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*** * * MEDIA ADVISORY * * ***

**MPI Announces 2017 Experiential Event Series,
Includes First European Program and Cruise Experience**

WHAT: Meeting Professionals International (MPI) is taking its Experiential Event Series across the Atlantic Ocean for the first time since it launched two years ago. The 2017 lineup of programs includes a return to South by Southwest (SXSW), plus new programs held in partnership with Royal Caribbean, C2 Montreal, the Indianapolis 500, the Venice International Film Festival and the Hawaii Food and Wine Festival.

SXSW 2017

March 14-18, 2017, Austin, Texas, US

MPI Festival Production Certificate, 20 Clock Hours

www.mpiweb.org/Events/sxsw

Royal Caribbean Experience – Voyage into Experience and Discovery

May 5-11, 2017, departs from Fort Lauderdale, Florida, US

MPI Culinary Event Management and Event Production Certificates, 30 Clock Hours

www.mpiweb.org/royal-caribbean

C2 Montreal*

May 24-26, 2017, Montreal, Quebec, Canada

MPI Event Design Certificate, 20 Clock Hours

Indianapolis 500

May 26-29, 2017, Indianapolis, Indiana, US

MPI Sports Event Management Certificate, 20 Clock Hours

www.mpiweb.org/indy/

74th Venice International Film Festival*

September 3-5, 2017, Venice, Italy

MPI Festival Production Certificate with Entertainment Focus, 20 Clock Hours

Hawaii Food and Wine Festival*

Early November 2017, Honolulu, Hawaii, US

MPI Culinary Event Management Certificate, 20 Clock Hours

** Note: Event details and registration for these programs will be published online soon.*

DETAILS: The MPI Experiential Event Series takes program participants behind the scenes of some of the world's most impressive entertainment, sports, culinary and mega-events. During this immersive learning experience, attendees will be introduced to the people who produce the event, program the content, develop the security and crisis management protocols, set the marketing strategy and design the event experience. Each program is limited to 30 participants.

ABOUT MPI: Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. "When we meet, we change the word." www.mpiweb.org