



M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Request for Proposal

The European Meetings and Events Conference 2012 - 2013 - 2014

BACKGROUND

What is MPI?

Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community is committed to delivering success for over 23,000 worldwide members by providing innovative knowledge and learning experiences, connecting people and ideas, and creating rich marketplace opportunities. Founded in 1972, headquartered in Dallas and with regional offices in Canada, Luxembourg, Qatar and China, MPI delivers global human connections through its 71 chapters and clubs around the world. Seventy-one Fortune 100 companies are represented in MPI membership and MPI is the only meetings industry association to maintain a 50/50 ratio between planner and suppliers.

For more information, visit www.mpiweb.org.

MPI Vision

Build a rich global meetings and events industry community.

MPI Mission

Make our members successful by building human connections to knowledge/ideas, relationships and marketplaces.

What is The European Meetings and Events Conference?

MPI has held an annual conference in Europe since 1992 which was re-launched in 1996 as the Professional Education Conference – Europe and in 2008 The European Meetings and Events Conference was born.

The European Meetings and Events Conference provides innovative meeting design formats, high-level education and quality networking opportunities to meeting professionals throughout Europe.



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WHAT'S IN IT FOR YOU?

The European Meetings and Events Conference offers a destination the opportunity to host over 400 leading international professionals from the meetings industry of which at least 50% are meeting planners and all of whom currently do business or are interested in doing business in Europe.

This is a great opportunity to showcase your destination, your venues to potential clients and to gain visibility and exposure in the European meetings industry.

Over 12 months of continuous promotion of your destination:

At Live Events:

- Visibility pre and during [IMEX](#) and [EIBTM](#) (marketed to EMEA MPI members and prospects as well as Hosted Buyers)
- Visibility at the MPI booth during most national tradeshow (Bedouk, TUR, EMIF, BTC,...)
- Visibility at [WEC](#)

Media coverage:

- Media coverage – destination and content
- Press trip prior to the conference
- Press conference during the conference
- Destination features
- MPI will provide content for your local press

At Chapter level:

- Chapter visibility – opportunity to present at chapter events
- Provide Chapter news – for newsletters, websites or events
- Promotion on Chapter websites

Other media:

- MPI Newsletters
- Use of official designation as host city
- Continuous social media coverage – include additional features like video, Engage blogs, LinkedIn (over 11.000 connections), Facebook (over 5.000 friends), Twitter (1082 followers),...
- Video promotion on social media – YouTube Channel
- Mobile apps – mobile websites



MEETING PROFESSIONALS INTERNATIONAL



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WHAT DO OTHERS SAY?

"These are exciting times for London - since winning the bid to host the London 2012 Olympic Games and Paralympic Games there has been an even greater buzz surrounding the capital and we wanted to share that industry excitement with the rest of the meetings and conference industry. By hosting the Meetings Professionals International (MPI) conference it was the perfect platform to connect to that target audience and share with them the recent city developments as well as the future plans that London had in store.

By becoming a main sponsor for MPI it was a great opportunity for Visit London to host both an inspirational and entertaining event. MPI delegates got the chance to network with some of London's leading meetings and events suppliers and our London partners had a fantastic opportunity to showcase their unique venues and services to an international audience. The benefit to both parties was huge and Visit London was delighted to be able to host such a successful event." - **David Hornby**, Commercial Director, Visit London - **European Meetings and Events Conference Host Destination 2008**

"I have not attended this meeting in 5 years and wasn't sure what to expect but I was blown away with the top notch education, the quality of the participants and the wonderful networking events we were hosted to over the 3 days. I thoroughly enjoyed the education content and the great conversations that generated as a result, both in the sessions and outside them." - **Claire Smith**, VP Vancouver Convention Center

"I would like to take the opportunity to thank the EMEC organization team. I have really enjoyed and already executed many changes in my center as result of the EMEC conference. I caught the message that we need to run more green meeting if we want to support sustainability." - **Susana Carricando**, CMM, MDIC

"Thank you for a very interesting EMEC! I enjoyed participating and got a similar reaction from most of the connections I made. I enjoyed the opening session, the flash point and the individual sessions. Most of it is reflected in the survey I completed. Thank you also for the sponsorship opportunity. We were honoured to sponsor one of the sessions..." - **Alda Egurrola-Wienke**, Regional Director Elite Meetings International



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WHAT IS MPI LOOKING FOR?

Destination and meeting venue

MPI is looking for a partner to make the European Meetings and Events Conference an unforgettable event; a destination of convenient access in Europe that can offer meeting space and hotel rooms as well as suitable offsite social networking venues. MPI will select destinations and venues for 2012, 2013 and 2014.

Meeting Design

The European Conference will be the most innovative conference for meeting professionals in Europe not only in concept and content but also in terms of meeting room design. The European Conference is the place where delegates can experience and experiment with new meeting set-up, new ways of transferring knowledge, in settings that will improve the educational and learning experience.

We cannot be successful without an innovative, creative host venue, a meeting venue that is willing to showcase what they can do differently. Therefore, we would ask you as a destination and a meeting venue to think along with us. You know your space best, you know how to best utilise the available space in new, creative, innovative settings. What have you seen and done with regards to innovative meeting design and which business partners can you bring to the table to make this happen? We do not expect you to bring all the answers, but to think along with the MPI content and events team on how to make the conference different and unforgettable.

Elements of meeting room design, which we are looking for:

- innovative furniture
- unique set-up's conducive to learning
- innovative use of light (colours) which improves the learning experience
- introduction of scents (aromatherapy) in the meeting rooms to improve concentration

Food & beverage

Energy is a global theme right now, but when using the word energy we often think about energy to drive machines... what about energy for our delegates? Along the lines of meeting design we'd like to partner with you and the catering company to identify healthy and sustainable food that will energise our delegates and that is conducive to a successful learning experience. We would love to hear some initial recommendations as part of the bid.



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Programme overview

Saturday	First arrivals Set up CMP preparation day MPI Leadership Dinner
Sunday	Chapter Leaders Forum Pre conference educational sessions CMP exam CSR project at conference venue Off site CSR project Arrival delegates Welcome Reception Opening General Session Opening Night Networking Event
Monday	Knowledge Sessions Lunch Rendezvous Europe Party
Tuesday	Knowledge Sessions Promotional lunch for following year's conference Closing Night Networking Event
Wednesday	Departures Post conference tours

Support and Sponsorship Requirements

To ensure the success of the conference it is crucial that the destination as a whole is in full support of hosting The European Meetings and Events Conference.

Therefore, as part of the bid we would like to ask for an accompanying letter from the convention bureau, city government and the local MPI Chapter demonstrating their commitment to making the conference a "showcase event."

In particular MPI expects the local convention bureau to be actively involved in supporting the event.



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The European Conference would not be possible without the financial support of the destination and the local community. The following are the areas where financial support will be needed:

- Meeting venue:
 - Complimentary meeting venue
 - Complimentary room set up and room set up changes at meeting venue
 - Complimentary WIFI throughout the venue and the duration of the conference
 - Furniture (for meeting rooms, foyer, cyber café,...)
 - AV at labour cost (material complimentary) – extensions and power cords
 - Sustainable F&B at discounted rate
 - Complimentary furniture (including seating area's) in the foyer
 - Access to any unique areas of the venue that could be used for education or networking

- Social events:
 - Fully hosted
 - Transportation included
 - Functions and activities held at facilities represented by an MPI member are preferred

- Additional requirements:
 - Preferential rates at conference hotels
 - Transportation hotels – conference venue (complimentary)
 - City / airport branding (optional)
 - IMEX Cocktail Reception (for the promo of EMEC 2012)
 - Lunch at previous EMEC (for EMEC 2013 and 2014 bid)
 - Provide education ideas/topic suggestions as well as speaker connections for the content portion of the programme
 - Active marketing support (e.g. promotional video, chapter visits, regular mailings to contacts, social media, etc)

Sponsor recognition will follow the sponsor levels of MPI in order to ensure equity in recognition and appropriate visibility.

MPI and the host destination will together ensure active marketing and promotional efforts at major industry events, MPI conferences and through other relevant channels.



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Previous host destinations and attendance numbers

Year	Members MPI international	Members Europe	Dates	City	Attendance
1988	9.000	80	13-21 Jan	London	120
1990	10.000	100	26-31 Oct	Munich	250
1992	11.000	200	8-11 April	Monte Carlo	191
1993	11.500	250	13-15 May	Geneva	156
1994	12.000	350	19-21 May	Geneva	168
1995	13.000	440	18-20 May	Geneva	185
1996	14.000	600	23-26 May	Lyon	203
1997	14.400	650	15-18 May	Lausanne	207
1998	15.500	750	19-21 April	Copenhagen	274
1999	17.000	803	18-20 April	Rimini	303
2000	17.200	950	9-11 April	Amsterdam	395
2001	18.000	1000	7-9 April	Paris / Disneyland Paris	424
2002	18.600	1250	14-16 April	Brussels	405
2003	18.400	1125	4-6 April	Berlin	393
2004	18.900	1200	26-28 March	Edinburgh	502
2005	19.800	1380	April 10-12	Monaco	509
2006	20.500	1550	26-28 March	Davos	478
2007	22.200	1850	18-20 March	Copenhagen	514
2008	22.600	2288		London	538
2009	24.150	2412		Torino	446
2010	22.660	2492	28 Feb – 2 March	Malaga	349
2011(Feb)	22.030	2492	13-15 Feb	Düsseldorf	398



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Function Space Requirements

Here is an overview of the space that we believe we would need in a 'classic setting'.
The starting point!

Depending on your conference space, flexibility in use of space and our joined creativity this can vary.

Throughout Friday - Tuesday

- Registration desk
- 1 lockable staff office
- 1 lockable press office
- 2 small meeting room (15 pax)
- 3 lockable storage rooms
- 1 video capturing / interview room
- 1 speaker prep room
- Cloak room
- Foyer area (or similar) for Global Village set up (aprox 300 sqm)
- VIP Lounge space for Partner Lounge

Friday (Set-up)

- Registration desk
- Meeting room for 15 pax

Saturday (Set-up and Pre-Con)

- Registration desk
- Plenary Meeting room for Opening General Session set-up 500 pax – preferably not auditorium – cabaret style preferred
- Venue for offsite Leadership Dinner for 50 pax

Sunday (Day 1)

- Registration Desk
- Meeting room for 55 pax cabaret (Chapter Leadership Forum)
- Function space for 55 pax (mixed standing/seated (Chapter Leaders Forum breakfast, lunch and coffee breaks)
- 5 parallel breakout rooms for Knowledge Session set-up, min 120 pax each cabaret
- 1 quiet room for CMP exam – classroom 60 pax (30 pax set up - double space)
- 4 parallel breakout rooms for pre-con sessions / co-creation session -



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- Function space for Welcome Reception 500 pax (standing, served on tray)
- Plenary meeting room for Opening General Session, 500 pax preferably not auditorium – cabaret style preferred - min 5m height
- Venue for offsite Opening Night Networking Event for 500 pax

Monday (Day 2)

- Plenary meeting room for Opening Session, 500 pax preferably not auditorium – cabaret style preferred
- 5 parallel breakout rooms for Knowledge Sessions, for 120 pax each cabaret
- Function space for lunch room for 500 pax cabaret
- Function space for morning and afternoon coffee breaks for 500 pax
- Venue for offsite Rendezvous Europe for 150 - 200 pax

Tuesday (Day 3)

- Plenary meeting room for Opening Session, 500 pax preferably not auditorium – cabaret style preferred
- 5 parallel breakout rooms for Knowledge Sessions, for 120 pax each cabaret
- Function space for lunch room for 500 pax cabaret
- Function space for morning and afternoon coffee breaks for 500 pax
- Venue for offsite Closing Night for 400 pax

Accommodation requirements

Single occupancy constitutes more than 90% of MPI's room block.

Rates are to be flat, run of the house. Single and double rates should be the same. Confirmed rates are to be guaranteed at time of proposal submission. A 21-day cut-off (from the Friday before the opening general session) is required. Reservations received after that date should be accepted at the group rate on a space available basis.

The following are minimum specifications:

- One complimentary room per 40 rooms occupied over the entire room block dates. This is to include all rooms – no matter how booked (could be corporate rates, internet rates, etc)
- Three complimentary suites beyond the complimentary room allowance (Saturday to Wednesday)
- Rooms at 50% off MPI's group rate for staff– approximately 15 rooms (preferably



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- at the main hotel but can be spread over different hotels)
- A discounted room rate (€100) for MPI Speakers approximately 30 rooms total split over the entire room block
 - A discounted room rate (€100) for Press approximately 15 rooms total split over the entire room block
 - Complimentary parking for MPI staff
 - Complimentary meeting room rental for MPI at main hotel
 - Complimentary rooms for MPI staff on site inspection and preparation meetings (8 room nights maximum)
 - Audio visual complimentary for in-house meetings (projectors and screen)
 - Discounted food and beverage for in-house meetings
 - MPI's standard contract will be used, which includes a no attrition clause
 - Hotels with complimentary WIFI are preferred
 - Student Rated Hotel: One hotel in the block to either include 30 rooms at a significant discount, or a hotel that is designed for the student traveller
 - Commitment to CSR objectives for the event, tracking towel & sheet change programmes and recycling at the venue
 - Commitment to use the MPI Sustainable Event Measurement Tool (no cost involved) to allow for post event reporting on the event's impact on the local environment

Note that special consideration will be given to hotels/hotel chains that have MPI members on staff and that are supporters of MPI or the MPI Foundation.

Approximate Room Night Requirements

Based on Saturday through Wednesday pattern:

Thu.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.
20	60	200	400	400	300	40

Attrition at MPI and Increasing the Room Blocks in the Future

For various reasons and depending on the location, about 40% of the attendees typically book outside the block (locals, one day registrations, etc.).

Typically, MPI attendees book outside the block because they:

1. Are a planner and get a special deal from a hotel, not within the block
2. Are hoteliers with a hotel inside the block, but are offered a "family" rate since within the same chain.
3. Are a hotelier with a hotel not in the block so staying at their own chain



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4. Book with a “friend’s” hotel at a discounted, non-conference rate

MPI makes every attempt to contract for the appropriate number of room nights and to manage the block to avoid attrition, as neither the hotel nor MPI benefits from reduced hotel business. However, please note the following contract is standard in MPI hotel contracts:

Room Block Attrition -It is understood and agreed by the parties that the Hotel will not assert any fees against MPI or withdraw any of the complimentary concessions outlined in the Agreement should MPI hold the Conference but fail to utilize the total room block as outlined in Section 1.1 of this Agreement. The hotel will cross-reference the MPI registration attendee list a minimum of four (4) times before the conference to assess if attendees have booked a hotel room outside of the block. All rooms, regardless of rate or how booked, will be added to the total room block for both history and 1 per 40 comp purposes.

Social Programme

The following events to be sponsored by the destination form part of the social programme for the conference and should be included within any bid submitted to host The European Meetings and Events Conference.

- ***VIP Dinner – 50 pax (including transport and entertainment)***
This dinner is meant to thank the highest level of volunteer leaders of the organisation for all their time, energy and commitment not only to MPI but to our industry. This is also the opportunity for the city to thank their dignitaries and most important players and supporters locally and give them the opportunity to network with this group.
- ***Offsite CSR Project- 40 pax (can be part funded by fee)***
An offsite activity where delegates can contribute to a social legacy for the event, ideas might be building, cleaning, planting or repairing. Leaving a positive memory behind in the destination.
- ***Opening Night Networking Event – 500 pax (including transport and entertainment)***
This is your moment to welcome the people to YOUR destination, to make them feel welcome. Traditionally this is also the first evening where people meet in a relaxed atmosphere.
- ***Lunch on Monday – 500 pax (onsite at conference venue)***
- ***Rendezvous Europe – 200 pax (Sourcing of venue only)***



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The hottest party during EMEC, but mostly a fundraising event for the MPI EMEA Foundation. The funds raised during this event are fully re-invested in the region for research, scholarship programme, etc. We are looking at a party venue, could be classy disco or a venue with DJ.

- ***Closing Night Networking Event – 400 pax (including transport and entertainment)***

By then the end has come... another evening to showcase your destination, a closing dinner with a closing party. Dancing possibility at the end of the evening is recommended.

Ground Transportation

If your destination offers multiple hotels in conjunction with a convention centre or meeting venue then it is expected that you provide complimentary shuttle services to and from any hotels not within walking distance of the centre. Preference is given to eco friendly technology.

Transportation to the off-site social functions should also be part of the proposal.

If the city does not have a major international airport, transportation solutions should be proposed.

Airline Support

The Host Destination is also encouraged to identify or secure an Official Carrier for the conference, which will provide:

- discounted airfare for participants
- complimentary tickets or upgrades if possible for speakers and / or VIP's

Timing

The European Meetings and Events Conference is a stand-alone event and should take place end of January or February.

The arrival and departure pattern is usually Saturday to Wednesday and dates should avoid major holidays such as Easter, Orthodox Easter, Passover etc and other local or international industry events.

Considering major industry events and holidays for 2012 we would be looking at either 29-31 January, 5-7 February or 12-14 February.



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Corporate Social Responsibility and Showcasing your Destination

MPI is passionate about being a catalyst for change in the meetings industry, this passion is deployed through thought leadership initiatives and practice leadership. We need your help to support this effort and showcase your destination as a modern, forward thinking and sustainable option for meeting planners.



Sustainability should be weaved throughout your proposal with every area of the event considered to illustrate a commitment to these principals, including details on recycling and food donation, energy saving measures, the application of leading edge sustainable technology, local food sourcing, limiting carbon emissions through local transportation, initiatives at partner hotels and a number of CSR project ideas both onsite at the venue and options offsite. Case studies are always

produced post event and provide another avenue to promote the destination. If you would like to discuss options or seek further information, please do not hesitate to contact Roger Simons- rsimons@mpiweb.org who would love to help you innovate in this space.

Next Steps

If you are interested in hosting The European Meetings and Events Conference for any of the years 2012, 2013 or 2014, please notify me of your intention to bid at jdogniez@mpiweb.org by the 8th of April and send your proposals by 22nd of April to Joyce Dogniez, CMM, Director of Development, EMEA to the details below. Please indicate in your bid for which year(s) / date(s) you would like to bid.

For further information, please contact:

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