



DEFINING THE POWER OF MEETINGS™

### Summer 2005 Issue n°14

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#### EUROPEAN PARTNERS



# Meeting Europe

## LETTER FROM THE PRESIDENT

Dear Colleagues,



When I joined MPI just over five years ago, I didn't anticipate for one moment just how much it would impact my life. Now, here I am, with the great privilege of following Eric Rozenberg, CMP, CMM, HOE, FON as President of the European Council and representing Europe on the International Board of Directors. During my involvement with MPI, I have gained a solid grounding in strategic planning (something that wouldn't have been available to me through my day job), discovered many useful tools and practices which have assisted in the development of my career and, of course, met many industrial peers, most of whom have become good friends and mentors. That's what I call ROI – Return on Involvement!

Following the launch of MPI's Strategic Plan *Pathways to Excellence* in February 2003, the European Business Plan was developed by the European Council to assist delivery of these strategic objectives with specific emphasis on Europe. It was deemed a most ambitious plan. Among our objectives by the end of 2004/5 were a total of 1,319 members in Europe, a retention rate of 70% and six European Partners. Now, as we approach the end of the slate year, we're projecting:

- A total 1,400 members in Europe
- A retention rate of 73%
- Seven European Partners – EIBTM, IMEX, Le Méridien, Starwood, Rezidor SAS, Visit London

European membership is increasing at double the growth rate of the rest of MPI and, while there is plenty of work still to be done, we are succeeding...

This is such an exciting time for the whole meetings industry and MPI, especially in Europe. We now have nine chapters (Belgium, Denmark, France-Switzerland, Germany, Italy, Netherlands, Norway, Sweden, UK) and one chapter in formation, Finland – quite an achievement in just over 10 years.

With *Pathways to Excellence* helping elevate the role of meetings in business, raising awareness with senior stakeholders and creating Career Pathways – which will provide educational and career structure guidance for all those involved in the meetings profession – the strategy is clear and we shall continue to action successful delivery of these goals. We should all recognise we are in an industry which makes a difference and one to be proud of. So I urge you all to get involved with MPI at your local chapter level or beyond and contribute to the enormous momentum the industry is experiencing.

*Have a good summer and I hope to see you at the WEC in Miami.*

Caroline Hill  
European Council President

# FOCUS 2006 PROGRESS REPORT

THE FOCUS 2006 CAPITAL CAMPAIGN RUN UNDER  
THE AEGIS OF THE EUROPEAN FOUNDATION NOW  
HAS LESS THAN A YEAR TO GO

As the present total approaches 400,000 euro, the commitment is still to achieve the target of 500,000 euro, to be raised by March next year when the Professional Education Conference - Europe takes place in Davos, Switzerland. The most recent donor, and the first Platinum Key Donor, is the MPI Denmark Chapter which joins the ranks of generous corporate and MPI contributors to the campaign.

The European Foundation was set up as an offshoot of the central MPI Foundation so that meetings professionals throughout Europe can benefit exclusively from the projects it supports. So far funding has been put towards the Women's Leadership Initiative in Europe, the Tourism Satellite Accounting research project in conjunction with the World Tourism Organization, Reed Travel Exhibitions and ICCA, and the Chapter Strategic Business Plan Facilitator Programme.

Donors so far are: IMEX (Founding Donor), EIBTM, Starwood Hotels & Resorts Worldwide, Inc, MPI Denmark, Hilton International, MPI UK, Expo-Force, RAI Amsterdam, Reftech Services, BITS, Hotels van Oranje, Ince&Tive, MPI Belgium, Commonwealth Conference & Events Centre, MPI Germany, 2002-2003 MPI European Council.



BELGIUM CHAPTER

**Ince & Tive**  
CONFERENCES, EVENTS & INCENTIVES



GERMANY CHAPTER



UNITED KINGDOM CHAPTER

## Retention rates ahead of the game

Over half the European chapters have exceeded the membership retention rate of 70% set in the European Business Plan for the fiscal year 2004-05. The Finland Club and the Denmark and Netherlands Chapters were the top scorers, while the average retention rate of all the chapters up to the end of May was 73.70%. Congratulations to everyone for a fine achievement. The goal set in Europe for the upcoming year is 72%. ●

## ONLINE WITH MIX

To join in the online discussion on MIX, the MPI Meeting Industry Exchange, just log on to [www.mix.mpiweb.org](http://www.mix.mpiweb.org). Topics coming up are:

July 17: Industry expert chat with Drew Stevens, consultant in sales, leadership and teambuilding

August 22: Business design – a competitive weapon, Michele Wierzgac, CMM, MS

September 21: Benefits of registration and housing integration, Paul Rantilla (Passkey)



## MPI European Council

**Caroline Hill**  
Roche Products

**Elling Hamso**  
Meeting Management Consultant

**Angelique Lombarts**  
AloA Consultancy

**Bruna Migliazza, CMP, CMM**  
Hay Group

**Matt Puplett, CMM**  
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## Meeting Europe

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# DENMARK CHAPTER

## A SMOOTH HAND-OVER

**M** *PI Denmark elected members of the Board 2005/6 in March and since then the new officers have been very involved in chapter business*

The Denmark Chapter's annual meeting took place on March 8. The event was sponsored by Parken, Denmark's national stadium in Copenhagen which doesn't only cater for football – one of the stands doubles up as a conference centre. The speaker was Wonderful Copenhagen's director Lars Bernhard Jørgensen.

The Board for 2005/6 was elected. Afterwards, the new officers were invited to participate in the monthly Board meetings to ensure a smooth hand-over and a thorough introduction to the job and the expectations of present members. This has so far proved a good idea as they are already very involved in the Board's many different tasks.

### Negotiating in style

On April 12, Erik Lyngse, a consultant with the Danish Center for Management, ran an interactive seminar on negotiation techniques. Members had a chance to refresh their knowledge in this complex field and, among a variety of exercises, their likely skills within the wine selling business were tested!

The seminar took place at Schaeffergaarden, a historic building dating back to the Middle Ages and now a conference centre owned by the Foundation for Danish-Norwegian Relations. Much of the emphasis is on the décor and furnishing of the rooms, showcasing the very best of modern Danish craftsmanship. The most prominent Danish furniture designers of the period 1930-1960 are represented – Ole Wanscher, Kaare Klint, Palle Suenson and Hugo Wegner, with textiles woven by Lis Ahlman, Gerda Henning, Vibeke Klint, Hanne Vedel and Kim Never.

### Waterborne gathering

The last social gathering of the fiscal year was held on May 19 on the water. The weather was fine and the atmosphere cosy when close to 40 members enjoyed an excellent dinner on board one of Copenhagen's fine canal boats, hosted by DFDS Canal Tours. ●



*Lovely evening to meet on the water – last social event of the year*



### New MPI Denmark Board

President	Holger Brodersen, Odense Congress Centre
Past President	Lise-Lotte Skovdal, Danish Design Centre
President Elect	Anders Gisselmann, One2Speak
VP Membership	Lisbeth Kystgaard-Olsen, First Hotels
VP Education	Dorthe Palludan, DIEU
VIP Communications	Gine Tougaard, Comwell
VP Finance	Harpa Einarsdottir, Helms Briscoe
Members	Tage Rosenmeier, IBM
	Helle Klestrup, DIS Congress Service
	Ann Hansen, Eventing Solutions
	Isabel Andersson, Meeting Öresund
Secretary	Lena Andersen, Wonderful Copenhagen



# BELGIUM CHAPTER

## HOW TO ORGANISE A PERFECT MEETING

**T**here was a great turn-out for the MPI Belgium seminar during the EMIF '05 trade show at Brussels Expo. Yvo van der Tol reports



Panel of experts (l to r): Yvo van der Tol, Annick Debels, Bart van Cauwelaert, Dominique André, Freddy Arnauts, Brigitte Boone

More than 100 people pre-registered for the MPI panel discussion, "How to organise a perfect meeting", run in

association with RendEvenement magazine on May 11. The event took place at the European Meeting Industry Fair (EMIF) which this year moved to an even bigger hall at Brussels Expo and, once the discussion was underway, many other visitors crowded into the area officially reserved for the MPI session!

Covering such a complex subject is no easy task in less than two hours but the panel did as much as they could in the limited timeframe. They were Annick Debels (CIB), Bart van Cauwelaert (Sofitel Brussels Airport), Brigitte Boone, CMM (@admire and Chapter President), Dominique André (OPT), Freddy Arnauts (Arnauts & Partners), Yvo van der Tol (Marriott Hotels & Resorts International). Moderator Fried Ringoot, one of the best in Belgium, took on the challenge of managing the audience and the panel.

In summary, it was generally agreed that the main aim of all events is for participants to learn something during the time they invest in the event. It is essential to ensure the level of the speakers and the audience are in tune with each other. Before the meeting, planners should take time to discover the

expectations of both the target group of attendees and the speakers. All parties should be guaranteed a learning experience.

Conferences are moments where knowledge of a specific subject or company comes together and participants should have the opportunity to network and exchange ideas and knowledge.

Return on investment (ROI) is already a subject known to MPI members but was still worth mentioning to the audience which included potential new members. Making the targeted result measurable paves the way for another successful event in the future. The aim of the meeting should be discussed early on and the conference built around this goal. This helps in selecting the date, the conference city, the venue, the speakers and how to approach participants to invite them to the conference.

Of course, there are different routes to achieving a perfect meeting. Communication is important. A meeting planner or congress bureau can help find the right city and venue for the meeting. The global sales offices of the big hotel chains can offer different locations and prices for their hotels all over the world. It was good to sit and discuss these matters from our different perspectives. Events like this help to keep our industry dynamic and interesting. ●

### New MPI Belgium Board

President	Simon Dufaur, OPTIONS Eurocongress Belgium
President Elect	Joyce Dogniez, CMM, Liberty Incentives & Congresses
Immediate Past President	Brigitte Boone, CMM, @dmire
Admin & Finance	Liesbet Deschuyteneer, Accor Hotels
Communication (newsletter)	Jan Wittouck, Flanders-Brussels Convention Bureau
Communication (website & Luxembourg)	Yvo van der Tol, Marriott Hotels
Education (special events)	Miranda Van Bruck, Hotel Vaalsbroek
Education (topics)	Freddy Arnauts, Arnauts & Partners
Education (venues)	Myriam Winnepenninckx, Switzerland Convention & Incentive Bureau
International Relations	Guenola Greck, Starwood Hotels & Resorts
Membership (care)	Milo Vergucht, Convention Bureau for Ghent & East Flanders
Membership (recruitment)	Diane Andersen, Top of the Continent – North Denmark
Sponsorship	Fabienne Coppey, EMIF





# ITALY CHAPTER

## PCO COURSE VOTED A SUCCESS

**S**tefano Ferri reports on participant satisfaction and some of the other achievements by members of MPI Italy

The last class of the five-module course in strategic marketing for PCOs was given by Professor Claudio V Martelli on May 26 in Milan. He described the organisation of an agency and explained the use of events as marketing communication tools. Participants were enthusiastic about the whole course. "Both the idea and the course were good. Truly interesting," said Francesca Pezzutto of ProMeet. "It should be repeated and, as the theme is so vast, if possible be divided into levels, from beginners to proficient."

Laura Balbarini of I&B Studio commented, "It's been a great opportunity to exchange experiences and opinions among colleagues. About the content, well...the marketing point of view is so different from ours! One more reason to be satisfied!"

Rossana Muolo, the Vice President Education who instigated the course, said, "Relationships with clients require more and more partnership. They need to find a reference in a meeting planner. Consequently, we need to have a broader view. That is the aim of such a course."

### CMP and CMM success

Four Italian members have recently passed the CMP examination. They are all women – not bad as an introduction to the MPI Women's Leadership Initiative! They are: Eugenia Cagninelli (L World), Anna Carnielli (Eurac Convention Center),



*Claudio Martelli takes PCOs through their paces at the strategic management forum in Milan*

Ute Duregger (Eurac Convention Center), Anna Maria Ruffini (In & Out).

The 2004-05 President, Pier Paolo Mariotti has become a CMM. He is the 10<sup>th</sup> Italian to achieve this top certification, having previously been the fifth Italian to achieve the CMP designation.

### Many thanks

The Italy Chapter congratulates its members Pier Paolo Mariotti, CMP, CMM, Federico Toja, Roberta Sabatini and Antonio Ducceschi, CMM who were all involved in some way in the stunning organisation of the Monaco PEC-E, particularly the Italian Coffee Break hosted by the Grimaldi Forum on the morning of the third day.

### Looking ahead

The chapter has been busy preparing for its 14<sup>th</sup> General Assembly, scheduled the first week of July at the International Centre Il Ciocco, Tuscany. The programme included two seminars, one on ROI presented by Bernhard Aggeler from Switzerland and one on procurement presented by Birgit Roeterdink, CMM from the Netherlands.

As in the Germany Chapter, there is great excitement about the first MPI Alpine Forum, to be held at the Eurac Convention Center, Bozen, September 30 to October 2. The forum is born of a synergy between the MPI groups in the Alpine zone, the France Switzerland Chapter, the Austria Club, the only Slovenian member and, of course, the Italy Chapter. The event will be repeated in other countries within the area and is designed to enhance planner/supplier compatibility and give local organisers specific education. This time, an original survey will be presented on congress data derived from five international congresses in Bozen, there will be a day-long planner/supplier workshop and a golf tournament on the highest course in Europe. ●

### New MPI Italy Board

President	Alan Pini, CMP, CMM, Tekncongress ICS
Immediate Past President	Pier Paolo Mariotti, CMP, CMM, Eurac Convention Center
President Elect	Maja de' Simoni, Alpha Studio
Secretary General	Emilio Milano, Meetitaly
Treasurer	Rossana Muolo, Mediterranean Life
Members	Olimpia Ponno, Castelvechio Pascoli
	Federico Toja
	Gabriella Ghigi
	Sergio Moscati, Della Penna Tour
	Roberta Sabatini, Marche Meeting
	Marina Sablich, Mita Hotels



# NORWAY CHAPTER

## LIVING WITH DISORDER

**E**lling Hamso reports on an evening when members of MPI Norway decided to sort out who they were and what they did...with interesting results

What is the difference between a meeting, event, congress and conference? What does a PCO do that is different from an event organiser, independent planner, event production company or venue finder? For our May monthly programme, MPI Norway decided to bring some order to the industry terminology - or, at least, so we thought. Researching for the meeting gave us little comfort. Many people were offering definitions but they were all different. The Convention Industry Council's dictionary did not help a lot. Bringing our panel, who represented different types of agency, together well before the meeting did not help either. They all called themselves by different names and it became clear that the task we had set ourselves was one that could not be resolved, at least, not in the way we thought. Our plan to put things in order was not going to work. We could not find order where order was not to be found.

At this point our Professional Development Chair, Kari Felicia Nestande, decided it was time to do some thinking outside the box. Is this confusion about terms really a problem? Does it prevent anyone from finding the suppliers they need? Is the problem not on the other side of the table? Do planners know what services to buy and how to buy them? What expertise do they need to find outside their own organisation in order to plan a good meeting, or event, or conference – call it what you like? How can you buy the services of agents if you don't know what to buy? And when you do know, finding someone to help you is not really a problem, regardless of what they call themselves.



Kari Felicia Nestande



Deep in discussion

As it turned out, this approach was a success. We were addressing the issue at its core. Do you know the purpose of your meeting, the objectives of the different stakeholders, what your meeting is trying to achieve? If not, you may need someone to help ask the right questions. Do you know how to manage the meeting planning project, or do you need an outside agency to take care of project management? Only with objectives and project management in place can you start develop-

ing the concept for your event, then plan, execute and evaluate.

What started out as a rather trivial definition of terms turned into a more fundamental and meaningful discussion of strategic meeting management. ●

### New MPI Norway Board

President	Alf Astrup, Radisson SAS Plaza Hotel
President Elect	Knut Jostein Berglyd, Fredskorpset
VP Administration	Carl Wilhelm Barth, Management Consultant
Past President	Elling Hamso, Meeting Management Consultant
VP Education	Kari Felicia Nestande, Norwegian Cancer Society
VP Finance	Ingrid Neste, Europa-programmet
Members	Elisabeth Chirinian, SAS
	Pia Nelson, AstraZeneca
	Mari-Anne Robberstad, Thue & Selvaag Forum AS
	Leif Tore Skaalerud, Lederne
	Gunn Kristin Tjoflot, University of Oslo



## GERMANY CHAPTER

### MEMBERSHIP LANDMARK

**A**long with its 10<sup>th</sup> anniversary, MPI Germany is celebrating excellent recruitment figures

At the annual members meeting on April 18 in Frankfurt, just before the IMEX trade show, President Gerrit Jensen proudly reported that the Germany Chapter has now reached 200 members. During the show, the chapter marked its 10<sup>th</sup> anniversary with a reception on the MPI booth. This was so successful that, instead of sponsoring a breakfast as in previous years, the chapter will organise another reception on the booth next year. The chapter was founded in Munich on June 24, 1995 and the main jubilee celebration was planned for June 24-26 in Cologne.

One of the highlights of the upcoming year will be the MPI Crossing Border Event, September 30 to October 3, in South Tyrol. The Convention Bureau of South Tyrol is organising it in cooperation with EURAC Convention Center, Bolzano, and MPI Germany. This is the



10<sup>th</sup> anniversary party crowd at IMEX



President Gerrit Jensen celebrates at IMEX with two of the chapter founder members

first ever Alpine Convention and all members in Alpine and bordering countries are invited: France, Switzerland, Germany, Italy, Austria and Slovenia. Well known mountaineer Reinhold Messner will present his Mountain Museum on Saturday evening October 1. ●

### New MPI Germany Board

President	Mark Wolter, Switzerland Convention & Incentive Bureau
Past President	Gerrit Jessen, p'concept Berlin
President Elect	Till Runte, pcma gmbh
Member Care	Andrea Bohg, Bohg Event-Marketing
Finance	Norbert Schmidtke, Berlin-Contact
Education	Till Runte (provisionally), pcma gmbh
Marketing/PR	Hans Jürgen Heinrich, Convention International
International Relations	Jochen A Lohmar, axica Kongress-und Tagungszentrum



## NETHERLANDS CHAPTER

### MICHELIN STAR LUNCHES FOR PLANNERS

**T**he Netherlands Chapter has been looking after the interests of a very important section of its membership

In addition to its regular education programme, MPI Netherlands has been making sure the needs of planner members are not neglected. The membership committee organised a series of lunches exclusively for planners where they could discuss topics of particular relevance to them – among them, how to professionalise their business and achieve recognition. The three lunches were all at Michelin-star award restaurants. The first, on April 27, at the famous Le Ciel Bleu restaurant of the Okura Hotel Amsterdam, the second on May 19 at the restaurant Vermeer at the NH Barbizon Palace, Amsterdam, and the third on June 8 at the restaurant la Tour, Grand Hotel Huis Ter Duin, Noordwijk. ●

### New MPI Netherlands Board

President	Chris Lindeboom, Hotel Okura Amsterdam
Immediate Past President	Angelique Lombarts, AloA Consultancy
VP Educationals	Nicolette of Erven, Convenience Conference Management
VP Finance	Marcel Looze, Allround Sports
VP Administration	Patricia Oosterhof, Oosterhof Organizing
VP Communications	Jeroen Sirag, The Westin Rotterdam
VP Membership	Esther van der Meer, Center Parcs Europe
Director NL Conference	Pieter Schure, Pino Productions
Director Educationals	Hans Lafeber, Congres Centrum Amstelveen
Director Sponsoring	Rob van der Beek, World Hotels
Director PR/IT	Els Hubregtse, NH Hoteles



# FRANCE SWITZERLAND CHAPTER

## NAME CHANGE APPROVED

**D**elight as the France Chapter officially embraces its neighbour Switzerland, where next year's PEC-E will be staged

The International Board of Directors has approved the name change of the MPI France Chapter to the MPI France Switzerland Chapter. The step is widely welcomed as it will strengthen the chapter's presence in Europe and encourage new cross-border business relationships.

Membership is now approaching 150, with equal numbers of planner and supplier members plus students and a retired supplier. Forty-two are Swiss, including the new President Martti Wichmann. Of 13 recent new members, six are based in France, three in Switzerland, two in Monaco and one in the Netherlands.

At the annual general assembly on March 17, at the Hotel Napoléon in Paris, very positive results for the past year were reported. Future objectives include a big recruitment campaign, improvement of the website to meet members' needs better and further development of an education programme allowing all members to develop their knowledge and competencies within the meetings industry. A new media kit has been designed to support the communication plan and recruitment campaigns. It will highlight MPI visibility and increase its awareness and recognition in the industry. It will also help reinforce MPI power and recognise the chapter as a major player in this sector.

The assembly was followed by a well attended seminar on Return on Investment, presented by Bernhard Aggeler, CEO of Switzerland-based AAA Event Solutions (International) Inc and an MPI Platinum Speaker. ROI is one of the industry's hot topics of the moment and featured prominently at the PEC-Europe in Monaco. Aggeler's explanation of the event measurement and evaluation methodology, devised by Dr Jack Phillips in the USA, provided an excellent introduction to the subject. He was due to repeat the presentation at the Hotel InterContinental, Zurich, on June 30.

On May 26, European President Eric Rozenberg, CMP, CMM visited Paris to present "It's always lunchtime for someone on the planet". He focused on how to deal



*The organising committee of the PEC-E, Monaco*



*"Please come to Davos!" Entertainment Swiss-style at the promotional lunch hosted by the PEC-E 2006 organising committee*



*The annual board retreat was held on June 12 and 13. Here Peter Verhoven, Director of Business Solutions Disneyland Resort Paris, which kindly hosted and sponsored the meeting, raises a glass with Cordula Riedel of Biarritz Tourisme*



*Sophie Amsellem of Le Public Systeme (left) celebrates with Anne Marie Narboni of Paris Expo*

with other cultures and how to apply this knowledge to your professional and personal life. The conference was followed by a networking event at Theatre Michel, featuring a special showing of the award-winning play "Des Cailloux Pleins les Poches" by Marie Jones. The event was sponsored by Concord Hotels, SPAT, MavroMatis and Purple Beam.

## PEC-E 2006

The whole chapter was involved in promoting the PEC-E in April in Monte Carlo. In the coming year they will be busy once again drumming up attendance for the PEC-E 2006 in Davos, one of Switzerland's most beautiful Alpine resorts. The build-up began with a successful promotional luncheon for over 500 delegates in Monaco, organised and sponsored by the Davos Host Committee.

## Correction

We would like to apologise for the mistakes in the Board of MPI France Switzerland in the 2005 European Membership Directory. Here is the correct listing. ●

## NEW MPI FRANCE SWITZERLAND BOARD

President	Martti Wichmann, MCI Group
President Elect	Benoît Rosenthal, Bedouk
Past President	Cordula Riedel, Biarritz Tourism
VP Education	Emmanuel Schott, Concorde Hotels
VP Communications	Anne Marie Narboni, Paris Expo
VP Membership	Florence Morlière, Dolce International
Treasurer	Jean Marie Hubert, SPAT
Honorary President	Remy Crégut
Members	Sophie Amsellem, Le Public
Système	Isabelle Cesmat, Big Badge
	Marie Sibiude, Heoh Meltis
	Elsa Taicher, Galderma





# SWEDEN CHAPTER

FOCUS ON EDUCATION

**R**oger Kellerman describes how MPI Sweden is tackling the issue of improving education possibilities for meeting professionals throughout the country

MPI Sweden recently held an open meeting concerning education within the Swedish meetings industry. The CMM programme is a role model and an educational bridge into new levels in the industry but you must have at least 10 years of experience to qualify to take the examination. Today only five people in the country have the designation, although Kenth Larsson is hoping to join them soon.



Attending the education meeting (l to r): Kenth Larsson, Kaj Torstensson, Martin Theorin, Dennia Bederoff (managing director of the governmental Tourism Delegation), Carla Matta (project leader from the Tourism Delegation)

open to them. In Sweden, many people work in the industry part-time or even full-time without any relevant education at all. "This is a situation we must change and is one of the areas where we think can make a difference when it comes to drawing more attention to MPI," says Torstensson. "We also need to get to some of the journalists in the biggest daily papers to

educate them. This is one of the ways to enlighten the whole meetings industry in Sweden." ●

MPI Sweden is discussing this together with the training offered by the scheme called KY Education (qualified trade education in meeting management) which is partly a university and partly high school programme. The aim is to get more real meeting education into the KY programme and to do it with some help from the Swedish Tourism Delegation, which is part of the government's tourism programme.

"It is one of the long-term goals of the chapter to try to give our members educational opportunities and gain more competences in areas of the meetings industry such as project leadership, meetings strategies, meetings pedagogy, ROI, meetings management, professional leadership," says board member and President Elect Kaj Torstensson.

From now on, the chapter will be discussing the possibility of working more closely with some of the leading KY Education schools in Sweden. MPI, of course, is also working with the US-based Convention Industry Council (CIC) to promote its CMP education programme. To qualify to take the CMP exam, candidates need to have been working in the industry for only three years. We think that, by looking into what CMP and CMM really stand for, we can get both our members of today and tomorrow more interested in the educational opportunities

## New MPI Sweden Board

President	Martin Theorin, Visit Denmark (Stockholm office)
President Elect	Kaj Torstensson, Land Office, Stockholm Town
Past President	Carl Palmund, European Network
Education Chair	Alex Hoglund, Sweden Tourist Board
Membership Chair	Annica Johnson, MING Company
Marketing & Information Chair	Elisabeth Elmsoter, Stockholm Visitors Board/Meeting Stockholm
Secretary	Katarina Schon, Stockholms Byggnadsforening
Treasurer	Tina Fridh, Stockholm International Fairs
Without Chair	Catharina Hamilton, Hamilton Advisory Group
	Kenth Larsson, Rezidor SAS
	Magnus Thelander, AstraZeneca



## UNITED KINGDOM CHAPTER

### PROFESSIONAL SECRETARIAT SUPPORT

**T**he UK Chapter has appointed Resources for Associations to manage its day-to-day operational activities

MPI UK has decided the time has come to put many aspects of its activities in the hands of a professional association management company. A short-list of several specialist companies was considered and, after a rigorous selection process, Cheshire-based Resources for Associations was appointed, officially taking up its duties on July 1. Carole Mc Kellar, CMM, Managing Director of Resources for Associations and well known nationally and internationally in MPI, says they are looking forward to helping MPI UK to grow and meet its objectives. "As an association management company, we shall use our expertise to support the board and the volunteers to deliver the necessary services to ensure members get the fullest possible benefit from their fees," she says. "We shall be involved in event management as well as membership management and communication." Phil Siddall is the new point of contact for members and chapter information. Call him on +44 (0)1625 504066 or email [mpi@resourcesforassociations.co.uk](mailto:mpi@resourcesforassociations.co.uk).

### Significant subjects

On May 9, the chapter welcomed Elling Hamso, Norway Chapter President and MPI Platinum Series speaker, to explain the principles of the Phillips methodology for measuring return on investment (ROI). The programme is a direct result of the MPI Foundation's ROI Measurement Systems Project and covers items such as measurement tools, survey techniques, the role of procurement, what CEOs really value and supply chain management.

Hamso's introduction to ROI enabled both meeting planners and suppliers in the audience to understand why they should be able to demonstrate ROI to their organisations or clients. He told them how to identify the four components of ROI methodology, identify the five levels of measurement, recognise the benefits of intangibles and develop a personal action plan. The meeting was held during the afternoon in the Carlton Tower Hotel, Knightsbridge, in the heart of London, and followed by a networking reception with drinks and canapés.

The chapter meeting on June 6 took place in the grade two-

listed Church House Conference Centre, Westminster, London. The speaker, Sally Greenhill, is a director of The Right Solution, which specialises in the development of conference venues. She presented an overview of the UK conference market, with particular focus on new trends. She highlighted the issues raised in research conducted among corporate and association organisers, looked at the differences in growth patterns of the two markets and they way the events they organise have changed over the years. ●

### New MPI UK Board

President	Pete Brady, BusinessMeetings.com
Past President	Gary England, Barbican Centre
President Elect	Peter Haigh, Le Méridien
Marketing & Communications Chair	Damian Hutt, Informa Event Solutions
Membership Chair	Paul Cook, PCM Risk Solutions
Education Chair	Andrew Latta, CMM, Norwich Union
Special Events Chair	Robert Eveleigh, Radisson SAS Hotels
By Laws	Erica Keogan, Barbican Centre
Treasurer	Emma Hood, Coverex International
Secretary	Carolyn Dow, The Dow Consultancy
Marketing & Communications	Deputy Chair Rob Davidson, University of Westminster
Membership Deputy Chair	Anthony Hyde, Barbican Centre
Education Deputy Chair	Catherine Southall, RAND
Special Events Deputy Chair	Many Torrens, EIBTM, Reed Travel
Exhibitions	
Public Relations	Sofia Vandaele, Sheraton Belgravia Hotel
Sponsorship	Carina Bloom, IMEX
Recruitment	Jacque Kavanagh, Jigsaw Conferences
Member	Jane Pendlebury, Visit London



## FINLAND CHAPTER-IN-FORMATION

AN ACTIVE FEW MONTHS



The new board

**T**he Finland Chapter-in-Formation has been keeping members busy as it aims for full chapter status as quickly as possible

On April 6, Finnish members attended the Kongressi 2005 fair in Helsinki. MPI Finland had its own stand and organised a very well attended seminar from the MPI Platinum Series. Elling Hamso, Norway Chapter President, presented "Good to Great: How to Transform Your Company's Performance from Mediocre to Great" which was highly evaluated by the audience.

On April 25, the annual meeting was held and the new Board elected. Then, on May 18, some 30 planners and suppliers attended an educational session in the Scandic Hotel Marski. The theme was "Strategic meeting support, tactical tools and operational technology". Maarten Vanneste of Abbit Meeting Support, Belgium, presented a new way of thinking for meeting planners on how to use technology as a strategic tool in meetings and demonstrated some of these latest tools.

### NEW MPI FINLAND BOARD

President	Minna Sauramaa, Kontakti.net Oy
President Elect	Anette van der Vliet, Helsinki Fair Centre
Immediate Past President	Mimmi Mannermaa, Kontakti.net Oy
VP Administration	Pauliina Karppinen, Finlandia Hall
VP Finance	Miia Eskelinen, Radisson SAS Hotels & Resorts
VP Education	Vappu Vauhkonen, Helsinki City Tourist & Convention Bureau
Director of Special Events	Emilia Lappalainen, Expology Oy
VP Membership	Pia Adlivankin, Radisson SAS Hotels & Resorts
Director of Membership Recruitment	Laura Marjano, Palace Restaurants
VP Communications	Minna Lehtovaara, Comptel Corporation

The year ended with a social function on June 13, when around 20 members and potential new members of the chapter gathered in the amazing Suomenlinna Sea Fortress near Helsinki. ●

A w a r d

## YOUNG WINNER FROM CHINA

**W**inner of this year's MPI Foundation Youth Award was Qinghui Qing, a former student at London's University of Westminster

Unable to attend the IMEX gala dinner to collect the award herself - she was busy working on a trade show about to take place in the Chinese capital Beijing - Qinghui Qing was happy for Rob Davidson, her former senior lecturer and an MPI UK member, to do the honours for her. Attending the MPI WEC in Miami is part of her prize and will more than compensate, she says, for missing IMEX. "I am keen to get to know professionals in the industry and sharing in their wisdom at this conference."

Qing won the award for her postgraduate thesis *How should Shanghai position itself to become a world leader in the conferences and exhibitions industry?* Her research, which included a survey of international meeting planners and interviews with key players in Shanghai, enabled her to make, according to the awards committee, "a series of intelligent recommendations concerning how Shanghai should improve its international marketing, its stakeholder organisations and its educa-



Her MPI Foundation Youth Award

Qinghui Qing

tion and training for the conference industry, in order to reach its full potential in the next five years". Before coming to London, Qing gained a BA at Wuxi University of Light Industry (now South Yangtze University), Shanghai, and then worked in Shanghai and Changsha. She was delighted with her MA Tourism Management Merit degree from Westminster and vowed that conferences and exhibitions were for her. "Qinghui is motivated by this industry," commented Davidson. She joined Tarsus Group plc, which runs the Beijing International Travel & Tourism Market and now spends time in both the UK and China.

"I love my job and enjoy putting all my efforts into it," she says. "But I hope some day when Shanghai establishes a convention bureau I could be its consultant, as I suggested in my dissertation. I also wish I could attend the opening ceremony of Shanghai 2010 Expo." Two ambitions which don't seem at all far-fetched for this bright star of the future! ●

## MAKING A MARK AT IMEX

MPI CONTINUES TO BUILD ON ITS RELATIONSHIP WITH THE FRANKFURT TRADE SHOW WHICH ENJOYED RECORD-BREAKING ATTENDANCE AGAIN THIS YEAR

MPI was much in evidence at this year's IMEX, April 19-21 at Messe Frankfurt. The MPI stand, efficiently manned by staff from Dallas and Luxembourg, was constantly busy welcoming members and potential members (who were let off the admission fee if they joined immediately) and particularly popular when MPI Germany hosted its 10<sup>th</sup> anniversary party there. MPI involvement and activities during the show were stepped up, too.

Thanks to sponsorship by IMEX, the MPI Global Corporate Circle of Excellence held its first ever meeting in Europe. The group evolved from one formed five years ago which consisted entirely of US-based corporate planners. Two years ago it was opened up to include global planners, including Europeans and Canadians. Their mission is "to empower meeting professionals to succeed through proven best practices in a dynamic corporate environment". The plan now is to meet once in North America and once in Europe every year.

The objectives of the meeting in Frankfurt were very clear: to use the brainpower of the group to generate two white papers that would help empower members in corporations, and those who supply them with goods and services, to operate more successfully and strategically in the new operating environment which puts emphasis on procurement and such regulations as Sarbanes Oxley in the US and Safe Harbour in the EU. The papers are tentatively called: *360 Degrees of Influence: Demonstrating Professional Value Through the Development of a Strategic Meetings Management Programme* and *360 Degrees of Partnership: Bringing Planners and Suppliers Together Through Collaborative Business Processes*.

### ROI rules

Bernhard Aggeler, CEO of AAA Event Solutions (International) Inc, took centre stage to present the MPI Seminar on return on investment (ROI), the hot topic of the moment. Along with Elling Hamso of Norway, Aggeler, who is based in Switzerland, is a European ROI II Platinum speaker for MPI and committed to making meeting planners – both corporate and association – and suppliers aware of the importance of measuring the results of an event in monetary terms and teaching them how to do it. In a preliminary session like this was, they describe the guiding principles of the Phillips ROI methodology approved by MPI and the actions necessary before the final calculation



*Member of the Corporate Circle of Excellence in Frankfurt*



*Charles Arcodia – hot on research*

can be made. They are available to make the presentation to MPI chapters in Europe (and, indeed, have already done so) and will be conducting a road show on the subject in Belgium and The Netherlands in the autumn.

### The educational needs of meetings professionals

Dr Charles Arcodia, Senior Lecturer at the University of Queensland, Australia, flew to Frankfurt to present the results of the second MPI-IMEX Educational Needs Assessment survey. As a research university, Queensland is ideally suited to conduct such an exercise and the results were of great interest to the European university lecturers specialising in event

*continued on page 22*



continued from page 21



*Cultural guru Richard Lewis*



*Happy 10th birthday to MPI Germany President Gerrit Jessen and colleagues*



*The MPI stand was always busy*

management who attended the presentation. A random selection of exhibitors and buyers listed on the IMEX database were emailed using Zoomerang global online survey software - 95 of them responded, some in more detail than others.

The questionnaire revealed where people in the meetings industry look for ongoing professional development (mainly from their industry associations, it seems) and the reasons why they choose the courses they do (cost and location are major factors although 60% said their organisation pays the fees). Networking opportunities are a key motivator for attending and speakers and programme content also influence the decision. Asked what their main purpose was for attending trade shows, 11% said for the education, 32% for destination information and 56% said both – a significant figure which could influence the marketing of trade shows, Arcodia suggested.

The respondents also answered questions on what they see as the industry's burning issues and the attributes and skills they feel contribute to success in the events business. Arcodia referred to another survey he had conducted of

meetings industry job advertisements and said the plethora of job titles, for a start, makes it very difficult to define and promote as a credible profession. Copies of the very comprehensive MPI-IMEX survey can be obtained by emailing [c.arcodia@uq.edu.au](mailto:c.arcodia@uq.edu.au).

## Crossing cultural borders

A special presentation by Richard Lewis, guru in the business world when it comes to cultural differences, was co-sponsored by IMEX and the MPI Multicultural Initiative. Taking as his subject "Multicultural Meetings – Facing the Vital Cross-Cultural Issues for Success", he discussed the different ways individuals communicate at meetings and the different aims they bring to the meeting table. He covered issues such as communication patterns and speech styles, listening habits, presentation styles and audience expectations. He also looked at different types of meeting styles, agendas and procedures, the social element, decision-making, non-verbal dimensions and the role of humour. When Lewis made a presentation at the MPI PEC-NA in San Diego in January, it was recognised that his message to the global meetings





*Students at the Future Leaders Forum had plenty to say.*



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## Meeting professionals of the future

MPI's commitment to the future of the industry has been fur-



*Guests at the MPI Germany party*



# CAROLINE HILL

## THE CONSUMMATE PROFESSIONAL

**T**he new European Council President is passionate about raising standards in the meetings industry while fulfilling a demanding job for a major pharmaceutical company

Versatility could be Caroline Hill's middle name! She has worked as both supplier and planner in the meetings industry within hotel sales, event management agencies and corporate companies, so brings to her professional life a comprehensive understanding of the industry today. Since May 2003 she has been Head of Conference & Events for Roche Products Ltd, based in Hertfordshire, UK. Recognised for her focus on delivery of high quality events linked to company core values and corporate strategy, she leads a team of Event Specialists responsible for a portfolio of over 500 events a year. These include the annual sales conference, reward and motivation events, customer attendance at international congresses, product launches and many other customer and internal events.

Her introduction to the meetings industry began in a Business Centre in central London where the services included small-scale conference facilities but, of course, back then she didn't consider herself part of such an industry. In 1992, she moved into the hotel world as Sales Manager for a chain of UK hotels before becoming their National Sales Manager for Conferences, selling into venue finding and event management agencies around the UK. A short spell as a freelance sales and marketing consultant led to a role as Reservations Manager with a venue finding agency. In 1997, Caroline entered the

corporate market working for an in-house conference agency and subsequently was integral in the creation of a Travel, Meetings & Events Department for Cisco Systems EMEA.

She has been a very active member of MPI since 2000, initially serving on the UK Chapter Education Committee. In 2001 she became Chair of the Membership Committee and subsequently began a four-year term on the UK Board. During this time, she was voted Best Newcomer in 2002/3 and Joint Best Board Member in 2003/4. Very keen to find time to contribute to the development of the meetings industry, she has been a judge for the UK Meetings Industry Marketing Awards and contributes to many debates on industry issues. "I joined MPI as a way of giving something back," she explains. "I am passionate about

raising the bar within the industry and see MPI as the mechanism for both my personal and professional development through peer exchange and education offerings."

For recreation, she enjoys travelling, reading and socialising with friends and family and would like to do more physical exercise if only she stayed in one location long enough! "I have just bought a property and any spare time now is spent decorating, gardening or spending money accordingly," says this extremely busy lady. The MPI European membership will be hearing a lot more from her over the next 12 months. ●





# PEC-E RECORDS SIGNIFICANT MILESTONES

**A**s Monaco mourned, the Professional Education Conference – Europe in April took on a subdued tone but its achievements in terms of professional education and networking were immense

Chairman of the International Board Hugh K Lee expressed the feelings of the entire audience at the opening general session when he offered his sympathies to the Principality of Monaco, following the death of His Serene Highness Prince Rainier III. Lee also thanked the local host committee, Grimaldi Forum, main PEC-E venue, and the sponsors for their outstanding support in organising the event. As a mark of respect, they had been forced to make last-minute amendments to the social programme, which they did with great sensitivity while still expertly showcasing what Monaco has to offer.

The opening ceremony was on Sunday afternoon, April 10. From the moment Laurence Garino, Director of Sales & Development at Grimaldi Forum, drove her jaunty Smart car on to the stage to welcome a record 515 PEC-E delegates, the scene was set for something special. Co-chair of the host committee, along with Marie-Catherine Caruso-Ravera, department head at Monaco Convention Bureau, Garino was determined to demonstrate that Grimaldi Forum is a world-class international convention centre.

by Colin Turner, professor of entrepreneurship at Theseus International Management Institute, Nice, France. His message to the audience was to develop a “self-employed mentality”, be proactive instead of reactive and think like an entrepreneurial owner. Congratulating MPI on its focus on developing members’ self-confidence, he said, “Think about your strengths, not your weaknesses and you’ll make a huge difference. Create value from opportunity and work at being as relaxed with others as you are by yourself at home.”

## MPI legacy in Monaco

Acknowledging Monaco’s period of mourning, all MPI signage was removed throughout the Principality and the MPI Foundation Europe Rendez-vous fundraising party was cancelled. Starwood Hotels & Resorts Worldwide Inc and Vancouver Convention & Exhibition Centre kindly agreed to convert their Rendez-vous sponsorship into a donation to the Foundation and 5,000 was given to Monaco’s Princess Grace Foundation which helps sick



Quiet moments in Monaco



Left to right: Colin Turner, Paul Kennedy MBE, Eric Rozenberg (European Council President) and Hugh Lee

She was right. Logistically it worked perfectly, while its stunning location on the edge of the Mediterranean was a bonus.

Highlight of the opening session was the keynote address

## Support from EIBTM

In a bid to boost MPI planner membership, Paul Kennedy MBE, Reed Travel Exhibitions Group Exhibition Director, announced that EIBTM would pay the first year of MPI membership for all the non-member planners attending the PEC-E.



children. Delegates were also invited to donate their admission to the party to the Princess Grace Foundation and the MPI Foundation Europe FOCUS 2006 campaign.

## European progress

Chairman Hugh Lee mentioned some of the milestones MPI Europe had reached in its short history. Here are some of his comments: ‘It’s an exciting time for MPI and Europe is more than ever an integral part of the association and our strategic vision.

‘We are in the execution phase of the European business plan that will increase awareness of our profession and the





*Reception in the Classic Car Museum*



*Va-va-voom at the Breakfast Show with Patrick Delaney and Sofia Vandaele*

strategic value of meetings.

'There is greater connection between you, our European members, headquarters, the leadership and the rest of the membership.

'The International Board and Committees include some of Europe's most accomplished meeting professionals.

'The MPI Foundation Europe is making great progress under the FOCUS 2006 Capital Campaign which will raise funds in Europe, for you, to develop programmes that will accelerate your career'



The vision is to define a standardised classification for distinct levels of professional meeting and event management competencies, identify critical knowledge and design pathways for growth from one level to the next. In practical terms, this mean online tools and resources will be provided to help members enhance their skills, both human and technological support will be available to help them develop their personal brand image and define a clear path for achieving their long-term goals and aspirations. There will be collaboration with the academic community and other meetings-related professional associations providing meetings-management education.



*Davos 2006 promotional lunch*



*MPI Italy coffee break*

## Career Pathways

At the Breakfast Show on the first full day of the education programme, John S Parke, CMP outlined the principles of the new MPI initiative Career Pathways. President & CEO of Leadership Synergies in the US, he is a member of the taskforce presently working on the programme at MPI HQ in Dallas. But he was quick to say it will not have a North American bias. The competencies and needs of European meetings professionals are a definite priority and some delegates at the PEC-E had been randomly selected to help identify these.

The programme will be formally launched in January next year.

## Vive l'entente cordiale

In an unprecedented partnership, Visit London and Paris Convention Bureau sponsored 20 American planners, all PEC-E first timers, to visit their two cities before heading for Monaco. The aim was to encourage long-haul international corporate meeting and event planners to "rediscover" Europe and be aware they can combine two world-famous capitals in one event. They spent two days in London and two days in Paris, experiencing some of the best venues, restaurants and activities for business events the cities have to offer. They also discovered just how close the capitals are, making the three-hour journey through the Channel Tunnel in private carriages on Eurostar. ●



*Smiling chefs at the Car Museum*



*Gala dinner at Les Salles des Etoiles*

# 2005-2006 EUROPEAN CHAPTER PRESIDENTS

**M**ost are new to the job but not all. A brief introduction to the presidents of the MPI European chapters who began a new term in office on July 1

## Belgium Chapter

**Simon Dufaur, General Manager, Options Eurocongress**

**Belgium**

Having gained an impressive three university degrees in three different countries in a four-year period, Dufaur worked for an international consultancy and then for four years at the European Commission in Brussels. There he managed several key-objective projects and organised some top-level congresses and exhibitions. He moved to the PCO world full-time when he joined Options and, in a matter of two years, transformed it into one of Europe's most respected conference and exhibition organisers. He is committed to stopping anti-competitive practices, such as tying, within the meetings industry. As MPI Belgium President, he says the focus will be more on a tactical level than a strategic level. The educational platform will be centred on addressing the holistic needs of planners, providing valuable and relevant training. He wants to provide high-level education coupled with a friendly and fun networking environment and attract new members through a refreshed information campaign and improved member benefits.



plan and execute corporate events for Finnish companies, mainly in the IT and ICT business. Previously, she worked for 10 years as project manager at a Congrex PCO company. During that time she was involved in arrangements for Finland's EU Presidency in 1999. She has a Bachelors degree in economics and business administration, is married and has two young sons. She hopes MPI Finland will receive full chapter status at this month's International Board meeting. Admitting it will bring new challenges, such as maintaining the present 83% retention rate and recruiting more members, she says, "I believe these goals can be reached by empowering our members to have a greater strategic value to their business through education, career pathways and business growth opportunities."

## Denmark Chapter

**Holger Brodersen, General Manager, Odense Congress Center**

Armed with a university degree in Accounting & Business Management, Brodersen attended Aalborg Hotel & Restaurant School. He has been in the hotel and meeting industry for 20 years, mostly in Denmark, and in his current position since 2002. Prior to that, he was destination manager for Aarhus Convention where he was introduced to new research groups looking into future meeting design. Drawing on many years of experience and his knowledge of culture, tourism, learning, entertainment and wellness, he still works with research groups to find tools the industry can use to increase ROI on meetings. An MPI member since 2000, during his presidency he hopes to increase the membership, especially in western Denmark, and provide members with better tools to meet the growing demand for effective meetings. "I want to help the Danish people to a better understanding of the importance of professional meetings," he says.



## France Switzerland Chapter

**Martti Wichmann, Group Marketing Director, MCI Group**

With MCI in Geneva, Switzerland, since 1991, Wichmann's career in the meetings industry spans over 15 years. Originally from Finland, he attended Lausanne Hotel Management School and worked in hotels in Denmark, Finland and Switzerland. When he joined MCI, the staff comprised just eight people. Now there are 300 in nine offices in Europe, with partners elsewhere. With its new status as MPI France Switzerland, the chapter has appointed a Switzerland-based President for a very good reason. "The highlight of the year will be the PEC-E in Davos," predicts Wichmann. He wants to raise awareness of MPI in Switzerland, recruit more members and decentralise the chapter by duplicating educational events in both countries. Nevertheless, he will still have to travel to Paris for Board meetings. He is looking forward to launching the new chapter website and forging stronger links with MPI Montreal, the only other French-speaking chapter. "We shall promote our educationals on each other's websites," he adds.



## Germany Chapter

**Mark Wolter, Manager Meetings Incentives Germany, Switzerland Convention & Incentive Bureau**

After studying business administration, Wolter's career in tourism began in 1988 in the sales and marketing departments of two international hotel groups. From there, he went into a full-service travel agency as branch manager where, in the corporate travel segment, he learnt about the meetings industry. He became project



## Finland Chapter in Formation

**Minna Sauramaa, Unit Manager, Kontakti.net Oy**

Kontakti.net Oy is a privately owned meeting planning company, part of an organisation also operating in Sweden, Denmark and Austria. Minna's unit comprises four project managers who



manager at one of Germany's leading meetings agencies where he was responsible for national and international projects for 10 to 1,000 delegates. He started his present job in Frankfurt in 2001, looking after the German and Austrian markets. Wolter joined MPI four years ago. He aims to strengthen the chapter within the global MPI organisation and increase efficiency and member satisfaction. "It is my goal to increase the number of active members and enhance international and external communication. My focus will also be on a permanent, positive development of networking and education. The creed of our Immediate Past President, Gerrit Jensen, is my guide: think global, act local."

## Italy Chapter

**Alan Pini, CMP, CMM, CEO, Teknocongress ICS**



Well known for his work as an MPI Foundation trustee and former President of the European Council, Pini takes over as Chapter President for a second term – the last time was 1999-2000. His experience in the travel, tourism and meetings industries is enormous. He worked for national airline Alitalia both in Italy and the USA. He was CEO for the Italian government-owned CIT Tours in the USA and Canada before returning to Europe in 1982 and working for several hotel groups as director of sales and marketing. He was also general manager of Milanofiori congress centre. He joined Teknocongress in 1986. The company has four offices and distributes conference support systems for German partner Brähler ICS. Pini lectures in event marketing at two Milan universities. In the upcoming year, he intends to build a stronger chapter leadership to assist members in their personal development and attain a membership of 170. It presently stands at over 140.

## Netherlands Chapter

**Chris G Lindeboom, Deputy General Manager, Hotel Okura.**



Lindeboom completed his studies at the Hotel Management School Maastricht. Various jobs in Amsterdam hotels took him to the Hotel Okura in December 1987 where he worked his way up through banqueting, then food and beverage, before becoming Director of Sales & Marketing and finally Deputy General Manager. He says he is fortunate to follow a board that did its utmost to be ready for the future: educationals for the coming year are scheduled and a new website on its way. "My personal goals are to establish substantial growth in the coming two years," he explains. "We must pass the 200 members mark at least in the first year! I will also make an effort to make the members aware of the need of a global organisation for the meetings industry. Currently we are overwhelmed by information from MPI and not always convinced about the value on a local level. I will do my best to build that bridge."

## Norway Chapter

**Alf Astrup, Sales Manager MICE, Radisson SAS Plaza Hotel.**



A member of MPI for just over a year, Astrup served on the membership committee for the last 12 months. He worked in the Choice group's Clarion Hotel in Oslo for two years before moving

to the Radisson three years ago and next month is due to change his job again, to Sales & Marketing Director at the Comwell HankY Spa, just outside Oslo. Part of a Danish chain, the Comwell is Norway's largest spa hotel and has extensive meeting facilities. As the chapter membership comprises over 60% planners, Astrup finds the business opportunities as well as the education really useful. As President, he wants to get the chapter infrastructure and the committee running smoothly and increase the present membership of 70-plus to over 100 by offering an interesting education programme. "I would like to see more members with the CMP qualification as this will help get MPI and the meeting profession better known in Norway," he says. He would also like to hold joint meetings or retreats with the Sweden Chapter.

## Sweden Chapter

**Martin Theorin, Marketing Manager MICE, VisitDenmark in Sweden**



Due to unforeseen circumstances, Theorin inherited the presidency rather earlier than planned last October. Before his very short term as President Elect, he was responsible for membership care. Swedish born and bred, for the past 15 years he has had various roles at the VisitDenmark (formerly the Danish Tourist Board) office in Stockholm, on the leisure side and in PR and marketing, and now promotes Denmark to the conference market. "It's not so common for a chapter president to represent an outbound destination," he comments. The focus at the end of last year was on creating local activities for the membership. "Now we are working on the future, to build up the chapter as an important network for all issues relating to the meetings industry," he says. "The board is concentrating on strategy with long-term and short-term goals. MPI Sweden should be the natural partner in the industry for the exchange of knowledge, business, experience and national and international contacts."

## UK Chapter

**Pete Brady, Managing Director, BusinessMeetings.com**



Brady was born in Montreal, Canada, raised in Jamaica and represented the West Indies in the 1961 world waterski championships in France. He stayed on in the UK, working in a TV commercial production company before going afloat as a DJ with a pirate radio station. Other land-based radio and TV presenting jobs followed until, working on a road show for Elton John, he discovered the meetings industry. He ran a production company which he sold to concentrate on venue finding. BusinessMeetings.com was launched in 1997. His latest venture is SiteVisit, a brand new global internet resource holding data on thousands of venues. He says he believes in what MPI is doing and would like to see meeting planning in the UK recognised as a serious profession. "Pathways to Excellence is our bible and I want the membership to understand its strategy. I shall build on the super foundations set by Gary England this past year and ensure our members get a good return for their membership." ●



# INTERNATIONAL BOARD OF DIRECTORS

Chairwoman of the Board  
Chairman-Elect  
Vice Chairwoman of Administration  
Vice Chairman of Finance  
Vice Chairwoman of Member Services  
Immediate Past Chairman  
Chair, Marketing Strategies Committee  
President and CEO (ex-officio)  
Directors

Christine Duffy, MARITZ TRAVEL  
Mark Andrew, CHA, CMP, WESTIN BAYSHORE RESORT & MARINA, VANCOUVER  
Susan Krug, CMP, CAE, CHILD LIFE COUNCIL  
Larry Luteran, HILTON HOTELS CORPORATION  
Angie Pfeifer, CMM, INVESTORS GROUP  
Hugh K Lee, FUSION PRODUCTIONS  
Katie Callahan-Giobbi, LA Inc The Convention & Visitors Bureau  
Colin Rorrie, Jr, PhD, CAE  
Dvorah Evans, CMP, DALLAS BLACK CHAMBER OF COMMERCE  
Ann Godi, CMP, BENCHMARK360°  
David M Rich, THE GEORGE P JOHNSON CO  
Ole Sorang, REZIDOR SAS HOSPITALITY  
John C Tolbert, BOCA RATON RESORT & CLUB  
JoAnn Bedrosian-Ryan, UNITED AIRLINES  
Paul Kennedy, MBE, REED TRAVEL EXHIBITIONS  
Michael Shannon, CMP, EXECTUVIE MEETINGS & INCENTIVES  
Betsy Bondurant, CMP, CMM, MEETING PLANNING & TRADE SHOWS  
Bruce M MacMillan, CA, TOURISM TORONTO  
Michael Owen, ALL ACCESS  
Eric Rozenberg, CMP, CMM, INCE & TIVE  
Canadian Representative Louise Gervais, CMP, ROYAL COLLEGE OF PHYSICIANS & SURGEONS OF CANADA  
Caroline Hill, ROCHE PRODUCTS  
Charlotte St Martin, CMS MARKETING  
Karen Walters, LONDON HILTON ON PARK LANE  
Jonathan T Howe, HOWE & HUTTON

European Council Representative  
MPI Foundation Representative  
ICLC Committee Representative  
Legal Counsel

## CALENDAR OF EVENTS

### AUGUST

MPI Denmark	<i>tba</i>	Visit to meetings and incentives venues on Fuen Island
MPI Sweden	17	Meeting on board The East Indiaman Gotheborg sailing ship, Stockholm
MPI Netherlands	25	Annual membership meeting and sports event, <i>venue tba</i>

### SEPTEMBER

MPI FranceSwitzerland	20	“MPI – What’s in it for me?”, speaker Didier Scaillet, Paris
MPI Denmark	21	Future meeting trends, Brondby IF stadium
MPI Sweden	29	Trends, education and networking, speaker Goran Adien, <i>venue tba</i>
MPI Germany	30-Oct 3	Alpine Convention, EURAC Convention Center, Bolzano

### OCTOBER

MPI Denmark	<i>tba</i>	Future meeting trends, Cornwell Borupgaard
MPI France Switzerland	20	Events as Management Tools, Paris

### NOVEMBER

MPI Netherlands	4	4 <sup>th</sup> MPI NL Conference, <i>venue tba</i>
MPI France Switzerland	17	Security Issues, Geneva

### DECEMBER

MPI Sweden	7	ROI, speaker Elling Hamso, <i>venue tba</i>
MPI France Switzerland		Christmas annual networking event, Paris
MPI Denmark	<i>tba</i>	Christmas Brunch, Danish Centre for Architecture

