

BY STEFANO FERRI,
ITALIA CHAPTER MEDIA
RELATIONS MANAGER

ITALIA CHAPTER NEWS

THE HIGHEST RETENTION IN ITALIA CHAPTER HISTORY



After closing 2007 with a stunning 86.5 percent in the retention stakes, the Italia Chapter moves into its programme for the current year confident and optimistic.

At a local level, it goes on implementing the global growth plan scheduled by President Emilio Milano and recently started in Tuscany and Naples with two 'get together' parties, each attracting more than 70 prospective members. More start-up events have since taken place in Rome, Turin and Milan, where on March 6 the chapter introduced itself to local professionals after an exclusive class on mobile meeting methodology (held by member Pier Andrea Tosetto).

At a national level, the Education Committee (chaired by Olimpia Panno) continues to run successful courses. In January and February the schedule was focused on project management, with two seminars held by Enzo Memoli, consultant for a range of important Italian companies. In April, a residential two-day roundtable on the relationships between the wellness business and the meetings industry was organised in Tuscany and attended by some of the most authoritative Italian representatives of both segments.

At an international level, finally, the International Chapter Leadership Committee, together with the Chapter Business Department, has twinned the Italia Chapter with the Belgian Chapter, as part of the Chapter Exchange Programme. This has generated a series

of mutual initiatives to be performed during the year. The leader of this project, on the Italia side, is President-elect Sergio Moscati. **e**

**FORTHCOMING CHAPTER EVENTS CAN
BE FOUND ON WWW.MPIWEB.IT.**

