

**Rodolfo MUSCO, CMP, CMM - president, Motivation & Events, Milano, Italy**

Rodolfo Musco, a graduate in Economics, has been a marketing manager in multinational corporations and has organised motivation campaigns, corporate conventions and incentive travels since 1965.

In 1977 he joined a full incentive marketing company, and in 1979 set up his own business. Since then he has organised over 700 meetings and about 480 incentive campaigns.

In 1989 Musco joined MPI- Meeting Professionals International, and in 1991 started the first ever MPI chapter outside North America.

Rodolfo Musco has served as member of the International Relations Committee and as the first president of the Italia Chapter (re-elected for the period 1997/98), and vice president of the European Council. After gaining the CMP in 1994, he has been active in proposing, designing and a faculting the CMM (Certificate in Meeting Management).

Musco is also president, of **SITE**, Society of Incentive Travel Executives – Italy chapter (re-elected for the term 2003/2004 and 2006), and has served this Society as member of the International Academic Relations Committee and as a co-chair programme for the Vienna world conference.

As a journalist Musco has produced over 550 articles on incentive, motivation and meetings issues. He is also author of :

***Theory and Practice of Incentive,  
Meeting Planner: a Professional Between Sociology and Marketing,  
Meetings as a Part of the Corporate Communication Plan, and  
Professional Meeting Management: a European Handbook (co-author).***

Rodolfo Musco has lectured in Europe, Africa. North and South America, Near and Far East.