

“We believe live meetings and events transform organizations.”

M&I is a global meeting, incentive, event, and conference management company owned by the sister team of Tina Madden, CPA, Co-CEO & Chief Customer Officer and Jean Johnson, CMP, Co-CEO & Chief People Officer. As a strategic partner and leading service provider in events management, M&I is privileged to work with some of the most iconic brands and recognized companies across the globe to help them source, manage and execute successful events. M&I is a 3rd generation, privately-owned, certified Women’s Business Enterprise (WBE) in the meetings and travel business for 50 years with 250+ talented associates. They are headquartered in Wisconsin with offices across the US, UK and a presence in Singapore, Argentina, and Brazil.



Services Offered

- SMM Solutions
- Program Management
- Incentive Travel Solutions
- Hotel Sourcing & Contracting
- Attendee Registration, Management & Reporting
- Housing Services
- Event Design & Production
- Graphic Design
- Creative Services
- Event Marketing
- Web Site Builds
- Group Air Travel
- On-Site Staffing & Execution
- Mobile App Solutions
- Sponsorships & Exhibits
- HCP Expense & Reporting
- Technology Consulting, Optimization & Implementation
- Data Analytics & Reporting

OUR EXPERIENCE



6 CONTINENTS
75 COUNTRIES



MORE THAN
3,000
EVENTS ANNUALLY



256,000
ATTENDEES



225,000
ROOM NIGHTS

65%
INDUSTRY
CERTIFIED



AVERAGE
YEARS
EXPERIENCE
12

30%
CONTRACTED
COST SAVINGS



GLOBAL
EXPERTS
10
LANGUAGES
SPOKEN

Events Managed: 6 Continents, 75 countries, 42 States and 2 Oceans

International Bookings include: Argentina, Aruba, Australia, Austria, Bahamas, Belgium, Brazil, Canada, Cayman Islands, Chile, China, Columbia, Costa Rica, Curacao, Czech Republic, Dominica Republic, England, Estonia, France, Germany, Greece, Hungary, Iceland, India, Ireland, Italy, Jamaica, Japan, Mexico, Monaco, Panama, Peru, Poland, Portugal, Puerto Rico, Singapore, South Africa, Spain, St. Martin, Switzerland, Thailand, The Netherlands, Turkey, Turks & Caicos Islands, and United Arab Emirates. Plus Cruises and Yacht Charters.

Recent Awards:

- CMI Top 25 List – Ninth Consecutive Year
- Cvent Planner Award - Power of the Platform
- Cvent Planner Award - Savvy Sourcing
- G.E. Healthcare Supplier Collaboration
- Kraft Foods Supplier Achievement
- Inc. 5000 Fastest Growing Private Companies
- Governor’s Trailblazer for Women in Business
- Business Journal’s Fastest Growing Firms
- WI-Based Largest Women-Owned Businesses



Interested in Partnering with M&I?

- Incentive Travel (IIT & Group) – Tracy Norum, CMP, CIS – Director, Incentive Services
tnorum@meetings-incentives.com
- Global Sourcing and Contracting – Denise Farrell – Director, Global Procurement
dfarrell@meetings-incentives.com
- SMM, Business Intelligence & Consulting – Lisa Palmeri – VP, Global Enterprise Solutions
lpalmeri@meetings-incentives.com
- Proposals and RFP Requests – Dan Tarpey, HMCC – VP, Sales & Marketing
dtarpey@meetings-incentives.com
- Public Relations and Media – Marie Johnson, CMP – Director, Marketing & Strategy
marketing@meetings-incentives.com

Event Technology Experts

- Cvent – Event Management, Survey & eMarketing**
- Cvent – OnArrival Check-In app, Event in a Box Badge Services**
- Planstone - Speaker and Abstract Management**
- Mobility Solutions – Attendify, Cvent Social Wall**
- Concur – Expense & Invoice Management**
- CRM Integrations
Salesforce, Pardot & Marketo**
- DOMO – Data Analytics & Business Intelligence**