



Reports from the Road

**MPI Prestige Awards Gala
Ottawa, ON
May 6-7, 2010**

Submitted by: Glenn Duncan

Summary

The annual MPI (Meeting Professionals International) awards gala has been a valuable activity on our annual calendar for several years. This event is heavily supported by the client (buyers) side of the industry and draws most of the association and corporate meeting planner community in the nation's capital.

Participants

Edmonton Tourism, Travel Alberta, TL2 (Edmonton partner)

Results

Edmonton Tourism was once again a major sponsor of this prestigious event allowing us stage time, great presence and the audience to showcase our home grown talent. Ann Vriend was our featured entertainer this year and she quite simply stole the show. An amazing performance from an incredible talent, Ann created an Edmonton buzz that lasted well past the event. She was a tremendous ambassador and strengthened our primary message of Festival City and Festival in a Box (TransAlta) programs. The attendance this year was in the 350 range, again very strong and the right crowd for us to be a part of.

Other Activities: (not related directly to the tradeshow i.e. sales calls, etc).