

For immediate release

Event ROI Institute opens an office in Germany with Ilka Dzeik joining as Senior Partner

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Event ROI Institute, a training and consulting company helping organizations to prove the value of meetings and events, has opened a Germany office and appointed Ilka Dzeik as Senior Partner.

Ilka Dzeik has over 20 years' experience in corporate event management, the last 12 years as Head of Events EMEA for Symantec. With her experience of implementing the Event ROI Methodology in Symantec, she will develop the Institute in Germany and across Europe as a consultant, speaker and trainer.

The first ROI training programme in Germany will be held in Essen 16 – 17 February, a two-day course followed by six months personal coaching.

"The role of events is changing, from being the poor relation of above the line marketing to becoming the hub of integrated campaigns" says Dr. Elling Hamso, Managing Partner of Event ROI Institute. "Ilka has first hand experience of this emerging transition, where the strategic context is as important as the event itself, having repercussions not only for how events are integrated with other channels, but also how companies are changing their sales and marketing organisation. Association meetings are changing as well. In the hyper-connected world, live meetings need to develop a new identity, integrated with other channels of communication.

„At Symantec we were looking for a systematic approach to define measurable event objectives and KPI's and to prove the value through measurements. The ROI Methodology totally changed our approach to event planning and measurement, it was a different mindset and a different set of tools. And it is a generic methodology, applicable to any activity designed to change the behaviour of people, to all channels of communication. So after 12 years with Symantec, I decided to join the Event ROI Institute to share my experience and help companies and associations alike to meet the ever changing and increasingly challenging future of meetings and events.

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About Event ROI Institute:

Event ROI Institute was founded in 2005, dedicated to improving the value of meetings and events. The institute offers training courses, in-house training and consultancy services for corporations, associations and other organisations needing to improve the value and measure the results of live communication. The ROI Methodology, developed by Jack Phillips and ROI Institute, Inc. is the foundation of all its services. www.eventroi.org

About Ilka Dzeik:

20 years ago Ilka followed her desire to work on events and live communication, managing national and international corporate events in the ITC industry. For almost 12 years she was Head of Global Events EMEA at Symantec, responsible for the Live Communication strategy across Europe aimed at achieving the highest possible return on investments in meetings and events.

She successfully applied the ROI methodology to Symantec's key events. For constantly exceeding expectations in creativity, innovation, leadership and teamwork Ilka received one of the highest recognitions at Symantec worldwide – the Global Marketing Excellence Award. The events industry recognized the team and smart event sustainability strategy for a pan-European roadshow with winning the IMEX GMIC Green Meeting Award in 2014 and the GBTA Icarus award in 2015.

In 2013 Ilka was appointed to the jury of the European Best Event Award and subsequently to the Advisory Board. She has been an Executive Director of UNICEO United Network of International Corporate Event Managers, assigned to develop the network in Germany.

Today she is a Senior Partner of the Event ROI Institute and shares her knowledge as a trainer, consultant and speaker on event ROI, strategic meeting management and meeting design. www.eventroi.org. Her motivation and key driver in life are her values & beliefs, her family, learning from experts, creative heads, and great people who want to make this world a better place.

Press Resources: <http://eventroi.org/resource-center/media-resource/>

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