



FOR IMMEDIATE RELEASE

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Meeting Professionals International – Wisconsin Chapter (MPI-WI)

Today's Trends and Escaping Adulthood: In Person or Via Web cast

MADISON, WI – On February 10, 2011, members of Meeting Professionals International – Wisconsin Chapter (MPI-WI) will meet on the University of Wisconsin campus at the Pyle Center or via live web cast to discuss today's trends and escaping adulthood.

The February education day features two great presentations in two different formats. Either in person at the Pyle Center on the UW-Madison Campus or watch from your desk, via a live web cast provided by Sonic Foundry and available at www.mpiwi.org. The February education day also features a Student Meet-up, an opportunity for students to be matched with professionals for a mentorship program.

The first afternoon session is presented by Bill Geist, president of Zeitgeist Consulting, a firm specializing in strategic planning, governance, marketing and legislative issues. Bill will speak on Today's Trends; he will suggest ways to capitalize on changes in consumers' lifestyles, developing media messages to the generations receiving them and how to integrate new communication strategies into your current marketing.

The second session will feature Jason Kotecki, known as "The Champion of Childhood" and is an expert on helping adults "Escape Adulthood." Jason will inspire attendees to get more done while having fun, lead a more balanced life and provide easy tips on how to melt stress in your life.

The February Community Outreach program is sponsoring the Madison YWCA Pantry. Attendees are asked to bring personal care items, canned foods and juices to the meeting. A complete list is available at www.mpiwi.org.

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 February Education Day, please contact Marie Johnson, CMP by phone at (414) 324-0892 or by email at marie.johnson.mpi@att.net.