



MPI's European Meetings and Events Conference

Community connections

The weekend before IMEX 2008, MPI (Meeting Professionals International) and its partners welcomed a large meetings industry community to London for the new European Meetings and Events Conference, hosted by ExCeL London, the capital's newest and largest conference and exhibition centre.

With 90,000 square metres of flexible event space, the venue is able to accommodate meetings of 20 to 20,000 delegates. Being a socially and environmentally responsible venue, the European Meetings and Events Conference was run to the highest sustainability standards.

A full archive of all the educational offerings provided during the conference is now available at www.mpiweb.org/connect08.

"run to the highest sustainability standards"

A wealth of social and networking events also provided exciting highlights. These included an opening reception in ExCeL London's central boulevard followed by a night at the O2, London's newest and most significant entertainment venue set up by Rendezvous, a fundraiser for the MPI Foundation Europe.

Next on the MPI events agenda are the World Education Congress in Las Vegas on August 9-12, 2008 and the Asian Meetings and Events Conference in Singapore to be held October 24-26, 2008.

www.mpiweb.org

Selling meets learning for AIPC

According to Edgar Hirt, President of the International Association of Congress Centres (AIPC), "They say a year is a very long time in politics – but it's the same in the meetings industry! This year's IMEX once again proved the importance of industry gatherings as a means of catching up on issues that are evolving rapidly around us."

From Hirt's point of view, one of the biggest issues this year was the question of how the global financial crisis may impact the industry. He explains, "AIPC members took full advantage of

the many opportunities available to explore this question. First and most obvious was the AIPC/ICCA seminar with guest panellists from MPI and PCMA. A broad spectrum of perspectives gave important insights not only into the current situation (short answer, still OK) but also into what lies ahead."

"renewed emphasis on quality, business diversification and staff recruitment and retention"

In addition to many other forums, the AIPC Sales Summit created a focal point and opportunity for reviewing strategies to meet business challenges.

Hirt says, "Out of these interactions came a list of preparatory measures that made sense for any centre contemplating a business downturn, be it sooner or later. Among these were a renewed emphasis on quality, business diversification and special attention to staff recruitment and retention."

In summary, he told Briefing, "As long as we have the ability to communicate effectively, we'll always be better prepared to deal with any industry issues, and we appreciate the opportunity IMEX offers in this regard."



■ Edgar Hirt, President, AIPC
www.aipc.org



The AIPC/ICCA seminar at IMEX

CROATIAN RIVIERA FOR ECM SUMMER SCHOOL



Opatija, location for the next ECM Summer School

Over the past 22 years, ECM's Summer School has developed into a highly respected educational event for all professionals working in the conference marketplace.

This year's ECM (European Cities Marketing) Summer School will be held from August 30 to September 3 in the city of Opatija, on the Kvarner Rivera in Croatia.

During three days of intensive learning, participants will get the opportunity to analyse and acquire the latest marketing tools and develop the knowledge and skills necessary for a successful career in conference, meeting and event management.

"The aim of ECM Summer School is to offer the widest possible range of knowledge and skills. That is the reason why the first two days consist of seminars and the last day is dedicated to workshops. This structure enables participants to acquire the theoretical skills first, and to put them into practice during a site inspection," explains Course Leader, Elisabeth Hansa.

A full programme and registration are available now at www.europeancitiesmarketing.com