



# Changing the game at EMEC19

**The European Meetings & Events Conference (EMEC) 2019 in The Hague is all about changing the game. What should you expect from this four-day learning experience? Here are three glimpses from the people behind the scenes.**

**I**t took the MPI Netherlands Chapter three years to convince MPI International that EMEC19 could be – no, *should* be done differently. Too often conferences use the same design over and over: keynote speaker in a ballroom, followed by a panel discussion (yawn) and the usual networking break during which delegates stick together with their usual peers.

EMEC19 is about changing the way you meet, changing the way you experience and changing the way you learn. The event, to be held 9-12 February 2019 in The Hague, is best compared to learning to ride a bicycle, says MPI The Netherlands Chapter's executive director Gijs Verbeek. "You get on a bike, start to peddle, practise, maybe fall, get up and try again, until you get it. Experience is the best way to learn."

The program consists of four different tracks: risk management, design thinking, leadership and meeting perspectives. "It contains sixteen hours of interactive education, through learning journeys and scenario-based learning (see box Learning from journeys). We also offer over twelve hours of networking – excluding beer and cocktail time", he says with a wink. "EMEC19 is focused on matchmaking in a casual way. You will get to meet and really connect with lots of new colleagues in a way that they are sure to pick up the phone when you next call."

#### **More info and registration**

**MPI European Meetings & Events Conference,  
9-12 February in The Hague, the Netherlands  
[www.emec19.com](http://www.emec19.com) - [seeyou@emec19.com](mailto:seeyou@emec19.com) - #emec19**

**“WE DARE TO EXPERIMENT”**

“We started the design process with a quote from the Netflix hit *Peaky Blinders*: ‘We do not want to play the game, we want to change it’. With sixty meeting professionals from home and abroad we designed a new format for EMEC. The Dutch meeting and event industry is doing well internationally. We dare to experiment with event formats, themes, revenue models and more. In February we can share this knowledge and experience with our international colleagues. We’ll show who we are and what we stand for. This is an international conference with a Dutch twist, organised by and for the meeting & events industry. Most important, it’s an industry event, you don’t have to be a MPI member to join.”

**Sven Boelhouwer,**  
project manager EMEC19



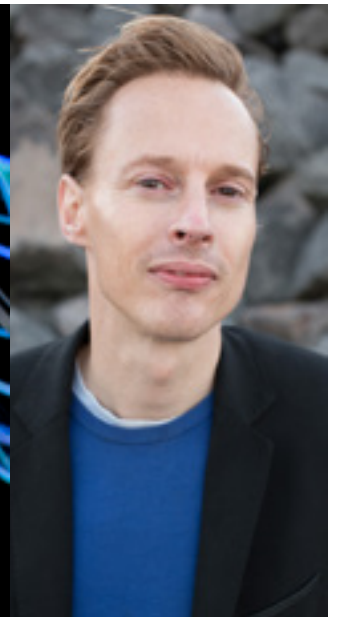
**LEARNING FROM JOURNEYS**

“During EMEC19, we use a variety of venues for different parts of the program. The main program takes place at the World Forum The Hague in various unique settings. Additionally, over 50 per cent of the program takes place outside the conference centre, through the cross-industry learning journeys, during which delegates learn from experts that come both from inside and outside our industry. For example, mr. Krihna Taneja, Director of National Security of TNO (an independent Dutch research organization) takes us on a tour of the latest safety & security developments and applications. Last but not least, you are sure to be impressed by our spectacular closing on Tuesday morning... so don’t miss out!”

**Babs Nijdam, director of programming EMEC19**



Studio Roosegaarde



**CULTURE AT THE SEA**

EMEC19 takes place in The Hague, located by the sea. From your hotel you reach an 11 kilometres long beach in less than ten minutes, ideal for a morning run. You can visit the Mauritshuis in the historical city centre of The Hague, located at an unique 17th-century palace. It houses the famous Vermeer painting *Girl with a pearl earring* and many more masterpieces from the Golden Age. At night you have a choice of bars and restaurants in the city centre or overlooking the harbour or the sea. *Eet smakelijk!*



Johannes Vermeer c. 1665, Mauritshuis, Den Haag

**CHANGING YOUR PERSPECTIVE ON DESIGN – BY DAAN**

In this fast-moving world it is vital for our industry to change and adapt quickly as the rules of the game are changing rapidly. We must make opportunities out of challenges. How? At EMEC19 the famous Dutch artist and innovator Daan Roosegaarde tickles your mind how to design projects differently. And how to inspire people to embrace the projects you design. Roosegaarde, quoted by *The New York Times* as ‘the new hippie with a business plan’, has been selected as a creative change maker with, among others, *Forbes*. His journey *Changing your perspective on design* will broaden your view forever on how to develop your business ideas from tomorrow onwards.