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**FOR IMMEDIATE RELEASE**

## **Fourth Annual European Evaluation Week To Be Held in London**

*Birmingham, Alabama, and Oslo, Norway, July 12, 2010*-The European Event ROI Institute (Oslo, Norway) and the ROI Institute, Inc., are pleased to announce the Fourth Annual Evaluation Week to be held August 30-September 3, 2010 in Hatfield Heath, London. This week is set aside as an intensive time to learn about assessment, measurement, and evaluation processes with particular emphasis on measuring ROI. At the heart of the activities is the ROI Certification Workshop, a five-day comprehensive learning process where participants learn how to conduct ROI studies on all types of programs, projects, and events. While certification is open to any field, emphasis will be placed on the meetings and events industry and on learning and development. These two professional fields have much in common in terms of the ways they are organized, developed, and delivered. At the same time, they also have the same pressure to show value up to and including the financial ROI. In addition to certification, there are a variety of workshops focused on presentations, survey design, and meeting architecture.

According to Elling Hamso, Managing Partner of the European Events ROI Institute in Oslo, “We are pleased to offer another outstanding week of learning processes, all aimed at knowing more about how to evaluate the success of any type of project or event. At Down Hall Country House Hotel we have found a permanent home for ROI Week. It is a place where you would just

love to spend a week — quiet, beautiful and with the kind of atmosphere that only an old English county house can offer. London is less than an hour away, Stansted Airport only 20 minutes. For anyone who is interested in serious focus and attention on measuring the success of a project, this is the place to be. In addition to the comprehensive learning sessions, application exercises, and case studies, there is ample time for networking and social activities. It is truly a memorable week for the participants.”

Jack Phillips adds, “We are so pleased to partner with Elling Hamso on this important event. This was Elling’s idea and it has really taken off. We are pleased to be a part of it. He is an outstanding individual, but more importantly, an impressive colleague and partner. We are honored to work with him in so many different ways. Patti and I will do our best to make this week an unforgettable one.”

For registration for any of the workshops, certification, or additional information on the sessions go to European Event ROI Institute: <http://eventroi.org/roi-week>

For additional information on the ROI Certification process go to <http://www.roiinstitute.net/learning-opportunities/certification/>

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