



## **FOR IMMEDIATE RELEASE**

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### ***Meeting Professionals International – Wisconsin Chapter***

#### **MPI – Wisconsin Fall Symposium & Meeting Industry Expo: “Technology for Tomorrow”**

**Madison, WI – November 9, 2006 – Meeting Professionals International – Wisconsin Chapter (MPI-WI)**

Meeting Professionals International – Wisconsin Chapter is proud to announce the Annual Fall Symposium and Meeting Industry Expo: Technology for Tomorrow on Thursday, November 9 at the Alliant Energy Center in Madison, Wisconsin.

Hundreds of meeting professionals will convene in Madison to hear James Spellos, Certified Meeting **Professional** (CMP) discuss how to keep up with the technological advancements in the meeting industry. Stacey Hanke will reveal tradeshow sales tactics. Colleen Rickenbacher, CMP, CSEP will enlighten the attendees on business etiquette. Colleen was named to the Top 25 most influential people in the Meetings Industry by Meetings News Magazine. David Zach, well known “futurist”, will speak on the topics of change, tradition, and choices – trends and traditions facing the industry in the next 10 years. As a futurist, David has worked with over 1000 corporations, schools and associations offering insights on the personal and professional impact of strategic trends.

The Meeting Industry Expo, a professional tradeshow of industry suppliers, will take place from 12:30pm to 2:30pm. MPI Wisconsin Chapter believes in community outreach and is supporting the Dane County Humane Society for this program. The Dane County Humane Society will be collecting donations throughout the Meeting Industry Expo.

To attend the MPI – Wisconsin Fall Symposium & Meeting Industry Expo, contact Meeting Professionals International – Wisconsin Chapter at (608) 204-9816.

### **About MPI Wisconsin Chapter**

MPI-WI leads the meetings industry in Wisconsin through education. Monthly, both members and non-members are invited to participate in exceptional education that allows those who plan meetings to gain solid professional development and also showcase many of Wisconsin's hotel properties and special venues. Further, MPI-WI continues to strive and work diligently to educate corporate leaders on the impact of meetings on business. It is essential as members of MPI to instill public confidence, engaging in fair and equitable practices and building professional relationships with meeting industry colleagues.

The 358 members of Wisconsin Chapter of Meeting Professionals International (MPI), established in 1977, offers education, the latest research and trends, leadership training, best practices, professional development and networking opportunities, which help its members enhance their professional value and define the strategic value of meetings within their respective organizations. For more information, visit [www.mpiwi.org](http://www.mpiwi.org).

### **About Meeting Professionals International**

Established in 1972, Meeting Professionals International (MPI; [www.mpiweb.org](http://www.mpiweb.org)) is the largest association for the meetings profession with more than 19,000 members in 66 chapters and clubs across the USA, Canada, Europe and other countries throughout the world. As the global authority and resource for the \$122.3 billion meetings and events industry, MPI empowers meeting professionals to increase their strategic organizational value through education and networking opportunities. Its strategic plan, Pathways to Excellence, is designed to elevate the role of meetings in business via: creating professional development levels to evolve member careers to positions of strategic understanding and influence; influencing executives about the value of meetings; and ensuring MPI is the premier marketplace for planners and suppliers.

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