



Milena Santoro MS Productions Inc.

Milena Santoro, CMM CMP PIDP author, award-winning, certified meeting and special events professional who has earned many accolades managing events for corporations, international associations, social and not-for-profit agencies. She is President and CEO of MS Productions Inc., a full service international event management company with offices in Canada and Europe.

Topic: Theme Development

Themes are often determined by the type of events you are planning, event objectives and scope will be a good source to begin the thought process. These days, everyone wants an ROI (Return On Investment). However, sometime the ROI isn't tangible but the Return on the WOW factor is - as your guest will continue to share and express their experience they had at your events. Being able to articulate your vision into your theme design takes some key components and this session will help you achieve that WOW factor.