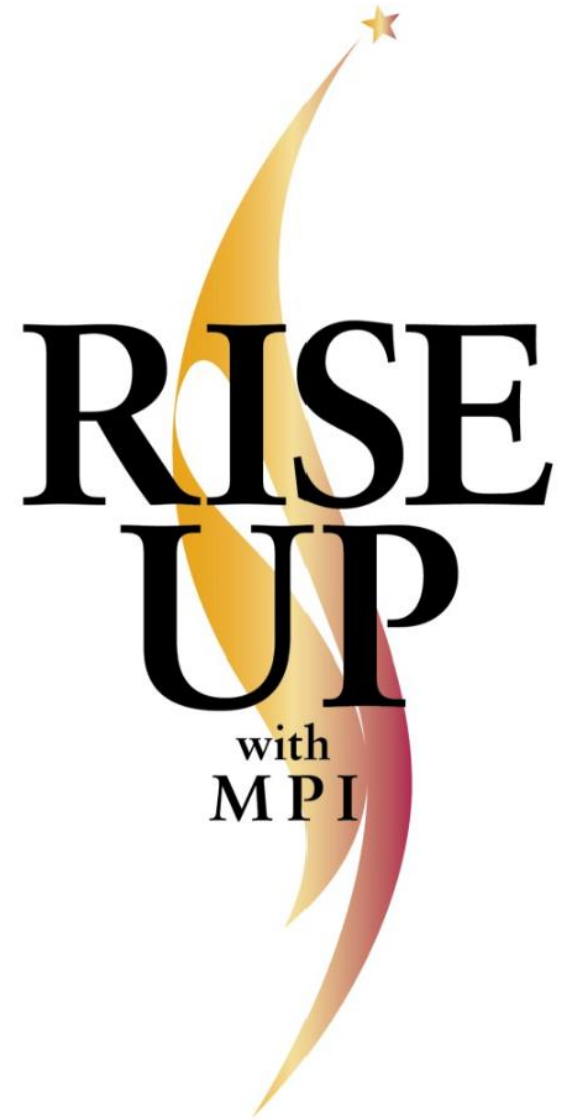


MPI UK & Ireland

# Innovative Educational Programming Award

2025



# MPI UK & Ireland

Innovative Educational Programming

**Overview:** The MPI Impacts Event was designed to challenge traditional meeting formats and deliver a unique, impactful educational experience for MPI members, trade partners, and the buying community.

The event blended professional development with cultural immersion, showcasing innovative meeting design while addressing the personal and professional needs of attendees.

## **Objective:**

1. Address professional and personal challenges of MPI members
2. Prioritise engagement and interaction over passive learning
3. Blend professional development with authentic local experiences
4. Inspire innovation in meeting and event design



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**Results:** The creation of an event that would deliver actionable insights, foster community, and leave a lasting impact on attendees.

- The mainstage featured four 20-minute, high-impact sessions led by local hero speakers, focused on relevant topics.
- Each session was designed to be interactive, with real-time feedback ensuring relevance and application for attendees.
- To replace traditional breakout rooms, “The Dublin Dialogues,” were introduced, six curated experiences across Dublin divided into three categories, 1) Learning Experiences 2) Cultural Experiences 3) Personal Growth Experiences.
- The program achieved a 96% satisfaction rate.
- Dedicated landing page was created on the website with 2400 page views and 30% registration conversions.

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