are also being asked to support the campaign and raise funds and it is expected that a large proportion of individual members will also support the campaign.

To accomplish MPI Foundation Europe's research and programme-development goals effectively, sufficient funding is needed to support projects germane to the European meetings industry. All funds will stay in Europe and all proposed projects will be reviewed and approved by the MPI European Council. The Foundation will focus particularly on trends, statistics and the identification of future industry needs that will give meeting professionals the information they need to perform productively, gain recognition in the business marketplace and map out clearly defined career pathways. Specific projects already identified are the Women's Leadership Initiative Europe, the Strategic Planning Programme and the World Travel Organization's Tourism Satellite Accounting project. ●

Support coming in already

Industry supporters of MPI have fully endorsed the formation of the European Foundation and Focus 2006 and close to €300,000 has already been pledged to the campaign, thanks to these organisations.

Heritage Club (€100,000 or more)

EIBTM
IMEX

Diamond Club (€50,000 - €99,999)

Starwood Hotels & Resorts

Platinum Key Donors (€25,000 - €49,999)

No donors at this level yet

Gold Key Donors (€10,000 - €24,999)

MPI UK Chapter

Silver Key Donors (€5,000 - €9,999)

Brussels International Travel Services
Hotels van Oranje
Ince&Tive
MPI Belgium Chapter

Donors

2002-2003 European Council
Commonwealth Conference & Events Centre,
London, UK

MIX

THE NEW MPI ON-LINE COMMUNITY

MIX, the Meeting Industry eXchange, is an easy-to-use member benefit designed to help you network, learn, or just have fun. It's unique among other industry online communities because it emphasises MPI's diverse global community, helping members expand their network of professional contacts around the world.

MIX has many exciting features. On the home page, you can take polls, see the latest events and enter the Monthly Giveaway. In the Discussion Forums, you can be part of an industry message board, read and contribute to topic-related threaded discussions and be part of on-line round-table sessions. The Meeting Area lets you participate in scheduled Industry Expert Chats, follow-ups on MPI's e-Learning Series and meet other conference attendees before and after the event. Other features include an industry-specific document sharing page and interactive business cards.

MIX is sponsored by the Hilton Family of Hotels through the MPI Foundation. For access go straight to www.mix.mpiweb.org or click on the e-Village menu on www.mpiweb.org. And, if you have any questions or suggestions, please contact Kerrie Wade at kwade@mpiweb.org.

RTE SUPPORTS STRATEGIC PLANNING PROGRAMME

Since the MPI strategic plan *Pathways to Excellence* was announced last year, there was a heightened awareness of the vital role chapters must play in its execution. For their part, chapter leaders wanted to know how it impacted their own planning and how they, too, could support the new MPI direction

To assist them, the Chapter Strategic Planning Programme was developed under the watchful eye of Patricia Dameron, Vice President Member Growth & Care. Ann Holmes, CMM, of the UK Chapter, designed a module which could be used by trained facilitators to work with chapters in developing their plans and goals to support *Pathways to Excellence*. Last spring, MPI trained 11 facilitators to use the module and they have been working with chapter boards ever since. Once the chapter completes the one-and-a-half-day module, they should be prepared to finalise a strategic plan, business plan, budget and annual education programme to service their membership.

Up to this point, chapters have been responsible for the expense associated with hiring a facilitator but in Europe the need was identified to find a sponsor to cover the fees. Reed Travel Exhibitions (RTE) agreed to support this strategic initiative through a donation to the newly created MPI Foundation Europe.

RTE are well known for their trade show portfolio of 13 events worldwide, including EIBTM, coming up soon in Barcelona, AIME, the Asia Pacific Incentives & Meetings Expo in February in Melbourne, Australia, and LACIME, the Latin America & Caribbean Incentive & Meetings Exhibition in Sao Paulo, Brazil, all three focusing on the incentives and meetings markets.

Says Debbie Jackson, Exhibition Director, RTE MICE Events, "EIBTM and MPI have worked together for many years



Debbie Jackson



The spectacular Fira Gran Via, Barcelona, new home of EIBTM



Inside the Fira Gran Via, Barcelona

in various ways but we have always been particularly committed to helping with educational initiatives. Our research within the industry shows that there is a high level of interest for programmes that continue to raise standards and develop skills. This is a trend that EIBTM sees as being beneficial to the industry as a whole and the individuals within it and EIBTM is wholly supportive of such programmes. As the global authority and resource for the meeting industry, MPI has a number of educational initiatives that EIBTM has supported in the past and will continue to support in the future. We see the Strategic Planning Programme as an exciting new venture which will take education directly into the heart of the chapters."

Patricia Dameron adds, "We are greatly appreciative of Reed's commitment to our chapters and to MPI. Ann Holmes, CMM and Carole McKellar, CMM are the two qualified facilitators based in Europe but all 66 chapters and clubs are free to hire any one of the 11 they are interested in working with for this programme. It is exciting to see how chapter leaders are adopting and enthusiastically supporting the plan and we encourage all chapters which haven't taken advantage of this opportunity to do so as soon as possible." ●



For the Incentive, Business Travel & Meetings Industry
30 November – 2 December 2004
Montjuic 2, Fira Gran Via, Barcelona, Spain

LESSONS IN EXCELLENCE

European Chapter Presidents and Presidents-Elect went to Vienna, Austria, September 18-20, for a very comprehensive briefing on chapter leadership strategy

The key focus of this year's European Chapter Presidents' Forum was to show the newly elected presidents and presidents-elect many of the tools and techniques which will help them lead their chapters in a more strategic way. Education, chapter structure, business plan creation and much more were covered in detail by top-level speakers from Europe, US and MPI headquarters in Dallas.

The European Council met immediately prior to the Forum and the International Board of Directors just afterwards, giving delegates the opportunity to talk one-to-one with them when they enjoyed a final dinner together. "It was Chairman of the International Board Hugh Lee's initiative to get almost the entire board to come to Vienna," says Eric Rozenberg, CMM, CMP, President of the European Council. "We were thrilled to have so many of our American colleagues with us and the European members all welcomed the opportunity to network with them."

If the new European Business Plan is to be carried through successfully, involving the chapters is critical. "It can't be implemented only by staff in Luxembourg and Dallas - we need our volunteer leadership as well," says Didier Scaillet, Director of European Operations and Global Development. "The Forum served to bring home that it is everyone's responsibility, and that includes the European Council, the chapter leadership and each individual in MPI, to execute the Business Plan."

On the agenda

International President & CEO Colin Rorrie Jr, PhD, CAE opened proceedings in the Vienna Hilton with a cordial welcome to everybody,



before giving the stage to an impressive line-up of speakers.

Karen Walters, Chairman of the International Chapter Leadership Committee (ICLC), set some parameters on what should be accomplished at the Forum. International Board member Carol Krugman, CMP, CMM, expanded on the theme, explaining how chapter leaders should see themselves as architects and set targets in the coming year. Brian Rothenberger, Director of Chapter Relations in Dallas and Titta Rosvall, European Chapter Relations Manager, gave an update on MPI news and statistics and Rothenberger presented an annual chapter education plan review template. Rosvall also explained the education resources available to chapters to ensure they have the tools to develop their own business plans.

Patricia Dameron, Vice President of Member Growth, Dallas, presented a chapter structure overview and moderated a round-table discussion on member care and growth in Dallas, communication and brand awareness. Other round-tables focusing on business plans were led by Karen Massicotte, CMP, Canadian representative on the International Board, Michael Owen, ICLC committee representative, and Gary England, UK Chapter President. Hugh Lee offered some words of advice on execution and Didier Scaillet drew on the experience of an earlier career by describing the process of wine-making as a metaphor for leadership development. David DuBois, CMP, CAE, Executive Vice President of the MPI Foundation, and Eric Rozenberg, CMP, CMM, also gave a briefing on the new FOCUS 2006 fundraising campaign.

A star-studded cast indeed! Delegates also appreciated the warm Austrian hospitality received at some magnificent dinners in local venues. Grateful thanks are extended to Le Méridien Vienna, Radisson SAS Palais Hotel Vienna, Congress Casino Baden, Mondial Travels and the Vienna Hilton, the host hotel, for their generous support. ●

NEW DIMENSIONS PROMISED IN MONACO

The little principality on the blue Mediterranean will suddenly grow much bigger when PEC-E 2005 gets going

Educationally, socially and professionally, Monaco promises to set new standards for the Professional Education Conference - Europe, April 10 to 12.

Take the main conference venue, the Grimaldi Forum Monaco. This state-of-the-art convention centre opened in 2000 and has been winning awards ever since. The gleaming steel and glass structure hangs daringly over the sea. The PEC-E seminars will take place in break-out rooms built beneath sea level but still allowing natural light to filter in. The opening general session will be held in the fabulous Salle des Princes, where an inspirational keynote speaker and dynamic interactive show will top the bill. Beforehand, guests can enjoy a welcome cocktail at the launch of an exhibition by well known Austrian photographer Helmut Newton.

Procurement - the big issue

Over the next two days, the education programme will get into full swing. Four tracks will run in parallel: for students and novices, experienced professionals, senior managers and executives who have at least 10 years of management experience. Burning issues of the day will be aired and, a first for the PEC-E, an important forum on procurement is likely to draw in large numbers. Didier Scaillet, Director of European Operations & Global Development, explains: "Procurement is a two-way street and we want to invite procurement managers and officers to reveal what

they see as best practices and initiate a discussion with key decision-makers. This is a hot topic of the moment and we intend to follow on from the session held at this year's WEC in Denver and the programme of the upcoming PEC-NA in San Diego."

Master classes

Monaco is known worldwide for staging the Formula 1 Monte Carlo Grand Prix in its narrow streets and what this destination doesn't know about corporate entertainment isn't worth knowing. It stages other world-class sports events as well and the week of the PEC-E is also the week of the Tennis Masters Monte Carlo tournament.

Especially for MPI, two half-day seminars will be held at the venue, Monte Carlo Country Club, guiding delegates through the finer points of corporate hospitality and how to organise it. Special rates and pre- and post- conference packs will also be offered for delegates wishing to see more of the tennis.

Dazzling party venues

The welcome reception on Sunday will be in the exclusive Prince of Monaco's Private Collection of Classic Cars museum. Not F1 beasts this time but Lamborghini's, Bugatti's and Rolls Royce's from a bygone era. Monday evening is free for delegates to sample one of Monaco's fabulous restaurants, before letting their hair down at the Foundation Party, Rendez Vous Europe, at The Edge au Karrément, the hottest disco on the Riviera. Tuesday will culminate with the final gala dinner in the famous Salles des Etoiles, evoking 30 years of glamour and show-biz celebrity. ●

For more details and to register online, log on to www.2005pece.mpiweb.org



Did you know?

- "The man who broke the bank at Monte Carlo" was called Charles Wells
- The Principality of Monaco is smaller than Hyde Park, London
- Monégasques are not allowed to gamble in the Casino
- One of the musicians in the orchestra on board Titanic was from Monaco
- The Principality celebrated its 700th anniversary in 1997



GETTING PCOS BACK ON TRACK

Stefano Ferri describes a most enlightening educational, an outstanding assembly and a generous offer from Sol Melià

The Chapter meeting on October 7 was especially useful for PCOs. In an exceptional two-hour presentation, “Winning the new gold race: think and act out of the box!”, Isaac Getz, professor of Innovation Management at the European School of Management in Paris, offered some interesting ideas on introducing new thinking into the job of the professional organiser. In an age characterised by the growth of advertising agencies as event organisers, and where advertising professionals are without doubt more strategically developed than many Italian organisers, he said the key to success is “strategy”.

An enthusiastic audience of members and non-members gathered for the session in the Crowne Plaza Hotel San Donato, on the outskirts of Milan. Education chair Rossana Muolo and past president Aleksandra Dermit de Simoni are to be congratulated on securing such a good speaker.

New tasks

The XIII General Assembly, July 2 to 4, at the Eurac Convention Centre, Bolzano, in northern Italy, was attended by a very impressive 62 members. Prior to the meeting, a day-long Board Retreat, directed by MPI International Board member Paul Kennedy, set about reorganising the tasks of the strategic committees which were formed last year at the Venice General Assembly.

- * The membership committee, chaired by Maja De’ Simoni, is to provide tailored information to both planners and suppliers to help them understand the added value they would gain by joining MPI.
- * The education committee is to produce nine events both to educate members in general and provide an introduction to the preparation courses for the next CMP course.
- * Under chair Maria Teresa Moro, the communication commit-

tee is charged to put the member database on the web and make it accessible by password. They may also link www.mpiweb.it to other European sites.

- * The finance, sponsorship and partnership committee, chaired by Massimo Melis, is to define the budget and control cash flow.

Friday’s proceedings began with Alex Susanna, director of the South Tyrol Museum of Archaeology at Bolzano, talking about Ötzi, the iceman discovered 12 years ago near the boundary with Austria and now housed at the museum. On Saturday, Marcella Chiesi (PCO company Duo) discussed how to create trust with clients and Carole McKellar, CMM (The Association Gateway) talked about turning the professional dream into reality. In a technology forum, Roberto Patuelli (Sem 2000), Franco Gilmozzi (Tecom) and President elect Alan Pini, CMM explained various software tools especially developed for the meetings industry. The assembly proper was opened by European Council President Eric Rozenberg, CMP, CMM. Sunday comprised a whole-day trip to enjoy the mountain paths and delicious food of the Dolomites.

Help with subscriptions

Through member Ulf Pauschardt, director of Melià Milano, the Sol Melià hotel chain has generously offered to subsidise 10 subscriptions to MPI for meeting planners and/or PCOs unable to pay for themselves. This is in addition to the three subscriptions sponsored by Reed Travel Exhibitions as part of the quota of 30 offered to all European chapters. The Italy Board is currently identifying eligible candidates.

Well done!

Congratulations to the six Italy Chapter members who, following examinations earlier this year, can now add CMP to their names: Pier Paolo Mariotti and Karin Amor (Eurac Convention Centre); Alan Pini, CMM (Tekncongress), Miek Egberts (Newtours), Bruna Migliazza, CMM (Hay Group) and Ginevra Rugani (Events D). ●



General Assembly 2004, Bolzano

President Pier Paolo Mariotti, CMP

Ulf Pauschardt, CMM



A GUIDE TO BETTER UNDERSTANDING OF CLIENTS, COLLEAGUES AND FRIENDS

Yvo van der Tol reports on a Platinum session held on September 30: *Navigating Human Behaviours in the Meetings Industry*

Powerful, positive and practical is how Erick Burton is frequently described. He came over to Brussels from the USA to speak at the Platinum session we held at Le Méridien Hotel, Brussels. As President of Burton Resources, Burton has partnered with hundreds of corporations and associations as a professional speaker, facilitator, executive coach and author. He equips people with practical tools than enable their organisations to succeed. He is also founder of the Burton Leadership Center which features a course designed to develop organisational and personal leadership.

Long-lost friend

There are no barriers for Burton in the various ways he motivates people. As an icebreaker for this meeting, he started by asking the audience to greet their neighbour as a long-lost friend - a great example of witnessing totally different behaviour in only a few seconds!

During the interesting, interactive presentation, tools were offered to the audience to identify the four different kinds of human behaviour: dominance, influence, steadiness, conforming. He said that participants would benefit from being able rapidly to identify the category of behaviour a person belonged to, in order to understand them better. They would gain these benefits through business

Enlightening! Erick Burton impresses Belgian members

dialogue and conversations as well as achieve greater understanding of the behaviour of their closest friends. “As you become capable of determining your conversation partner’s tension points and motivation points, you will be able to navigate human behaviours,” he said.

With so much professional expertise in the audience in the main conference room of Le Méridien, this guide to the navigation of human behaviours gave rise to some great examples drawn from the personalities of the meetings world. In our industry, we depend on trust and good relations with our partners, so what is more interesting than not only understanding their behaviour, but also being able to navigate it?

After some good laughs and more interesting examples, the evening ended as we are accustomed to at industry events: a very productive networking and “meeting old friends” session over a cocktail offered by the host hotel. ●





“THE SWEET SMELL OF SUCCESS”

President Elling Håmsø presents an upbeat picture of progress in the Chapter. “The secret is a good educational programme,” he says

MPI Norway is enjoying the sweet smell of success at the moment, at least, if monthly meeting attendance is the yardstick. Fifty attendees out of a chapter of 70 members has to be good, and that is what happened at the first two meetings of the new season. More than half were attending an MPI meeting for the first time and more than 60 per cent were planners. It appears that our many long hours of developing the invitation database is starting to pay off. The next challenge is to follow up the interest and convert it to memberships.

The backbone of success is, as always, a good educational programme. The August meeting was dedicated to “Event sponsorship - how do you define and market the value of your meeting to sponsors?” Speaker Bjarne Berger of Thue & Selvaag was in charge of sponsorship at the Lillehammer 1994 Winter Olympics and has been in the forefront of the development of sponsorship models and practices ever since. “Sponsorship is growing as corporations increasingly look for ways to convey a product image,” said Berger. “From customer relationship management to customer experience management, product is nothing - image is everything.”

Disasters

The September meeting was held at the Kon-Tiki museum in Oslo and included a vivid account of the life of Thor Heyerdal,

one of the craziest and most famous Norwegians. The topic was “Project management for meeting planners”, delivered by Egil Skavang of HolteProsjekt, one of Norway’s most senior and experienced project management consultants. Working on the premise that all meetings are projects and therefore most meeting planners are project managers, he explained that any project must have a clear and unambiguous goal, a timeframe and dedicated resources. A large international study across many industries has shown that 25 per cent of all projects end up disasters, 50 per cent muddle through but don’t reach their goals, and only 25 per cent can claim success. Do our meetings fare better and do we know if they do?

At the time of writing, Norway is pitching for the PEC-Europe 2007/08 for Oslo. The city has a lot to offer and is keen to let the meeting planners of Europe know that. But you don’t have to wait until 2007 or 2008 to visit, as 50 European planners are invited to the Norway International Meeting & Travel Industry Fair, January 13-15, 2005. This is just one of the outcomes of MPI Norway’s recent alliance agreement with Norway Trade Fairs. ●



Members discuss the project management theory

Skavang: “You can easily influence project outcome in the early stages. A project is a temporary effort to create a unique product or service”



MOVING FROM CITY TO CITY, FROM STRENGTH TO STRENGTH

This has been a busy year for MPI Germany and in the last few months innovative events have been held in Berlin, Hamburg and Munich. Frank Seifert reports

“Meet MPI” on September 16 in Berlin was a big success, especially in terms of membership recruitment. Twenty members welcomed 20 guests in the art nouveau hall of the Hackesche Höfe, one of Berlin’s most popular attractions. It is a restored complex of buildings from the turn of the last century, with a mix of offices, factories, apartments, theatres, bars, restaurants, shops and meeting facilities.

Highlight of the evening was a visit to the Hackesche Hof-Theatre, a short, 15-minute cabaret for up to 100 spectators. This private show follows the tradition of the Yiddish culture in the historic Berlin quarter where Jewish immigrants from Eastern Europe lived until the mid-thirties. The theatre can be rented for events - great for a social function after a meeting - and the performers will improvise on a given subject. It was a great evening organised and sponsored by member Karin Moderer from the Upstalsboom Hotel Berlin.

Can Hamburg do better?

Another successful “Meet MPI” was held on September 22. Sponsored by the Hamburg Marriott Hotel, the subject was “Meeting Destination Hamburg - Perspectives”. Börries von Kummer, Marketing Director of Hamburg Tourism, described the city’s unique selling points and Madeleine Marx, General Manager of the Renaissance Hamburg Hotel, presented a

comparison of Hamburg with other competing cities. Joachim Dieterich, Director of the Congress Centrum Hamburg, talked about the extension of the fairground and congress centre which started recently. Members and guests then discussed what to do to make “Hamburg - meeting city” even more attractive and what local suppliers could contribute to further improve the city’s position in the meetings business, especially in the international market.

Important events in Munich

On October 27, our MPI colleagues from GPH Veranstaltungsagentur in Munich organised an evening at the traditional Munich Oktoberfest beer festival. The Germany Chapter will again participate in November at the STB, Seminar- & Meetings Bourse in Munich. This regional exhibition offers an excellent opportunity for networking with MPI members and generating new interest.

In November and December, informal regional member meetings will be held in the Dusseldorf and Frankfurt areas and in Munich. The “end of the year” meeting will round off a busy year and the Chapter is looking forward to “Kick off 2005”, January 14-16 in Hamburg. ●



German members deep in discussion



Börries von Kummer
of Hamburg Tourism



Joachim Dieterich of the
Congress Centrum Hamburg



Madeleine Marx of the
Renaissance Hamburg Hotel



PROUD OF HIGH ATTENDANCE LEVELS



Europe's fastest growing chapter started the new season with cocktails and a cultural tour of the famous Carrousel du Louvre

The Board of MPI France-Switzerland held an intensive retreat, June 20 & 21, at the prestigious Château Hotel Mont Royal in Chantilly, managed by Concorde Hotels and directed by Veronique Claude. The hotel is close to Paris and this was the second time it had hosted the event. "Mont Royal is a wonderful little country castle and we were able to work very efficiently with Didier Scaillet and Titta Rosvall on our ambitious plans for 2004-2005," says President Cordula Riedel. "The new board is looking to exceed the strategic plan with an outstanding educational programme, culminating with the PEC-E in Monaco."

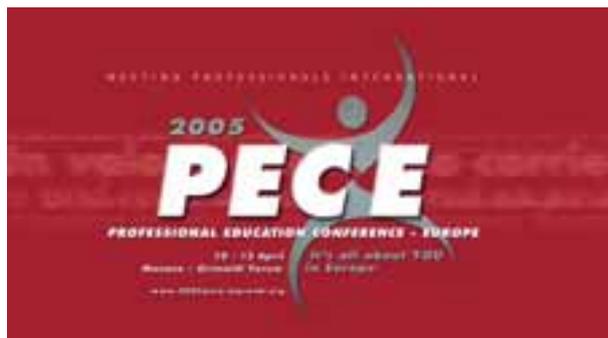
After a long summer break, the first networking event of the season began at Café Marly, next to Pyramide du Louvre. After a short warm-up cocktail and get together, members moved to the Carrousel du Louvre for an event all Parisians are fond of, the 22e Biennale des Antiquaires. "Great antiques and art!" says Riedel. Fanny Oblat, in charge of press relations for the show, took the group on a most interesting tour before leaving each individual to discover one of Europe's finest collections for themselves.

On October 26, Jessica Kuborn, CMM, of JK Events, Brussels, was invited to talk on "Hotel contracts: negotiating beyond price", speaking in French so that as many people as possible could benefit from what she had to say on such an important subject.

The Chapter is very proud to announce an average attendance of half the membership at every event - plus potential new members. The new membership committee, created less than a year ago, is working very effectively and this is now the fastest growing European chapter. The committee recently presented a very ambitious plan on recruitment. "An important component of the plan is to develop relationships with students, the members of tomorrow and of our future industry," explains Riedel.

Supporting the PEC-E

The major event of the year on the agenda for the Chapter is next April's PEC-Europe in Monaco. The entire membership is enthusiastically supporting their colleagues in Monaco and the Monaco host committee and a member of the Board has been specially assigned to help with preparations. "The whole Board is dedicated to making it the most successful PEC-E ever," says Riedel. "By the way, we have heard about the Italians' challenge to be the leading delegation at the PEC-E. We congratulate them on their determination...and call on other chapters to take up the challenge!" ●



The Board of MPI France-Switzerland held a retreat, June 20 & 21, at the Château Hotel Mont Royal in Chantilly.

"The whole Board is dedicated to making it the most successful PEC-E ever."



10TH ANNIVERSARY CELEBRATIONS

The party will be held as part of this year's NL Conference. But were you one of the early members? The chapter would like to hear from you, says Els Hubregtse

In 1994, MPI The Netherlands became a full chapter having been a club for only six months! Some enthusiastic meeting planners, such as Birgit Roeterdink, Vincent van Wulfen and Louise Roos were the forward-thinking people who recognised the advantages of becoming part of the MPI "world". Ten years later, the number of members has grown to 187, so we are now the third largest chapter within Europe. Not bad for a small country!

Celebrations will take place during the third NL Conference. We are still looking for people who were members during those first years as of course they are invited to join in the festivities. Former members who are interested should email BirgitRoeterdink@Organon.com. Anybody else who would like to join us should check the website www.mpiweb.nl and click on the banner.

Beach Olympics

The Chapter's annual meeting was held on August 20 at the Hotels van Oranje in Noordwijk. As always, the meeting was followed by a sports programme. In the past, this has been a serious beach volleyball competition. This time, a very exciting beach Olympics programme was organised.

Some 55 members were present and some preferred to stay inside the hotel to have a go at fencing and kick fun. Outside, members who wanted to test their muscles joined in the power kiting competition on the beach. A trip in the local lifeboat

gave a good idea of the height of the waves and the strength of the wind, and how much courage it takes to go to sea to try to save someone.

Afterwards, food and drinks were waiting and winners of the games were presented with some great prizes which included a weekend in Monaco offered by Grimaldi Forum, a Swiss pocket knife offered by the Swiss Bureau of Tourism, a package for a stay at the Golden Tulip Hotel, Fiji, and a beauty set offered by NH Hoteles. All the activities were organised by Goesting Events and Hotels van Oranje sponsored this very entertaining day - many thanks to them.

Board update

Two corrections to the announcement of the new Board, 2004-05, in the last Meetings Europe: Jurrie van de Berg, NH Hotels, is Vice President Communication and Roel Frissen, Parthen bv, is Vice President Education.

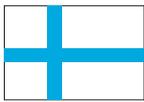
Three further vacancies have now been filled: Rob van der Beek, SRS World Hotels, is Director Sponsorship; Diddy Duran, Gielissen Interiors and Exhibitions, is Director Marketing and Els Hubregtse, NH Hotels, is Director PR. ●



Annual meeting in the Hotels van Oranje



The whole group in front of the lifeboat



DESIGN MANAGEMENT IN EVENTS

On September 13, members of MPI Finland gathered in the restaurant of Kulosaaren Casino to hear a most interesting presentation and case study. Minna Lehtovaara reports

The 10th IAAF World Championships in Athletics 2005 will be the biggest event ever organised in Helsinki or Finland and the year's biggest sporting event in the world. Three thousand athletes and 3,000-4,000 media representatives are expected to arrive for the event. Beforehand, a large service area for the supporting partners and their guests will be built in front of the Helsinki Olympic Stadium. During the championships, they will bring 2,000 to 2,500 guests daily to join in the atmosphere and enjoy the competition.

The challenging task of designing the visual and functional identity of this area has been put in the hands of Atmos Production and Markku Piri who has been appointed artistic director for the event. He addressed the Finland Chapter members on the topic "Design Management in Events - World Championships in Athletics 2005 case study".

Piri is a designer, managing director, producer, artistic director, artist, interior designer, graphic designer, photographer, lecturer, teacher, set designer, director of an art gallery and so on. He has been in charge of the design management for several large projects including the 1994 European Athletics

Championship. During the world championships, the collaboration between Atmos and Piri will be evident on the winners' rostrum, the medals and in other visual elements. Atmos is also in charge of building the Sponsors Village VIP and Expo areas.

Unique as a huge international event, the championships have to be unique from the visual aspect as well. This visual ambience will not only be restricted to where the competitions are taking place and the pictures on TV, but must be seen and sensed around the city by the public. "The visual look is not just last-minute decoration," said Piri. "It includes all the visual elements and messages that can be sensed. An individual forms his or her opinion of the event on the basis of the entity, whether we wish it or not."

The basis of the visual identify is the "product" itself, i.e., what happens in the stadium and in the other competition venues. The cleanliness of the premises and surroundings, as well as the clothing and attitude of the personnel, help to create the basic product. The rest comes from advertising and communication material - advertisements, posters, publications, etc - which can be seen around Helsinki and around the whole world. The championships will be held August 6-14. If you want to find out more aboy the event as a whole, log on to www.helsinki2005.fi.



Helsinki: hosting the year's biggest sporting event

Helsinki Stadium



CHAPTER CO-ORDINATOR APPOINTED

MPI Sweden has broken new ground by employing a dedicated person as chief point of contact for the Chapter.

The Sweden Chapter has appointed Eva Edenvald-Wahlberg as its first ever paid co-ordinator. She has already started her work and is now the main point of reference for membership enquiries, recruitment, information and co-ordination of all MPI business in Sweden. To contact her, email mpisweden@home.se or telephone +46 70 212 05 86.

New President

It was announced recently that Carl Palmlund, general manager for Visit Scandinavia, has resigned as President and left the Swedish board for personal reasons. The new President, almost a year before planned, is Martin Theorin, MICE manager of the Danish Tourist Board in Sweden. The new

President Elect is Kaj Torstensson, marketing director at the department of street and estate development for Stockholm city.

SHIE exhibition

The SHIE show takes place next January 25-27 sponsored by Stockholm International Fair. As last time, all MPI supplier members curious about any potential market for them in Sweden are invited to exhibit in a sponsored MPI Sweden area. Enquiries should go to the project manager and MPI Sweden Board member Tina Fridh on tina.fridh@stofair.se. ●



Eva Edenvald-Wahlberg



New President Martin Theorin



“IT ALL COMES DOWN TO ATTITUDES”

President Lise-Lotte Skovdal describes a memorable seminar which brought some lessons home to members

On August 30, MPI Denmark held the season’s first seminar at the Comwell Hotel in Roskilde, outside Copenhagen. The speaker was Steen Broen Jensen, director of SiriusUnity, co-owner of Nordic Adventure, promoter of Expedition Sirius



2000 and author of two books. Both are based on his experiences from the expedition and his service on the Sledge Patrol Sirius in northern Greenland.

With humour and great compassion, Jensen led his audience into the daily life of the sledge patrol and talked about how the dogs and their different roles resemble the staff in any workplace. He explained how our attitudes influence everything we do and how we adapt to changes. Drawing on the time when he was team coach at SiriusUnity, he gave his view on how organisations could deal better with changes and explained the seven steps of the change circle - from losing focus to fully integrating the changes.

He also touched on the personal ownership and visions in our working lives. It all comes down to attitudes - the right attitude to taking ownership of the daily processes, to taking a risk and to bringing one’s visions to reality. The bottom line is that ideally we should focus on the possibilities, instead of only seeing the limitations. ●



VENUE/PLANNER RELATIONSHIPS

“What planners and venues would really like to say to each other” - a thorny subject brought out into the open on a warm and balmy summer evening in London

Ann Holmes, CMM moderated the meeting, one of the MPI Platinum series, at the Queen Elizabeth II Conference Centre on September 6. Despite the warm weather, over 60 members and guests turned out to discuss what goes on in both parties’ minds on occasions such as a first site inspection. They even confessed how planners irritate venues and vice versa. Holmes also guided the meeting through what is essential when drawing up contracts and how to evaluate return on investment.

The meeting agreed that more understanding and transparency are needed. “Planners and venues both have an over-

riding goal – client and user satisfaction,” said Holmes. “This can only be achieved through open and honest communication, which is based on a clear understanding of the other’s operating environment.”

Strategic twinning

MPI UK has entered a strategic alliance with MPI New England to share information and open up opportunities to work with each other in areas such as education and training future MPI leaders. The “twinning” was sealed with a certificate signed by the two Chapter presidents at the 25th anniversary dinner of the New England Chapter in July. The chapters hope to share new ideas and best practices and gain insights into the latest trends in the meetings industries of both countries. ●



The UK Chapter’s stand at the M&IT Show in October in London

MPI JOINS WTO

MPI and the International Congress & Convention Association (ICCA) have forged a strategic partnership with the World Tourism Organization (WTO) in a bid to create an unprecedented store of global meetings industry statistics. The announcement was made in Vienna in September by MPI Chairman of the International Board Hugh Lee, Chairwoman Elect Christine Duffy and ICCA President Christian Mutschlechner. They join Reed Travel Exhibitions as members of WTO, and hope to create a framework for capturing the overall economic effects of the international meetings industry using the WTO’s Tourism Satellite Accounting methodology.

EXPANSION IN MPI EUROPEAN OFFICE

In September, Titta Rosvall was promoted to Manager of European Chapter Relations & Development and Hannah Pattison joined the MPI team in Luxembourg as European Operations Manager.

“Team” was rather a grand word to use for the staff in the MPI European office when Hannah Pattison arrived in September, as she joined just Didier Scaillet, Director of European Operations & Global Development, Titta Rosvall and a trainee, Lorenz Halm, helping out for just five months. But MPI is growing in Europe and so are its resources...

For two years Titta Rosvall had been focusing on European membership administration as operations manager. In her new role, she is responsible for supporting the European chapter leadership while actively working with members to grow MPI in Europe - the last official membership figure was 1,305 - and execute the strategic plan Pathways to Excellence. Her knowledge of MPI, her multi-lingual skills and professional customer-service attitude were also acknowledged as ideal attributes to achieve the objectives set in the European Business Plan.

Now, instead of Rosvall's impeccable English with scarcely a Finnish inflection at all, callers to the office are greeted by the warm Scottish tones of Hannah Pattison. In her new job, she takes over membership administration and growth of the European chap-

ters. Beginning in a tiny village in Scotland called Kilmaurs, her education and career had followed a varied path to bring her to 46a Avenue John F Kennedy, Luxembourg.

She graduated from Edinburgh College of Art but quickly decided that teaching English overseas might be interesting and took a TEFL course (teaching English as a foreign language). A year's teaching in Madrid enabled her to pick up Spanish but...what next? Advice from a local careers advisory centre in Scotland led her to Leeds Metropolitan University and an MSc in events management. As she says, “I had some experience of events management at art school but at that time didn't realise that it existed as a career. After the course at Leeds, I realised that I definitely wanted to work in this industry.”

During her studies she had attended several meetings and events trade shows and, impressed with MPI as a professional organisation, joined as a student member. When the new job in Luxembourg was advertised in June, she replied immediately and the rest is history.



[Hannah Pattison joined the MPI team in Luxembourg as European Operations Manager]



[Titta Rosvall was promoted to Manager of European Chapter Relations & Development]

As more colleges and universities include meeting and event management in their curricula, stories such as Hannah's will become more common. Lorenz Halm is a student specialising in tourism management and the leisure industry at the International Management Centre IMC-Krems in Austria. He leaves the Luxembourg office very soon and will be sorely missed by the European team! ●



MPI ITALY

A CHAPTER OF MOVERS AND SHAKERS

In 1990, a small group of experienced Italian professionals - Francesca Buccafusca, Massimo Gattamelata, Rodolfo Musco and Maria Grazia Riontino - joined MPI with the aim of founding an Italian chapter and Musco was elected on to the International Relations Committee. This started a recruitment drive which, after two days at the BTC show in November, reached an unbelievable 76 members.

In April 1991, the first chapter ever to be incorporated out of the American continent started operating in Italy. These new MPI members immediately proved that professional growth was one of their main goals and became important contributors to the professional advancement of members. Seminars were held in Geneva, in Florence during BTC and at the annual general meeting where the enthusiastic membership asked that many more seminars be held in the future. They also reasoned that, with so many different skills and professions represented in MPI, the name of the association should be changed from Meeting Planners International to Meeting Professionals International. They suggested this to the International Board and from 1995 that has been the name of the association.

Most early members decided to take the CMP examination and were able to persuade MPI to schedule an edition of the one-week course in Europe. By 1993, 12 Italian members were CMP qualified. Their proactive approach to volunteer work motivated Rudolfo Musco to contribute to a task force which started looking into a university-level programme for meeting professionals. CMM was created, the first and still today the only professional certification for top managers in the industry. The first CMM exam was held in Paris in 1995.

In 1995, Vito Marzo was elected President of the European Council and the Dallas Chapter was chosen as “twin chapter”.



Italy Chapter founder members with Marjorie Hamilton (right) - a Canadian, she was the first non-US MPI Chairman of the Board

Many visits between the two chapters ensued and in 1996 three members received honorary citizenship of the city of Dallas.

Another landmark in the Chapter’s history was the PEC-Europe in Rimini in 1999, which repositioned the association in Italy as a viable industry communicator and major contributor to the growth of awareness of the conference industry. Alan Pini CMP, CMM was President of the European Council and, together with his co-host Gabriella Ghigi, welcomed nearly 300 delegates.

Since the PEC-E years, many members have followed in the footsteps of the original motivators. Pini has served his year on the International Board of Directors, arguing the case of European development and true globalisation of the association, and is still serving on the MPI Foundation Board of Trustees.

The Chapter today comprises 122 members, having decreased over the past two years, but is now rapidly growing again. Many Italian professionals who have been shown what MPI can do for their personal growth and business success have participated in MPI events and will soon be applying for membership. ●



Italian members in Copenhagen promoting the 1999 PEC-E in Rimini



Rudolfo Musco receives the first CMP certificate ever awarded outside the US



Marjorie Hamilton with the founding members of MPI Italia

PROUD OF EUROPEAN PROGRESS

Now approaching 15 months in office, MPI President & CEO Colin Rorrie, PhD, CAE has already made five visits to Europe and applauds the enthusiasm he sees here

Announcing the appointment of MPI's new President and CEO last year, Terri Breining, CMP, CMM, then Chairwoman of the International Board, said, "Our executive search committee worked hard to find a professional of Colin's calibre. He is a great leader, a change agent and a savvy businessperson with the experience to get results."

Colin Rorrie, PhD, CAE moved to MPI from the American College of Emergency Physicians where he had an impressive 21-year career, growing membership from 8,000 to 22,000 while increasing staff and budget accordingly. "Although it was a different industry, there were many similarities with our aims at MPI," he says. "In 1982, emergency medicine was a long way from public recognition; now it is well known and respected. MPI is trying to do the same with the meetings profession. We want people to understand that there are life-long career opportunities as a meeting professional and that meetings are critical to the success of an organisation."

He was already living in Dallas where he and wife Judy brought up three daughters - two grandchildren so far complete the family. From 1984, he boosted his experience of association life as a board member of the American Society of Association Executives, serving as Chairman 2001-02 and chair of the ASAE Foundation 1994-95. This and numerous leadership roles in

medical associations added to his long list of credentials for leading MPI and serving as ambassador for the association as the global authority for the meetings industry.

Asked what he feels he has achieved in his first year, he answers, "When I joined MPI I stressed three principles: flawless execution, the power of the partnership and being member-centric in everything we do. The staff and I are living to those principles each day and have spread that concept to the leadership and members. We are making excellent progress executing the Pathways to Excellence strategic plan - Chairman of the Board

Hugh Lee is very focused on that. Membership is back up to nearly 19,000 and chapter leaders and members have an unprecedented energy and enthusiasm for MPI, particularly in Europe.

"I am proud of the work being done in Europe and the implementation of the European Business Plan. I have been to Europe five times during my first year and seen a great enthusiasm for MPI and the meeting profession, especially noticeable at the recent European Chapter Presidents' Forum."

He says the greater cohesiveness between the Dallas headquarters and European chapters will continue to be a priority and welcomes relationships forged with an increasing number of European partners. Education programmes on every level continue to deliver core business competencies to members and help them articulate the strategic value that meetings bring to organisations. "While this year's PEC-E was MPI's largest education event ever in Europe, the 2005 PEC-E in Monaco is shaping up to be a huge success," he adds. ●



[MPI President & CEO
Colin Rorrie, PhD, CAE]



MEENAZ LILANI NEW CHAMPION FOR WOMEN

A successful business woman herself, Meenaz Lilani has joined MPI's important Women's Leadership Initiative. "We need more feedback on opportunities for women," she says

Eleventh hour crisis! Volunteer needed! If you want a job done, ask a busy person, they say. Some might add, ask a woman. What about a busy woman? Meenaz Lilani is one such person. As Regional Vice President Sales Europe & Africa for Le Méridien Hotels & Resorts, with additional responsibilities for the UK sales office and and the General Sales Agent in South Africa, she travels constantly while keeping her finger on the pulse back at the company's London headquarters.

A few weeks ago she found herself on a flying visit to Chicago after agreeing to join MPI's global Women's Leadership Initiative (WLI) Committee. "Women make up a huge percentage of the workforce in the meetings industry, but the number in leadership positions is not in proportion," she says. "With more feedback from women in the industry we can accurately represent their views and, most importantly, identify more opportunities for them to get to the top in our business."

The WLI was established in 2001 to launch structured research and education programmes for and about women in the meetings industry. As part of the initiative, a survey was commissioned in Europe this year which exam-

ined the perceived challenges facing women aspiring to positions of leadership. "The results were very interesting but showed attitudes to women are basically very similar across Europe," says Lilani. "But there are signs of change in favour of women."

She is the perfect role model. With an MSc in international hotel management and BSc in European studies, she entered the hotel industry 16 years ago in management positions in several London properties before joining Forte (UK) Ltd, followed by Starwood Hotels & Resorts Worldwide where she was Area Director of Sales and Marketing UK & Ireland. Moving to Le Méridien in January 2002, one of her proudest achievements has

been an increase of group business, targeting this market through incentive houses and meeting planners.

The professional activities of MPI first came to her notice when she was with Starwood. "I see it as a very good forum for both personal and professional development. The education and networking opportunities at meetings and events like the PEC-E are excellent and there is always a good balance of suppliers and planners. By developing close contacts with clients I meet through MPI, I am better able to translate their requirements into creative and flexible solutions." Promoting Le Méridien's 130 properties worldwide is only part of the equation. "Meetings and incentives are such an exciting part of our business and also make a measurable contribution to the bottom line. The fun part is that there is a constant need to come up with new ideas and proposals. You really feel you are making a positive impact on the client side, as well as learning all the time." ●



[Meenaz Lilani, Regional Vice President Sales Europe & Africa for Le Méridien Hotels & Resorts]



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ICLC Committee Representative	Michael Owen, ALL ACCESS
Legal Counsel	Jonathan T Howe, HOWE & HUTTON, LTD

CALENDAR OF EVENTS

NOVEMBER

MPI UK	1	Working with the media - Novotel, London
MPI UK	8/9	Seminars on event measurement and evaluation - ExCeL, London
MPI Sweden	11	Member Knowledge Programme 1 - Radisson SAS Royal Viking Hotel, Stockholm
MPI Finland	15	"It's always lunchtime for someone on the planet - Hilton Hotel, Kalastajatorppa
MPI Denmark	17	Platinum seminar: speaker Kaye Moore - Hotel Scandinavia, Copenhagen
MPI Sweden	18	Cultural differences and business possibilities - Radisson SAS Royal Viking Hotel, Stockholm
MPI Netherlands	19	3rd NL Conference
MPI Belgium	23	Educational - Corinthia, Antwerp
MPI Norway	30	Event marketing is not for the fainthearted - Oslo

DECEMBER

MPI Sweden	3	The church as a meeting place - Seglora Church/Skansen museum, Stockholm
MPI UK	6	Annual Christmas luncheon - Sheraton Park Tower Hotel, London
MPI Netherlands	9	Communication during a crisis - Museum for Communications, The Hague
MPI Norway	14	Christmas dinner with fun networking exercises - Oslo
MPI Denmark	16	Christmas brunch - "Fregatten" in Tivoli Gardens
MPI France-Switzerland	16	Christmas networking event - venue tba