

1<sup>st</sup> EUROPEAN EVENT  
SPECIALISTS SUMMIT  
IN LUXEMBOURG



# ADDING VALUE TO EVENTS AND MEASURING IT

SHARE YOUR BEST PRACTICES AND LEARN  
FROM OTHER **EUROPEAN EVENT SPECIALISTS**



## Who is invited?

European Event Marketing Associations  
Leading European Event Communication Specialists  
European Professional Newspapers  
European Event Research Institutes

CERCLE CITÉ - AUDITORIUM CITÉ  
**LUXEMBOURG**  
**SEPTEMBER 1st to 3rd, 2011**

## TOPICS

Adding Value to Events  
Sustainable Development and Green Events  
Hybrid Events  
Multisensorial Communication  
Qualified Event Specialists will deliver exceptional content  
Network with European Event Specialists  
Discover Luxembourg: A green destination in the heart of Europe

# PROGRAMME

### Thursday, September 1

- **Evening:** Kick-off Event at the SOFITEL

### Friday, September 2

- **Morning:** CERCLE CITÉ - AUDITORIUM CITÉ  
Welcome Speech by **Françoise Hetto Gaasch** - Minister of the Middle Classes, Tourism and Housing  
Luxembourg City presents "Multiplicity" by **Geraldine Knudson Elling Hamso** (European ROI Institute Norway) - ROI of Events  
Best Practice Exchange  
**Christian Seidenstücker** (President ISES Europe) - ISES Impulse Speech
- **Afternoon:** CERCLE CITÉ - AUDITORIUM CITÉ  
Sustainable Development and Green Events  
Hybrid Events by **Ruud Janson**  
**Karsten Klepper** (Klepperconsulting) - Multisensorial Communication - Yesterday, Today, Tomorrow  
Closing Speech by **Jeannot Krecké** - Minister of Economy and Trade  
Gala Dinner

### Saturday, September 3

**Discovering Luxembourg City** – Müllerthal and Moselle  
Dinner at the Castle of Schengen

## REGISTRATION

If you wish to participate in the conference  
please register on [www.eventsummit.lu](http://www.eventsummit.lu)

On the homepage you will also find more  
information on the conference and the  
speakers as well as some helpful links.

## CONTACT

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