

“Think differently to lead more effectively”

PRESIDENZA
MPI Italia Chapter
Federico Toja

“We believe meetings and events provide an interactive and open environment where information is shared and innovation is born. When leveraged effectively and efficiently, meetings and events build intellectual capital and improve organizational performance and profitability.”

Susan Radojevic
The Peregrine Agency

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Ha contribuito
alla realizzazione
di questo seminario

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SI RINGRAZIA



MPI Platinum Series
Seminar in English language with limited number of participant

Meeting Architecture - Designing Meetings for Results

ROMA - UNA HOTEL
Venerdi 16 Aprile 2010

Most meetings are designed to maximize participant satisfaction, which is what we measure.

We need to shift our focus to learning and the behavioural changes which provide value to stakeholders.

What can we do, before, during and after the meeting, in order to communicate our message, facilitate networking and inspire and engage our audience? How do we communicate through all five senses, creating the behaviour which will provide value to the stakeholders. The support meeting owners need for message and content design is different from meeting logistics and operations, probably so different that it warrants a new profession; the Meeting Architect.

- Ore 9.30** Registration
- Ore 10.00** Welcome greetings by **Federico Toja**
MPI Italia Chapter President
- The seminar is moderated by **Rodolfo Musco, CMM, CMP Emeritus**
Presentation of participants' assessments and questions
- Programma**
- Ore 10.30 - 12.30 :** “Meeting Architecture” - Part 1, presented by **Elling Hamso** - European Event ROI Institute
Lunch Time
- Ore 12.30 - 13.30** “Meeting Architecture” - Part 2, presented by **Elling Hamso** - European Event ROI Institute
- Ore 13.30 - 15.30**
- Ore 15.30 - Ore 17.30** Interactive session moderated by **Rodolfo Musco**
- Ore 18.00** End of session

Meeting Architecture is a scientific approach to meeting planning, focusing on contents, format, venue and timing in order to maximize the outcomes and aiming to a positive result for all stakeholders: participant, owners, speakers, suppliers and others.

Please state hereunder what would like to learn in this session and post it via e-mail when you register

Learner Outcomes

- Analyse the purpose and set meaningful objectives for meetings and events
- Identify the different roles and skills of meeting owners, planners and architects
- Plan meetings that generate more value for stakeholders

Informazioni
Pagamento:

- a) In contanti al desk di accoglienza in loco (Non prenotabile: solo su disponibilità di posti)
b) a mezzo bonifico bancario: c/c 000003958X14
intestato a: Meeting Professionals International Italia Chapter
Banca Popolare di Sondrio sede di Milano
IBAN: IT17 A 05696 01600 000003958X14
Oggetto : Iscrizione Seminario Meeting Architecture, 16 Aprile 2010

Fattura: Al momento dell'iscrizione si prega di comunicare i dati per la fatturazione.

Quote di iscrizione

Soci MPI	€ 40,00	Federcongressi	€ 60,00
Soci MPI Student	€ 20,00	Non Soci	€ 80,00

Questo seminario è a “Numero chiuso”

Si prega di confermare le Iscrizioni entro il **13 Aprile 2010** a: info@mpiweb.it
Sede del seminario: UNA Hotel Roma - Via Giovanni Amendola, 61 - Roma Centro