



FOR IMMEDIATE RELEASE

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Meeting Professionals International – Wisconsin Chapter

MPI – Wisconsin – Spring Education Day **Coming Together Through Education**

Brookfield, WI – May 15, 2008 – Meeting Professionals International – Wisconsin Chapter (MPI-WI) will host a variety of speakers & topics including our keynote speaker James Spellos on “Welcome to Wikiville... The New Face of the Internet”

This event will start off on Wednesday May 14 for the Volunteer Kick-off at the Sheraton Milwaukee, where members can learn more about their chapter, how it works, and volunteers do to make a difference!

The following day will start with an outstanding general session with James Spellos about technology. This session focuses on the internet, from RSS to podcasts, from blogs to wikis – members will be able to take these tools with them to utilize in our industry! MPI WI members and guests will leave this session knowing how to use today’s internet much more effectively!

Four different breakout sessions will then be available, being; CMP Boot Camp with our very own Janet Sperstad; Effective Business Emails with Franklin Billerbeck; and Working with your CVB/VCB with May Ibe, CMP, Sara Brish, Helen R. Wick, and Paul Sienko.

This educational event is one of two full days with a variety of speakers that the MPI Wisconsin Chapter hosts annually. MPI Wisconsin prides itself on the education and networking opportunities for its members.

About MPI Wisconsin Chapter

MPI Wisconsin 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 359 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.

About Meeting Professionals International

Established in 1972, Meeting Professionals International (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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