

## **MEETING & INCENTIVES FORUMS**

**By Raymond Desmet, Managing Partner @dmire**

*The M&I Spring Forum took place in Madrid this year from June 15 till 19. Around 100 exhibitors welcomed a total of about 200 interested visitors during a 2 x 2-day period.*

The event took place at the Eurostars Madrid Tower Hotel. [www.eurostarsmadridtower.com](http://www.eurostarsmadridtower.com) This business hotel alone was worth the trip; it is trendy and is very comfortable in a luxury way, a real breath of fresh air in comparison with what many chain hotels think they have to offer. (Small minus: the city center of Madrid is a 15-minutes drive).

As said earlier, the Forum took place over 2 x 2 days meaning that after two days the first group of guests was replaced by a second group.

I choose to be part of the second group and I must underline that the organizers were still as friendly and busy than on the first couple of days and definitely did their best to make all visitors as comfortable as possible. The Forum was in optimal functioning mode, a proof of an excellent preparation and an in depth knowledge of the market.

As Hosted Buyer one is obliged to make 25 visits in 1,5 days.

This sounds a lot but the whole formula is so well balanced that this was one of those few occasions that this pressure is not perceived in a negative way. One even feels good about it. No long distances between stands, but one just walked from table to table in one big room and had 20 minutes talks, just long enough to explore possibilities, and on to the next table. Everybody kept rigorously to the schedule which made the whole exercise even more agreeable. It has also to be said that the exhibitors were of good standard so there was no reason to feel one was wasting time.

Parallel to these appointments the organizers had also arranged for a series of fun team-building activities in Madrid and I am proud to say that I was part of the winning team! (One has to blow one's own trumpet from time to time ...!)

After the walking dinner with entertainment on the lovely rooftop at ME Madrid – [www.memadrid.com](http://www.memadrid.com) on the first evening, we were treated to a gala dinner on the second evening at the luxury Westin Palace Madrid – [www.westinpalacemadrid.com](http://www.westinpalacemadrid.com). When after the gala dinner the doors opened and we were invited to a great free drinks & dance evening we were truly impressed.

At this stage I also want to mention that all participants received a 412 page show guide which included all data even to a picture of all participants. I honestly feel it would be hard to do better!

It was interesting AND instructive AND fun AND with a first class organization. My sincere congratulations to the organizers!

*The next European Meeting & Incentive Forum will be held in Cannes, 26 – 30 October.*  
[www.mi-forums.com](http://www.mi-forums.com)