



1st 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

PROGRAMME

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

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
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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