



**Magiczny  
Kraków**

## **MP Impact 2023: Recap of the first edition of the “MP Impact®: summit, awards, report”**

2024-06-24

**You can now read the Report at [meetingplanner.pl](https://meetingplanner.pl). The MP Impact® Report is the last piece of the first edition of the “MP Impact®: summit, awards, report” and also serves as its summary. The mission of MP Impact® is to support the development of the meetings and events industry in Poland built around the involvement of engaged leaders. The aim of the project is to share ideas, views and experiences among representatives of business (customers, agencies, service providers), administration, science - creating synergy among these communities and help develop the industry and each stakeholder in it.**

MP Impact is a meeting of industry leaders dedicated to analysing phenomena that significantly impact the meetings and events industry, trends and socio-economic changes, and seeking recommendations for the challenges facing the industry. The first edition of the project – MP Impact® 2023: summit, awards, report – started with a competition that closed in December 2023. On 12 December, came an industry meeting at the Copernicus Science Centre, which culminated with the Report summarising the main conclusions of the meeting.

### **Main topics discussed in the Report**

The Report includes, among other things, the conclusions drawn during expert panels:

Session 1: From uncertainty to an epidemic of change. Challenges facing the meetings industry in 2023.

Session 2: A year of lived experience. The importance and value of events in brand communication.

Session 3: Higher level of creation. Directions, knowledge and tools that will change designing events.

Session 4: Events do not happen in a vacuum. Efficient combination of event-marketing and other communication channels.

Session 5: ESG starts with a brief. Sustainable development in event marketing.

Session 6: The industry got tongues wagging. Successes, crises, regular topics – everything that impacted the image of the meetings industry in 2023.

Session 7: Rejection fee as a boomerang. Cooperation standards in the industry after the transformation.

Session 8: Mazovia Events Impact. Potential of the region in the meetings industry.

The topics discussed during debates and lectures included, among other things, the challenges faced by the meetings industry in 2023, the importance and value of events in brand communication, directions and tools changing designing events, the position and functions of event marketing in



**Magiczny  
Kraków**

combination with other communication channels, sustainability in event marketing, the profile of the event participant and standards in industry collaboration.

MP Impact® Summit participants included leading representatives of key sectors of the meetings and events industry (270 people): customers (representatives of companies, associations, institutions, authorities), agencies (events, PCOs, TMCs, incentive travel), venues (hotel chains, congress venues, cultural venues, multi-purpose arenas), service providers (catering, transportation, event technology), convention bureaux and venue marketing offices, researchers. The aim of the MP Impact is to discuss the most industry-relevant topics and take the industry's temperature through answers provided by participants using their apps. The voice and opinions of participants, offered during the discussions, are also cited in the Report. All MP Impact® participants were of the opinion that 2023 was good or very good for the events industry, while at the same time being aware of the challenges to come in 2024.

### **MP Impact Awards**

The finals were part of the event, and winners received their MP Impact Awards for the first edition. The competition appreciates, recognises and promotes initiatives, campaigns and events that have or may have a significant impact on the development of the meetings industry, facing significant challenges and solving problems, whether on a local, national or international scale. The competition is divided into two stages. First, the jury selects finalists based on applications, and then selects winners.