About MPI

Founded in 1972, Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide with a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries.

MPI provides meeting and event professionals education, certificates, and business exchanges that elevate careers and generate insanely great meeting experiences.

VISION
Leading and empowering the meeting and event community to change the world.

MISSION
Connect the global meeting and event community to learn, innovate, collaborate and advocate.

2016 REPORT CARD

More than 3,000 members participated in the annual MPI Membership and Chapter Survey in February 2016.

92% agreed that MPI aids in their professional success.

Overall member satisfaction increased from 8.01 to 8.23 (out of 10).

Education & Networking remain the most important membership benefits.
## Community

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,000+</td>
<td>MPI Members</td>
</tr>
<tr>
<td>4,985</td>
<td>New MPI Members</td>
</tr>
<tr>
<td>815</td>
<td>MPI-MD Members</td>
</tr>
<tr>
<td>30,000+</td>
<td>Plan Your Meetings (PYM) Community Participants</td>
</tr>
<tr>
<td>1,200+</td>
<td>Volunteers</td>
</tr>
</tbody>
</table>

### GLOBAL MEMBERSHIP PROFILE

- **44** Average Age of MPI Member
- **80% Female**
- **20% Male**

- **478,431** Unique Visitors to mpiweb.org
- **2,342** Discussion Posts on MyMPI Online
- **15,738** LinkedIn Followers
- **28,527** MPI Twitter Followers
- **18,495** PYM Twitter Followers
- **15,794** PYM Live Twitter Followers
- **15,142** Facebook Followers
- **2,422** PYM Facebook Followers

### RISE Awards

RISE Awards recipients were recognized for innovation, global transferability, impact and influence within the industry.

- **RISE Award for Young Professional**
  - Lydia Blanchard of the MPI Ottawa Chapter
- **RISE Award for Meeting Industry Leadership**
  - Kevin Iwamoto, GLP, GTP of the MPI Northern California Chapter
- **RISE Award for Member of the Year**
  - Carol Norfleet, MBA, CMP, DMCP, of the MPI Tennessee Chapter
- **RISE Award for Educational Programming**
  - MPI Minnesota and MPI Tennessee Chapters
- **RISE Award for Marketplace Excellence**
  - MPI Belgium Chapter
- **RISE Award for Membership Achievement**
  - MPI Arizona Sunbelt Chapter
- **RISE Award for Meetings Impact**
  - Ricoh USA, Inc.

### CHAIR AWARD

Makiko Yamamoto of the MPI Japan Chapter received the 2016 Chair Award. She has been a member of MPI since 2009 and currently serves as president of the MPI Japan Chapter—the first woman to lead the chapter in its 20-year history.
Education

The MPI Academy delivers certificate programs, streaming education sessions, monthly webinars and more to help meeting professionals grow their knowledge base and advance their careers. The academy’s more notable offerings include the Certificate in Meeting Management (CMM) and Healthcare Meeting Compliance Certificate (HMCC) programs and the Experiential Event Series.

**NEW PROGRAMS**
- Going Local
- Basics Boot Camp: Meeting Fundamentals
- Meetings & Events at Sea eLearning Modules
- HMCC eLearning Modules
- Sustainable Meeting Professional Certificate eLearning Modules
- Venue Sales Certificate eLearning Modules
- Meeting Essentials 1 Fast Track

**CMM**
- 3 New Programs
- 117 New Designees

**HEALTHCARE MEETING COMPLIANCE CERTIFICATE**
- 19 Courses
- 261 New Designees

**WEBINARS**
- 49 Webinars
- 3,000+ Unique Webinar Participants

**EXPERIENTIAL EVENT SERIES**
- 4 Programs
- 95 Participants
Events

**WEC 2016**
World Education Congress
June 11-14 • Atlantic City, New Jersey

- 2,000+ Registered Attendees
- 80 Education Sessions

**imex Smart America**
Monday, October 17, 2016

- 900+ Unique Attendees
- 30+ Education Sessions

**PYM LIVE**

- 500+ Registered Attendees
- 11 Events

**DID YOU KNOW?**

MPI held two Chapter Business Summits in 2016, providing chapter volunteer leaders with training, tools and resources to successfully manage their chapters. The US/Canada event had 251 attendees and the European event had 38 attendees.
Advocacy

Throughout the year, MPI collaborated with several industry organizations to promote the value of the meeting and event industry. From editorial and social media activity to participating in the first annual Global Meetings Industry Day (April 14, 2016), MPI helped showcase the impact that meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. In addition, MPI President and CEO Paul Van Deventer was named co-chair of the MMB Coalition for 2017-2018.
MPI Foundation

**PURPOSE**
The MPI Foundation is a not-for-profit organization that shall fund grants, scholarships and pan-industry research in support of the global meeting and event industry.

**MISSION**
The MPI Foundation funds education and pan-industry research that drive the success of meeting professionals.

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**2016 FINANCIALS**

$859k
Total Distributed Towards Scholarships, Grants, and the Endowment

$306k
Towards Scholarships

$110k
Towards Grants

$443k
Towards Endowment

**SCHOLARSHIPS**

268
MPI Scholarships Awarded

↑17%
Increase Over 2015

**CHAPTER GRANTS**

52
MPI Chapter Grants Awarded

↑49%
Increase Over 2015

**MAJOR GRANTS**

3 major grants benefitting the Poland Economic Impact Study, Young Adults with Autism UK, and the MPI Belgium Chapter’s Global Meeting Industry Day activity following the terrorist attack in March 2016.
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Special Thanks

MPI extends special thanks to every volunteer for their support, time, resources and commitment in 2016.

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Education Proposal Review Task Force
European Task Force

New Member Engagement Task Force
Professional Development Task Force
RISE Awards Judging Panel
Senior Executive Task Force
Student Task Force
The Meeting Professional Advisory Board

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