

MPI Media Advisory – EMEC 2017 Recap

March 7, 2017

Following are key facts and figures from MPI's 2017 European Meetings & Events Conference (EMEC), held March 5-7, 2017, in Granada, Spain.

- More than 350 registered attendees excluding support staff.
 - 89 percent from Europe
 - 11 percent from North America
- More than 200 attendees at MPI Foundation's Rendezvous fundraiser and networking event, which raised over \$16,000.
- Nearly 30 education sessions, including master classes, immersive experiences, meet-ups, and innovative learning sessions called EduLabs.
- Held an intimate version of the third annual MPI Hosted Buyer Programme in Europe, which included 18 suppliers and 22 planners.
- Debuted the MPI Academy's new Women In Leadership Program, which had 8 participants.
- Announced collaboration to host the SITE + MPI Global Forum in Rome next year; see ow.ly/LnSR309FnNd.

To learn more about EMEC, visit www.mpiweb.org/Events/emec-2017/home.

