



**FOR IMMEDIATE RELEASE**

**MPI Commissions Comprehensive Global CSR Study**  
Leeds Metropolitan University to undertake multi-year research project

July 11, 2011 – Dallas, TX – Meeting Professionals International ([MPI](#)) has commissioned [Leeds Metropolitan University](#) to manage a three year study into the importance and value of corporate social responsibility (CSR) to the meeting and event industry. This study, the most comprehensive of its kind ever undertaken, intends to bring new insights into how the meeting and event industry can build a sustainable future through best practices.

“Our goal is that this research initiative will provide our members and our professional colleagues around the world additional information and tools in practice, reporting and professional development,” said Didier Scaillet, MPI chief development officer, “We feel confident that our selection of Leeds for this effort will provide outstanding results.”

Academic researchers from the university’s three leading centres include the UK Centre for Events Management, International Centre for Responsible Tourism and the Centre for Hospitality. The centres will analyze global trends by interviewing top executives of major venues, organizations and suppliers, and event consumers worldwide.

“We are delighted to be have secured this opportunity to support MPI in its mission to lead industry and support its members and the sector to meet the demands of the future,” said Project Coordinator Jackie Mulligan, principal lecturer at UK Centre for Events Management, “CSR is a hot topic for businesses increasingly seeking to reduce the negative impacts of their activities and strengthen the positive contributions that events can offer.”

Given the breadth of the study which includes the need to involve a diverse range of stakeholders in the global hospitality and meeting industry, MPI will manage the progress of the study in conjunction with Leeds closely. The overall goal is to produce a detailed report against three core areas defined as external environment, industry engagement and consumer demand. MPI intends to release results in three phases at major global industry events in the United States, Asia and across Europe mid-2012 through 2013.

Research Director Dr. Xavier Font from the International Centre for Responsible Tourism (ICRT) said, “We have an excellent track record in sustainability and responsibility related research that is making a real difference to businesses and communities globally. Our research will uncover how and why this subject is important and the growing concern for us all in achieving the triple bottom line, people, planet, profit”.

The launch of this research initiative is just one element of a major focus on CSR by MPI, made possible thanks to a US\$500,000 investment in the MPI Foundation from InterContinental Hotels Group (IHG). More information about MPI’s comprehensive efforts in sustainability and social responsibility can be found through the CSR portal at [mpiweb.org](#).

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**Editors' Notes:**

- MPI was a founding signatory to the UN Global Compact for Corporate Social Responsibility in 2007
- MPI was the first industry association to hold a conference compliant with BS8901 and has maintained BS8901 certification since 2008
- MPI members were the first with unlimited access to the industry first comprehensive Sustainable Event Measurement Tool (SEMT) that allows planners and suppliers to measure the impact of their events and provides charts and data required by all three upcoming sustainability standards for the industry
- May 2011 marked the first use of the SEMT at a national level when the Danish Sustainable Events Initiative officially adopted the tool
- MPI maintains a seat on advisory councils for all major standards development including APEX, GRI, and ISO20121
- MPI continues to produce annual reports to the United Nations in compliance with their signatory status

**About MPI:** Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](http://mpiweb.org).

**About Leeds Metropolitan University:**

- Leeds Metropolitan University has 30,000 students and 3,000 staff.
- The University has achieved its best ever Research Assessment Exercise results. Sports-Related Studies is in the top 6 institutions in the country with research rated at the highest levels of 4 and 3.
- Leeds Met has been rated the top university in the UK for its language support, accommodation quality and learning spaces in the 2010 Autumn Wave of the International Student Barometer and sixth in the world for the quality of its lectures.
- The University's award-winning learning environments include Broadcasting Place, voted the best tall building in the world in 2010 by the Chicago-based Council on Tall Buildings and Urban Habitat (CTBUH) and also winner of the 2010 Leeds Architecture Awards New Building category, the iconic Rose Bowl building, awarded Best Commercial Property Development in the 2009 Yorkshire Property Awards and the pioneering Carnegie Village student accommodation.
- Leeds Metropolitan is one of only a handful of UK universities to have been awarded the Carbon Trust Standard.

**About IHG:**

InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 4,400 hotels and more than 645,000 guest rooms in 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites® and also manages the world's largest hotel loyalty program, Priority Club® Rewards with 48 million members worldwide.

- IHG has 1,400 hotels in its development pipeline, which will create 140,000 jobs worldwide over the next few years.
- InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.
- IHG offers information and online reservations for all its hotel brands at [www.ihg.com](http://www.ihg.com) and information for the Priority Club Rewards program at [www.priorityclub.com](http://www.priorityclub.com). For the latest news from IHG, visit our online Press Office at [www.ihg.com/media](http://www.ihg.com/media)