



CONTACT

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ABOUT MEETING SUPPORT INSTITUTE

The Meetings Support Institute officially started in 2006 with the mission to develop and promote the discipline of meeting support by bringing together creative, technical and technological tools and services in order to produce meetings that deliver better return on investment.

The Meeting Support Institute receives generous support from IMEX, Starwood, Abbit Meeting Support, Creator International, and Crystal Interactive and its more than 25 industry members.



LEARNING + NETWORKING + MOTIVATING

MEETING CONTENT CONFERENCE

APRIL 20TH 2007

FRANKFURT, GERMANY

PRESENTED BY THE MEETING SUPPORT INSTITUTE



OPEN YOUR HORIZON

In a well-established meeting planning industry where travel, destination, venue, catering and accommodation are professionally managed, the time has come to develop the content management side of meetings.

This conference teaches meeting planners, conference producers, and meeting content owners the strategies, tools, and technologies to create outstanding meeting content.

In order to deliver maximum results in limited time, the conference will focus on three content areas: Learning, Networking, and Motivation.

WHO SHOULD ATTEND?

This conference will appeal to all meeting professionals that recognize the importance of designing, supporting, and evaluating meeting objectives like training, team building, and empowerment.

Meeting professionals will leave with concrete and applicable ideas, concepts and potential supplier partners to help them build great meeting content.

SPONSORSHIP

Does your company provide products and services that make meetings great? Contact us today to learn about sponsorship opportunities .

CONTENT: NETWORKING

Networking is more than putting people into a room to talk for an hour. It is about Building relationships and exchanging Ideas with other professionals. At the content conference, you will learn and try several new strategies and tools that will help you design and implement great networking and idea exchange in your meetings.

CONTENT: LEARNING

Some of the questions we will explore during sessions: How do adults learn at conferences? How to mix lectures and peer to peer learning? What is a good program for a large international plant manager meeting? How do we stimulate the senses for the best learning effect? What is the immediate result of late Gala dinners and Alcohol on learning the following day?

CONTENT: MOTIVATION

How do you motivate participants at conferences? What is the influence of music at meetings or conferences? How to form motivated teams? How do you get the digital native's attention? What is the influence of atmosphere at meetings on learning and networking?

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