



**After all ... everything is about meeting people and people's needs.  
Kostis Stamatopoulos**

The companies designing events and offering services for the MICE industry focus mostly on meeting the corporate client needs, and look after corporate goals, budgets and schedules. They usually take the individual participant's needs for granted, thinking that all he/she needs, is high quality services and extreme activities, all combined in an unrewarding trip.

This session will present a different approach on understanding and covering individual participant needs, and turning this need understanding in designing and offering differentiated and memorable events.