

## **Krzysztof Celuch, an Ambassador of Meetings Mean Business**

2019-07-22

**The Meetings Mean Business Coalition announced Ambassadors 2019, a group of meeting and event specialists who will be spokesmen for MMBC and the meetings industry in a broader context. Krzysztof Celuch is the only European in this group.**

Meetings Mean Business is a general-industry, international coalition that aims to show the undeniable value of the industry of meetings, fairs, incentive travel, exhibition events, conferences and conventions and what they bring to people, companies and the community. MMB combines people associated with the meetings industry and promotes its meaning and proper understanding by gathering people who support the industry, cooperating with stakeholders, conducting research, engaging external opinion leaders and other relevant activities - [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).

Krzysztof Celuch, PhD, is currently the Rector's Plenipotentiary for cooperation with business of the Main School of Tourism and Hotel Management at the Vistula University Group in Warsaw. He is also a lecturer at the Vistula Academy of Finance and Business and the Nicolaus Copernicus University in Toruń.

As a lecturer, he cooperates, among others, with San Diego State University, Skema Business School and the University of Warsaw. He is the author of articles and books in the area of meetings industry, reports and research projects, including the first in Poland, the eighth in the world report on "The economic impact of the meetings industry on the economy" (Poland Meetings Impact). He is the organizer of an international conference addressed to IMEX MPI Warsaw Future Leaders Forum students, the first edition of which was held in 2005. He also initiates and organizes the Global Meetings Industry Day in Poland.

He has gained professional experience in the meetings industry in various fields, but above all, he works for site marketing offices. Until July 2017, he was the head of the Poland Convention Bureau of the Polish Tourist Organization. Currently he focuses on scientific activity, conducting activities in Polish and international industry organizations (such as SITE or MPI) and runs the Celuch Consulting company. He is a speaker at conferences and conducts trainings in Poland and worldwide.

He is also the chairman of the MP Power Awards jury.

Krzysztof Celuch is a graduate of tourism and recreation from the University of Physical Education in Warsaw and a doctor of humanities in the field of political science at the Faculty of Journalism and Political Sciences of the University of Warsaw.

### **Ambassadors of Meetings Mean Business:**

Sam Bhandarkar, LRP Publications

Natasha Botbijn, GET Event Management

Raul Cavazos-Binder, Development Counsellors International



**Magiczny  
Kraków**

Krzysztof Celuch, Celuch Consulting

Windy Christner, American Pharmacists Association

Jeremiah Cook, Visit Athens

Emily Dietrich, Niagara Parks Commission

Terence Donnelly, Experient

Dahlia El Gazzar, DAHLIA+ Agency

Deborah Gardner, DG International and LLDG International, LLCC

Ann Garvey, Visit Norfolk

Robert Hampton, Visit Seattle

Judi Holler, Holla Productions

Molly Holt, Heart Rhythm Society

Ellie Hurley, SmithBucklin

Molly Johnson, Wilmington and Beaches Convention & Visitors Bureau

Missy Johnson, MJ Meetings

Joanne Joham, International Congress & Convention Association

Grace Jones, American Association of Pharmaceutical Scientists

Alexis Kereluk, ConnectSeven Group

Amy Ledoux, American Society of Association Executives

Megan Martin, RingCentral

Catherine McKenna, CMK Solutions

Rosa Mendoza-Friedheim, Seminole Hard Rock Hotel & Casino Hollywood

Mia Monroe, Sustainable Brands

Zoe Moore, LB Alliance

Sue Neill, George P. Johnson



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Alex Plaxen, Little Bird Told Media

Carol Porter, Sustainable Meetings

Diane Ramos, National Association of Insurance and Financial Advisors

Angie Ranalli, San Diego Tourism Authority

Claire Repass-McManus, Inspirato

Erin Scholes, SD Meetings & Events

Neha Shah, Pittsboro-Siler City Convention & Visitors Bureau

Carly Silberstein, Redstone Agency

Sarah Soliman Daudin, Soliman Productions

Sharon Sullivan, Leading Age

Larissa Tishevskaya, Tourism Toronto

Dr. Erinn Tucker, Georgetown University

Melissa Walling, Association Forum

Lindsay Williams, Global Experience Specialists

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