



TOLD BY:

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FEB 2016, COPENHAGEN

WEEKS AGO HEINRICH COLTRANE\* ANDERSEN\*\*

SIGNED UP FOR

**EMEC 16**

AN INSPIRATIONAL CONFERENCE FOR MEETING PLANNERS...

COUNT ME IN!

REALITY CHECK PLEASE



NOT WITHOUT HIS DOUBTS OF COURSE...

MEET ANDERSEN

OMG!!!  
IT'S SO HARD TO BE A MEETING PLANNER



...BECAUSE SERIOUSLY, WHAT WILL HIS COLLEAGUES THINK OF HIS VISIT TO THIS **FANTASMORAMA OF FUNKY MEETING DESIGN**

SET IN **THE WORLD'S HAPPIEST COUNTRY**



\* NOW THAT WE ESTABLISHED JUST HOW INTERNATIONAL HE IS, WE WILL REFER TO HIM AS ANDERSEN FOR NOW  
\*\* 'AND' MEANS 'DUCK' IN DANISH. THE LANGUAGE, NOT THE PASTRY.



THE **VENUE**  
IS CROWDED  
WITH **ÜBERCOOL**

ACTIVE · CREATIVE · INNOVATIVE · PLAYFUL

**MPI  
BUZZ  
WORDS**

PEOPLE EAGER TO LEARN  
ABOUT **AWESOME** MEETING  
DESIGN...

...THE **AIR** BUZZES  
WITH LINGO THAT SUGGESTS THAT  
THEY **KNOW** THEIR  
**BUSINESS**

ACTIVE  
INVOLVEMENT

LOCAL  
INSPIRATION

OH YEAH?  
THEY PROBABLY WON'T  
EVEN TALK  
TO YOU...

RETURN ON  
INVESTMENT

**THIS** IS  
THE GOAL OF MY  
JOURNEY  
TO JOIN THESE  
**SOUL-  
MATES!**

RESPONSIBLE  
THINKING

VEGGIE  
POWER!

PHYSICAL  
SETUP



THAT NIGHT  
ANDERSEN SLEPT LIKE  
A BABY...

THE NEXT MORNING  
ANDERSEN SET OUT TO TAKE CONTROL  
OF ~~FAITH~~ AND WRITE  
HIS OWN STORY...



ARRGH!!

DUDE!  
YOU NEED TO  
GET OUT OF  
YOUR ME-ZONE



...THIS PROVED SURPRISINGLY  
HARD

-HE CLEARLY

**NEEDED  
INSPIRATION**





...AND SO HE LEARNED ABOUT ALL SORTS OF CRITICAL MEETING DESIGN ELEMENTS...

...LIKE DRAMATURGY

**TO MEET**

**OR NOT TO MEET**

... AND SOUNDSCAPE

I AM SO  
GONNA  
MARCH TO  
THE BEAT OF  
THAT DRUM!

HE PRACTICED SAYING

“MINIMIZE  
DANGER  
AND  
MAXIMIZE  
REWARD”

WHILE LOOKING PRETTY  
CONVINCING...

AND PICKED UP A FEW TRICKS  
TO BACK IT UP

I AM GONNA GO  
AHEAD AND ADD  
**PANTS**  
TO THAT LIST!  
CONVINCING  
PANTS!

MPI  
FOUNDATION  
PIN

DO NOT  
SCAR  
PEOPLE'S  
BRAINS!  
IMPRESS  
PEOPLE'S  
HEARTS  
THE  
POWER OF  
SPACE  
IGNITE THE  
EMOTIONAL  
BRAIN



CERTIFIED  
WASTE EATING  
CONFERENCE  
WORM

AT EMEG16 ANDERSEN HAD FOOD THAT  
NOT ONLY TASTED GREAT - IT HAD MAX  
SENSORY  
APPEAL!

DOES IT  
TASTE  
LIKE BRAIN  
OR IS IT  
BRAIN?



...AROUND NOON HE GOT HIS

**1<sup>ST</sup>** NEW IDEA

TO REDUCE FOOD WASTE HE WOULD  
START RE-BRANDING LEFT-OVERS  
AS SWANKY & EXPENSIVE PALEO\*  
FOOD



\* PALEO: LATIN, 'OLD'  
\* CROOKED, NOT WICKED

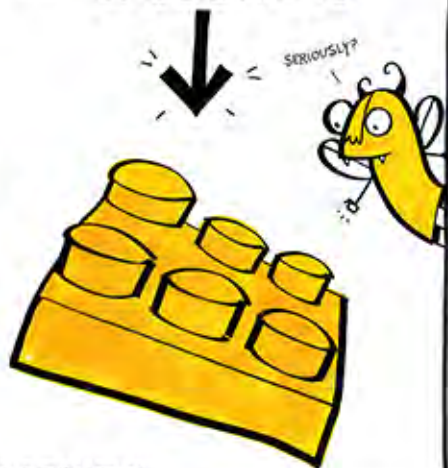


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WAY THROUGH THE CONFERENCE  
ANDERSEN WOULD USE WORDS  
LIKE **PLAYFUL** & **GAMIFICATION**  
-ALMOST WITHOUT SENDING SELF DOUBT INTO A TANTRUM...



hmmmmmmmmmmmmmmmm  
... WHY DON'T WE EXPLORE  
THIS DILEMMA  
USING **LEGO BRICKS?**



AT TIMES  
ANDERSEN FELT  
RIGHT AT HOME ...



\*MYSTORYBOOK



\*MELICKINGALLTHESNACKS



FEELING  
HAPPY  
IN DENMARK



\*BOOKTITLE  
\*EMEC16

... OTHER TIMES  
NOT SO MUCH ...



THAT WEIRD-LOOKING DRONE HAS  
BEEN TRACKING ME ALL DAY



VIRTUAL ★ POWER TEAM



\* SUPERHERO COSTUMES \* EXPENSEREPORTFALL



WHILE MOSTLY ON  
FRIENDLY TERMS  
ANDERSEN & SELF DOUBT DID HAVE  
**CONTROVERSIES...**



ARE YOU **SERIOUSLY**  
ATTENDING THE  
FEMINIST CAMP?



**STOP** BEING  
SUCH A JERK!

I WANT A FEMININE  
PERSPECTIVE & THINGS



...AT LEAST  
GO IN  
KIMONO  
THEN...



...IT IS CALLED  
INCIGNITO &  
THE ANSWER IS

**NO!**

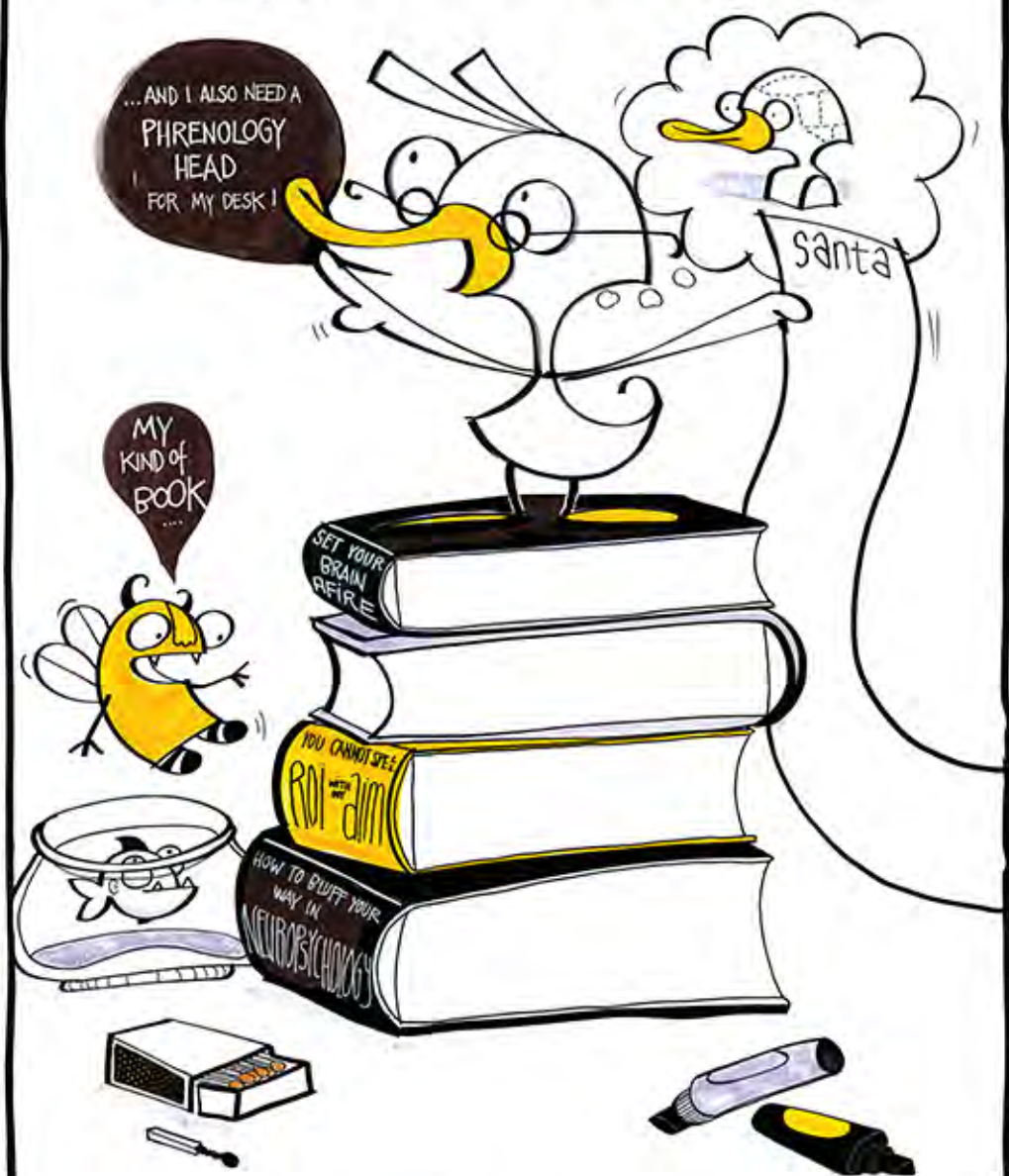


**LET'S SPLIT UP!**

WHILE YOU DISCUSS  
PRETTY PILLOWS  
I'M GONNA LEARN HOW TO  
KILL PEOPLE WIT MY MIND  
BY **BAD-ASS MARTIAL**  
**ARTS DUDE...**



AS IDEAS SETTLED **NEW NEEDS**  
EMERGED IN ANDERSEN'S HEAD...



# EMEC16

HAD PROVEN A  
HARD JOURNEY...

HOW CAN I  
RELATE THIS TO  
MY WORK?

MY CLIENTS CRAVE  
MEAT, SUGAR & PPT

BUT I HAVE MET  
GREAT SUPPORTERS  
THAT I CAN ASK

REMEMBER THAT  
SMALL CHANGES  
COUNT TOO...

NO ONE WILL  
PAY FOR THIS

BUT I CAN  
ARGUE FOR  
ROI


SMALL STEPS  
YOU CAN DO IT!

...IMPOSSIBLE  
MAYBE?

... BUT THEN  
SOMETHING  
HAPPENED...

I  
FEEL  
STRANGE





I FEEL BRAVE!  
I FEEL SELF EFFICACY!  
I FEEL CONFIDENT!

... CONFIDENT  
THAT WE ARE NOW  
EQUIPPED TO GO HOME  
AND CREATE A GREAT  
ENDING FOR MY STORY!



**The End**

— WE LOOK FORWARD TO CONTINUING THE STORY AT

EMEC17

GRANADA · SPAIN