

NEWS RELEASE

MPI Ottawa to help put money into the Canadian economy

Ottawa, March 9, 2011 — On April 14, Canada's \$23 billion meetings sector is hosting its annual National Meetings Industry Day (NMID). During NMID, 17 events will be held across the country. Meeting Professionals International (MPI) Ottawa is celebrating NMID by hosting a networking event at the RA Centre.

"This event is a great networking opportunity for our members," says event organizer Marie-Louise Doyle. "It's a great way for the MPI chapters across Canada to raise the profile of the meetings and events industry. We generate a lot of benefits for communities across the country and National Meetings Industry Day is a perfect way to highlight them."

Hosted by the Ottawa Chapter of MPI, the 13th Annual NMID will highlight the positive impacts of the Canadian meetings industry, including more than \$23 billion in participant spending and 235,500 full-year jobs. This is just one of the several leadership-themed tradeshows to be hosted country-wide.

Keynote speaker Ken Wong is an award-winning professor at Queen's School of Business and one of Canada's most frequently cited marketing authorities. Mr. Wong is considered an expert in marketing and business strategy. His speech "Lead, Follow or Get *IN* the Way" promises to generate dynamic discussions on leadership. Mr. Wong is a sometime columnist for *Strategy*, *Marketing Magazine*, the *Globe and Mail* and the *National Post*,

Each MPI chapter will recognize one person or organization in their community for their support and impact on the meetings industry. The 5th Annual MPI Ottawa Influence Award will be given to a local Ottawa company for supporting the development of meetings and conventions or the development of policies and programs impacting this wide-reaching industry.

About NMID: National Meetings Industry Day (NMID) is an educational event for the members of MPI. This initiative has four objectives, including: to define and shape the meetings and event profession; to help raise the profile of the meetings industry and the benefits it generates for communities across Canada; and to educate chapter industry leaders and enable them to discuss the economic impact of meetings in their region with people who are outside the industry.

About MPI: The Ottawa Chapter of Meeting Professionals International (MPI) is the largest organization of conference planners and suppliers in Canada's National Capital Region, with more than 300 members, representing over 150 organizations and companies, in Ottawa and Gatineau. The Canadian meetings industry organized more than 670,000 meetings with more than 70 million participants in 2006.

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