



FOR IMMEDIATE RELEASE

Contact: Marie Johnson, CMP – President
Meeting Professionals International -Wisconsin Chapter
marie.johnson.mpi@att.net
Phone: 414.324.0892

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Meeting Professionals International – Wisconsin Chapter (MPI-WI)

Special Events – Marketing for Success

MILWAUKEE, WI – On January 6, 2011, members of Meeting Professionals International – Wisconsin Chapter (MPI-WI) will meet at the Hyatt Regency Milwaukee for the January Education Day.

The January Education Day will feature Richard Aaron, CMP, CSEP speaking on marketing for successful special events. Aaron is an adjunct instructor at New York University, where he teaches both graduate and undergraduate classes in hospitality. The education session will focus on new ideas and trends to market your brand and events. The session will be interactive and develop new brand strategies and updates on the latest ideas for social media.

The January Community Outreach program is for the SHARE – Mitten Plus Project. This project is made up of volunteer knitters, crocheters, and sewers that meet and create beautiful handmade hats, scarves and mittens for those who can not afford to purchase them. Members are asked to bring 4-ply yarn to the January meeting.

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

The 375+ member **Wisconsin Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI Wisconsin, visit www.mpiwi.org.

For more information on MPI, MPI Wisconsin, or the January Education Day, please contact Marie Johnson, CMP by phone at (414) 324-0892 or by email at marie.johnson.mpi@att.net.

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