



Future Leaders Forum Creative Challenge

"The continuing success of the meetings industry will depend on achieving a firm understanding of what Generation Y really wants. The classic events programmes will NOT motivate this generation - it is also well known that one of the main characteristics of Generation Y is a desire to be global citizens with a strong awareness of social and corporate responsibility"

Rob Davidson, University of Westminster, UK.

MPI (Meeting Professionals International) is the largest meetings industry association in the world with nearly 30,000 members including an expanding and dynamic global student community (www.mpiweb.org). MPI have decided to sponsor a conference which will be a showcase of the organisational, creative and technical skills of this generation and will demonstrate the shape of meetings to come to the meetings industry with special emphasis on CSR and sustainability. MPI is looking to participating students (Generation Y) to present a bid to host this conference, organised and attended exclusively by Generation Y. This conference will be held in Seoul in June 2012.

Please note that this is a fictitious brief.

The bid should include the following considerations:

- Description of the venue
- Number of delegates expected to attend
- Name of the conference
- Concept for the conference including any innovative networking, entertainment, guest speaker, menus etc
- Incorporation of green meeting and CSR principles and social media promotions
- Budgets and costings are **not** required and are not an issue. Therefore, your creative ideas although being realistic, should not be limited.

Your presentation will take place on Wednesday 24 November in Seoul during the Future Leaders Forum.

Other considerations:

- Your presentation must last **no longer than 7 minutes**.
- A/V facilities for your presentation will be available e.g. laptop, projector and speakers.

"Think outside the box – be creative!"