

Case Study

Travel and Hospitality



Client

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide with a community of 60,000 meeting and event professionals across 75 countries.

Audience

Meeting and Event Professionals

Country

USA + Online

Challenge

To inspire their members and help them understand how to creatively adapt to technological disruption in the meetings, incentives, conferences and exhibitions (MICE) industry.

James Taylor's Solution

- 45 minute online presentation

Results

- The audience were inspired and given insights on how Virtual Summits will change the events industry
- James Taylor's high energy virtual presentation helped set the mood for the rest of the MPI Virtual Summit
- James' presentation was highly rated by audience members

James Taylor helps Meeting Professionals International members see the potential of Virtual Summits

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, MPI 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 70 chapters and clubs in 75 countries worldwide.

MPI organised their first MPI Virtual Summit to bring together thought leaders from the meetings, incentives, conferences and exhibitions industry. The theme for this online summit was around the potential of Virtual and Hybrid Events.

Meeting Professionals International invited James Taylor as the opening speaker for their MPI Virtual Summit after seeing him host his successful Event Professionals Summit. They chose James because he has a deep understanding of the challenges faced by event and conference organisers and has also created and hosted several Virtual Summits in the past. They also chose James because they wanted a speaker who was both inspirational and could provide actionable insights and frameworks that their members could implement with their own clients.

Three weeks before the event James Taylor and the MPI Virtual Summit team had a pre-event call to finalise the agenda, James' presentation outline and any technical issues. James also used an artificial intelligence to analyze the MPI members who had registered to attend so he had a better understanding of their needs, values and psychometrics.

The MPI team ran the event from their headquarters in Dallas, Texas while James gave his presentation from his studio in the United Kingdom. He delivered a 45 minute presentation and also took questions from the MPI members attending online.

"James Taylor is more than a great keynote and facilitator. He's a great partner who truly cares about your business, your goals and your audience. He tailors his message to your end user, he creates videos and marketing materials to help promote your event and he shares knowledge and best practises he's encountered that can help you host better meetings."

Jessie States, CMP, CMM - Head of Meeting Innovation, Meeting Professionals International

"James is a delight to work with. He brings energy, enthusiasm, a generosity and wealth of ideas as well as considerable social media savvy to his engagements and is an audience favorite."

Kristi Casey Sanders, CMP, CMM, DES, HMCC, Director of Thought Leadership, Meeting Professionals International

"From the incredible insights to your infectious enthusiasm, couldn't be more thankful for your time today James!"

Jessica Wells, Senior Director, Events Strategy & Marketing, Vizient Healthcare

James
Taylor

KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR
KEYNOTE SPEAKER | CREATIVITY EXPERT

Enquire Now:

James Taylor

(USA) +1 415 670 9150 (UK) +44 207 193 3405

support@jamestaylor.me

https://www.jamestaylor.me