

# Education, Knowledge, Networking and Entertainment at MPI event, the EMEC

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That was my first time to join EMEC, the European Meetings, Events Convention, organized by MPI, The Meeting Professionals International at Novotel Budapest Congress Hotel in Budapest city between 2931- January 2012.



EMEC was a professional job organized, Educated and done by professionals in the Experienced speakers, leading meeting industry, very well delegates, Networking, social



events, fun and entertainment and where..? In the charming city, in Budapest.

The opening of general session started with the keynote speaker Ms. Sahar Hashemi, a British entrepreneur and the co-founder of Coffee Republic, who developed a GBP30 million turnover business. Sahar outlook the innovation in modern business enabling delegates to look for unique opportunities they can leverage in their own business.

The opening night held at the Museum of Fine Arts located in the Heroes Square, where Hungarian Cuisine, traditions and modern

innovations presented.

A Flash Point Sessions presented by the speakers Pacelle Van Goethem, Christian Bitz, Rene Boender, Steven Loepfe and Hans van Griken at the Partia Hall Sessions started in 5 different rooms with different subjects to educate delegates and to give them better understanding for Meeting and Events Business. Visit Hungary sponsored Lunch followed by another sessions. The subjects of sessions was such as " Why Meetings Planners Make Mistakes, Determining the Business Value of Your Meeting, Designing Interaction for High







Attendance Events, Crisis Management, Meeting Design Excursion, The Ultimate Event for Sponsors with more than 25 other sessions during the two days of EMEC.

The session that most attracted the interest of delegates was the Solution Room, where each 10 delegates were asked to sit together in one table in a condition that they have not met before, then every delegate wrote on a paper sheet on the table his difficulties in his business, then the nine other delegates starts giving advices to each other. This session was really fun showed how much the organizers are taking care of delegates to offer them more education, knowledge and solution in their business.





A late evening party took place at Rendezvous Budapest on 30th, and the closing night took place in Hungarian Railway Museum, where delegates took the steam train to the event, Hungarian cuisine and drinks offered for delegates, together with a Hungarian Folklore music and dance.

EMEC was sponsored by Visit Hungary, Budapest Congress & World Trade Center, IMEX, IBTM Events, Switzerland Convention & Incentive Bureau, Star Alliance and many others.

During Lunch hosted by Switzerland Convention & Incentive Bureau on the last day of EMEC, the MPI announced that EMEC 2013 will be held between 2729- January, in Montreux, Switzerland.

EMEC, is a must attended event for people involved in the Meeting and Events Industry, it's an event for professionals done by professionals. Personally, I will do my best not to missed any other EMEC as I really learned a lot, met with leading delegates and had fun and entertainment.

