

For Immediate Release

MEETING METRICSSM INTRODUCES MyROI AT MPI WEC IN VANCOUVER

Innovative New Service Offers Participant ROI Reports and Sponsor Revenue Opportunity

MYROI, a confidential, post-event report detailing the results of an educational experience including application of an attendee's learning to their job, impacts of post-event job achievement and an individual ROI computation, will be introduced to Meeting Professionals International's (MPI) World Education Conference (WEC) registrants this July by MeetingMetricsSM. A pioneer and leader in the meetings industry for more than two decades, MeetingMetrics is working in partnership with MPI in conjunction with the introduction of their new MyROI online service to the meetings industry.

"MyROI is a major breakthrough that delivers participant ROI knowledge; specific understanding of the benefits and value to an attendee, and their organization's investment in attending an event," says Ira Kerns, Managing Director of MeetingMetrics. "With the introduction of MyROI, participants' post-event ROI information is now easily accessible and affordable with minimum effort and cost."

Event participants will receive their own post-event, confidential, detailed MyROI report. They will see how their personal ROI compares to other attendees who completed their MyROI for that conference.

"MPI understands the importance of proving the ROI of any event or meeting," said Vicki Hawarden, Vice President of Knowledge Management and Events. "We have partnered with MyROI because they have exactly what it takes to assist our members in carrying on the crucial practice of measuring ROI."

MeetingMetrics provides the new MyROI service to associations and event sponsors as a turnkey package that includes:

- Customized MyROI post-event online questionnaire
- Pre-event communications to guide participants in choosing event content with an eye towards achieving post-event ROI impacts
- Post-event participant communications to support completion of the MyROI questionnaire

- Participant confidential 12-page MyROI reports benchmarked against others completing the process
- Overall MyROI Report for the event sponsor aggregating individual participants' ROI

MyROI will be available to all conference participants through the conference registration process. The sponsoring organization will retain a percentage of the MyROI fee, and the remaining percentage will go to MeetingMetrics.

Thus, with relatively little effort on its part, the sponsoring organization increases its revenue, enhances its image as a provider of valuable ROI services to its constituent members and acquires a strong marketing tool as it seeks to promote attendance at future events.

Event sponsors including associations, educational program organizations and expo/trade show owners who elect to partner with MeetingMetrics to offer the MyROI service to their event participants will be responsible for promoting MyROI at their events. They will enjoy the benefits of providing improved tools that lead to repeat attendance and positive meeting impact.

For more information visit www.meetingmetrics.com.

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About MeetingMetricsSM: MeetingMetrics is a developer and provider of specialized, professional online survey tools and methods for enabling corporations, associations and event sponsors to optimize their event's effectiveness, measure their meeting results and demonstrate event value including financial ROI. Winner of the EIBTM 2008 World Technology Watch Award, MeetingMetrics partners with and is endorsed by MPI, PCMA, the ROI Institute and other leading industry organizations and is a member of MAG, the Meetings Alliance Group. For additional information, visit www.meetingmetrics.com

About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.