



AN INSPIRATIONAL TOUR

Lise-Lotte Skovdal describes a workshop which focused on the inspiration as well as the tools which go to make a successful meeting

MPI Denmark invited René Crone, founder and director of the communication and event company Crone & Co, to present a workshop on November 22. The venue was the Comwell Borupgaard Hotel, Helsingør, and the hotel and Crone & Co sponsored the event.

The interactive workshop took us on an inspirational and creative tour into the world of event planning, with the emphasis on the various possibilities, considerations and tools that help make an event a success. When participating in an event, we are only exposed to the tip of the iceberg and we tend to forget all the hard work that has gone into the planning and coordination at various stages. Events, said Crone, are live communication, a here-and-now experience and as such must be carefully – and creatively – planned down to the last detail. It is often in the planning stages that we lose the spirit of the event and simply fall back into doing things the way we have always



*Comwell
Borupgaard*



*Inspirational
workshop*

done them, or focus only on all the practical things that need attention. Success really depends on our ability to spice up the whole thing, preferably using all the senses. Think with the heart, he said, and try a heart storm next time as opposed to the old brain storm.

The traditional MPI Denmark Christmas brunch on December 19 attracted more than 65 attendees and various members sponsored some excellent prizes for the big Christmas bingo. The brunch was held at Admiral Gjeddes Gaard, a historic house dating back to 1730. ●