



Martin A.J. van Keken, jr.

Martin A.J. van Keken, Jr. is the founder and CEO of MVKA, a Vancouver-based consulting firm specializing in experiential event design, live-experiences, creative content development, venue atmospherics and hospitality concepts.

Operating internationally, MVKA directly advises public and private sector companies, providing effective branding concepts, location expertise, and program strategies designed to engage colleagues and clients.

Formerly the full-service production company MVKA Productions (est. 1989), the firm became one of North America's most successful event specialists, producing events in Europe, Asia, The Middle East, and across the Americas. Under Martin's leadership, MVKA Productions remained committed to providing creative, inspiring, and professionally managed event experiences enjoyed by hundreds of clients and literally hundreds of thousands of guests. The company developed new production methods, embraced the latest advances in event technology, and established a new standard of award-winning excellence.

MVKA offers over three decades of international experience in investment structure and budget control systems, event design and production, event venue construction consultation, public speaking, and program/content development. A fresh, new focus on advisory services provides an integrated, client-facing perspective with the flexibility and expertise to consult globally.



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Martin now offer services that include:

- Investment/Budget scrutiny: Martin has considerable experience working with large organizations, committees, stakeholders and teams, and understand the structure, dynamics and the corresponding approval channels. Return on Events (RoE) outlines. I have managed investment structures/budgets up to 10 million US Dollars.
- Advising and educating senior level hospitality managers and executives on developing and managing physical infrastructure elements in pre and post-facility construction, i.e. optimizing long-term efficiency strategies for event and production elements in hotel ballrooms, conference centers, public event arenas, outdoor venues, private residences, etc.
- Event program development, from conceptual phase to realization, including ongoing evaluation, element and supplier procurement, implementation, proactive management, and final production.
- Inter and intra-organizational planning across private, civic, and corporate spheres; specifically, helping cross-functional teams and brands combine strengths, share expertise, and operate effectively.
- Lectures and educational presentations, and mentoring



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About Martin van Keken

Martin A.J. van Keken, Jr. is an award-winning special event producer and influential speaker whose numerous contributions to the global event industry, and reputation for excellence and innovation are recognized internationally. Born and educated in the Netherlands, Martin is a **third-generation** hospitality and event professional. He is a **founding member** of the **International Special Events Society** (ILEA) and the past President of its Pacific Northwest Chapter. Martin was also the first Canadian-based **International Chairman of ILEA** and spearheaded the incorporation of the organization's "Code of Ethics". He was awarded "**Producer of the Year**" by the Canadian Events Industry.

Throughout his career Martin has shared his experience and expertise, appearing as a keynote speaker at numerous international industry conventions and seminars for the Society of Incentive and Travel Executives (SITE), The Special Event, Meeting Professional International (MPI), ILEA, and the Canadian Special Event & Meetings Expo. He has been featured on Singapore television, BC television, UK and Dutch television, in several newspaper articles, and in industry publications.

Martin's compelling lectures and presentations continue to influence seasoned experts while providing key information and creative inspiration to a new generation of industry professionals.

Martin enjoys contributing to and volunteering for a number of BC-based charity and fundraising organizations. These include the BC Children's Hospital and The Canuck Place Children's Hospice, a palliative care facility in for children with life-limiting illnesses; Martin also sat on the board of Canuck Place for 5 years.



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PROFESSIONAL EXPERIENCE AND CAREER HIGHLIGHTS

- Founder and CEO of MVKA Productions, founded in 1989.
- Third generation hospitality and special event professional. Held an executive position for more than 10 years in the Netherlands with the family-owned *Horeca*, catering and event management company prior to emigrating to Canada in 1983.
- First Canadian-based International President/Chairman of ILEA
- Spearheaded the organization's "Code of Ethics"
- A former member of the Pacific Rim Institute of Tourism; Martin contributed to the Canadian National validation process for the development of Special Events Manager & Coordinator occupational standards.
- EIBTM member of CEO Summit (60 Global CEO's attended a by-invitation-only annual summit on the meetings and incentive industry). At the EIBTM Global Meetings & Initiatives Exhibition in Barcelona, Spain in December 2008, Martin van Keken, jr., joined over sixty-seven Chief Executives from the world's leading meetings, incentives, conferences and exhibition companies in the unanimous adoption and subsequent signing of the "*Charter for Responsible Meetings and Incentives Events*". The Charter binds all business industry leaders to a code of business ethics protecting the world's resources, reducing the industry's carbon footprint and speaking out against exploitative labour practices in the industry



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PROFESSIONAL EXPERIENCE AND CAREER HIGHLIGHTS CONTINUED.....

- MVKA Productions has been listed amongst *Special Events Magazine's Top 50 Event Planning Companies worldwide* six years in a row.
- MVKA Productions has been featured in television programs in Canada and the UK, and has been featured in numerous articles in Canadian business magazines and international meeting & events industry publications.
- MVKA Productions received the prestigious **ILEA Esprit Award for the "Best Event with a Legacy"** for the outstanding production of the *United Chinese Enrichment Services Society* variety show, a for-broadcast production held at General Motors Place, Vancouver, B.C.
- **"Best Theatrical Entertainment Production"** and **"Most Outstanding Spectacle"** awards at the *Special Event Magazine Awards Ceremony 2002* for the Inaugural & Opening Celebration for General Motors Place, Vancouver. The home of the NHL's Vancouver Canucks and a major concert venue, General Motors Place is a 20,000-seat multi-purpose stadium and sporting event venue.
- **"Producer of the Year"** Award, Canadian Event Industry Awards (CEIA) 2001
This award earned Martin an honorable title as well as a spotlight in the summer issue of 'Canadian Event Perspective Magazine'
- "Finalist", Ernst & Young Entrepreneur of the Year, Hospitality/Tourism category, Ernst & Young World's Business Awards 1999



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PROFESSIONAL EXPERIENCE AND CAREER HIGHLIGHTS CONTINUED.....

- President, ILEA Pacific Northwest Chapter, 1993 -1994
- International Chairman, ILEA , 1996-1998
- Inaugurated UK Chapter of ILEA, 2001

- Martin has been a guest speaker at international meetings & event industry conventions and seminars, and at educational institutions, including:
 - The Special Event Magazine
 - Meeting Professional International (MPI)
 - International Special Events Society (ILEA)
 - Society for Incentive Travel Executives (SITE)
 - London based "Event Show"
 - The Canadian Special Event & Meetings Expo
 - Langara College, Vancouver, BC, Canada
 - Kwantlum College, Vancouver, BC, Canada
 - BCIT, Vancouver, BC, Canada
 - Hogere Hotelschool The Hague, The Netherlands

- Committee Member of BC Children's Hospital Crystal Ball, 1997-2011

- Board Member, Canucks Place Children's Hospice, 2001 – 2005

- Board Member, Canuck Place Hospice Gift of Time Gala Committee, 2005 – 2011

- Board Member, Advisory Committee for 2010 Event Management Diploma Program, The Art Institute of Vancouver