

Meeting Design Course Malmö, Sweden.

Famous Meeting Designer from the Netherlands and author of "Into the Heart of Meetings", Mike van der Vijver, visits Sweden in January 2015 for a Meeting Design training course, focused on interaction. A unique chance for meeting professionals!

Meeting Design is gaining increasing attention in the meeting industry worldwide. The reason is simple: participant and organizer expectations about the quality of programmes are increasing constantly – and rightfully so. Organizations want their investments in meetings to show demonstrable results. And that often means that a simple string of PowerPoint presentations is not good enough. But then what?

For almost 15 years, MindMeeting, the Meeting Design agency Mike founded together with his co-author Eric de Groot, has specialized in designing effective programmes for international audiences. Or rather: participants, because one common feature in their programme designs is the active role of the participants in the meeting; the *participants*, not the *audience*.

Organized in close cooperation with the Swedish specialized magazine *Meetings International*, in January 2015, Mike offers the opportunity to European meeting professionals (or anyone else who uses meetings as a form of communications) to tap into his experience and know-how. The course will focus on the main basics of designing meeting programmes. What you will learn is: use the venue and the room lay-out to influence participant behaviour, give shape to the decisive first 5 minutes of the programme, and optimize content and format. In addition, course participants will learn how to cure major meeting headaches like: long personal introduction rounds, boring content, official formalities and poor speakers.

The course is designed for meeting professionals who want to exert greater influence on meeting outcomes: meeting planners who want to strengthen their organization's meeting programmes, communication experts who want to improve their understanding of the medium; change agents and consultants who want to use meetings effectively. The course will, of course, be highly interactive. The programme is built around a whole series of design assignments, close cooperation with fellow learners and some surprises.

The Dutch Chapter of Meeting Professionals International (MPI) offered this course to its members in early 2014. It received the highest-ever ratings of all MPI Netherlands educationals.

Participants said about this course:

“ Meeting Design is about creating the perfect event; one during which you will reach your goals “.

" After this training, I have realized that just about everything we have been doing in the Meeting & Event Industry in the past is wrong!".

" Meeting Design is such a powerful approach. And for the most part it is still unknown!".

" After this training, as a Meeting Planner, I no longer think in terms of barriers. Instead I see that there are so many options out there. It has encouraged me to keep thinking about changes and possibilities".

Naturally, much of the course content is based on the book "Into the Heart of Meetings", written by Mike van der Vijver and Eric de Groot. This first-ever book on Meeting Design has received world-wide attention and acclaim. For reviews, please check our website www.mindmeeting.org.

Dates: 20-21 January 2015 in Malmömässan, Mässgatan 6 in Malmö, Sweden. Malmö is just 20 minutes by train from Copenhagen airport. Includes one copy for each participant of " Into the Heart of Meetings". Price € 995,-. Each second registration from the same organization is entitled to a 10% discount. For information and registration, please send an email to: sara@mindmeeting.org