



FOR IMMEDIATE RELEASE

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New Rules of Engagement for the Meetings and Events Industry

International Chair shares key industry trends

Phoenix – October 27, 2011 – The Arizona Sunbelt Chapter of Meeting Professionals International (MPI), welcomes Chairman of the MPI International Board Directors, Sebastien Tondeur. Having picked up a string of business qualifications on both sides of the Atlantic (BSBA, MBA, & EO/MIT Entrepreneurship Master's Program), Sébastien Tondeur has a persona as multinational as the company he works for. He is Chief Executive Officer at MCI's head office in Geneva, where his responsibilities span company strategic planning, mergers and acquisitions, strategic meeting management, marketing and key account management. He is a frequent speaker at industry & business events, on topics such as mergers and acquisitions, experiential marketing, procurement and trends in the meetings industry. Sebastien will share his vision for the future of MPI, address the "New Rules of Engagement" - key industry trends that MPI is focusing its professional development around in order to drive success. The meeting will take place at US Airways Center on Thursday, November 10th, 2011 at 11:00 a.m. Register online at www.azmpi.org by Friday, November 4th to receive early bird registration of \$40, after that it is \$50.

About MPI Arizona Sunbelt Chapter

Meeting Professionals International (MPI), the world's largest association for the \$102.3 billion meetings and events industry, is committed to positioning meetings and events as a key strategic component of an organization's success. The 500-member Arizona Sunbelt Chapter of MPI, (established in 1979), empowers its members to increase their strategic value with education, professional development and business growth opportunities. For more information, visit www.azmpi.org.

About Meeting Professionals International

Established in 1972, Meeting Professionals International (MPI; www.mpiweb.org) is the largest association for the meetings profession with more than 20,000 members in 66 chapters and clubs. As the global authority and resource for the \$102.3 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.