When we meet, we change the world.
WHO YOU’LL HEAR FROM TODAY

Paul Van Deventer
President & CEO
MPI

Drew Holmgreen
Chief Brand Officer
MPI

Cleo Battle
Chair, MPI IBOD
President & CEO
Louisville Tourism

Tara McHenry
Director, Chapter Operations
MPI
DISCUSSION TOPICS

• Welcome
  o Cleo Battle, MPI IBOD Chair

• MPI Business Update
  o Paul Van Deventer, MPI President & CEO

• MPI Foundation Update
  o Drew Holmgreen, MPI Chief Brand Officer

• Membership Update and Chapter Initiatives
  o Drew Holmgreen, MPI Chief Brand Officer

• Closing / Q&A
  o Tara McHenry, MPI Director of Chapter Operations
WELCOME!

Cleo Battle
Chair, MPI IBOD
President & CEO
Louisville Tourism
Paul Van Deventer
President & CEO
MPI
1. Return to profitability:
   o Revenue growth
   o Aggressive expense management

2. Strengthen balance sheet:
   o Build reserves
   o Reduce debt

3. Operational excellence:
   o Implement operating model and Org structure of the future
   o Focus on staff and organizational culture
   o Data driven business

4. Introduce Chapter design of the future

Long-term sustainability of MPI remains top priority
2022 RESULTS

Revenues

Expenses

EBITDA

Cash


(2,690,307)

916,300

379,063

7,335,836

4,393,012

7,436,230

13,696,449

10,764,534

12,560,346

11,644,046

14,075,512

18,070,805

17,840,358

17,727,691

13,454,841

18,619,365

18,837,840

19,007,455

3,816,438

3,905,924

4,992,861

4,393,012

7,436,230

7,335,836

(5,000,000)

5,000,000

10,000,000

15,000,000

20,000,000
Financial Sustainability and Operational Excellence:

- Kept MPI in business, while serving our community!
  - Sustained Operations of MPIF + MPI employing prudent fiscal measures and operational discipline
- Achieved positive EBITDA and stabilized reserves
- Implemented new MPI staff organizational structure
  - Instilled Project Management and Business Intelligence driven business culture
  - Integrated marketing automation
- Received $8,000,000+ in Government Assistance since 2020
  - $2,756,550 loans forgiven; $1,275,000 in tax refunds
- Updated Mission and Vision and developed 2027 strategic goals and operating plan
2022 RESULTS

• Community:
  o Successful WEC SFO
  o Distributed over $1.2 million to over 3,200 individuals across globe since 2020
  o Developed and implemented recognition of MPI Community of Honorees
  o Recognized and celebrated MPI 50th
  o Anti-human trafficking: Named by "The Code" as 1 of 3 top global members

• Chapters:
  o Provided MPI Foundation financial support to 30 distressed chapters, while supporting Chapter leadership
  o Strengthened Chapter Model… including standardized accounting platform
  o Created simplified Chapter Governance structure - 2023 fiscal year implementation
2022 RESULTS

• Membership:
  o Launched Global tiered pricing model
  o Launched Community Model
  o Grew LATAM membership by 53% since EOY 2020
    ▪ Added Colombia Chapter, Ecuador Club and Argentina Club

• Academy:
  o 46,600 registrants and 35,500 active community members (users)
  o 300+ webinars, 100+ certificate classes, 600+ digital badges
  o Five refreshed certificates
  o Launched MPI Certified (Universities), Emerging Meeting Professional, HMCC Certified
THANK YOU!
MPI
2027 KPI’s

- 250,000 Active Community
- 40,000 Customers
- 20% Outside N. America
- 20+ Affiliate Partners

Strong Financials:
- $20MM Revenue
- $1.5MM+ EBITDA
- $3.5MM Cash Reserves
- 40/50/55 – NPS (community/members/volunteers)
- 40 - ENPS
1. Drive 2027 strategic and operational plans

2. Accelerate Top-line Revenue:
   - Identify and activate new revenue streams
   - Expand/grow Academy reach and content through distribution partners/channels and UGC
   - Expand/grow communities and verticals

3. Operational Excellence:
   - Continued focus on cash management and business continuity preparedness
   - Strategic investments in infrastructure and operational processes
     - BI; Data Analytics; Marketing Automation; PMO
   - Advance MPI performance culture and staff development, while maintaining agile organization
   - Implement chapter simplification model
### 2023 BUDGET

#### Revenues

- 2018: $3,905,924
- 2019: $4,992,861
- 2020: $4,393,012
- 2021: $7,436,230
- 2022 Forecast: $7,335,836
- 2023 Budget: $8,935,000

#### Expenses

- 2018: $997,482
- 2019: $891,674
- 2020: $10,764,534
- 2021: $13,454,841
- 2022 Forecast: $12,560,346
- 2023 Budget: $14,075,512

#### EBITDA

- 2018: $2,690,307
- 2019: $(916,300)
- 2020: $379,063
- 2021: $7,335,836
- 2022 Forecast: $7,436,230
- 2023 Budget: $8,935,000

#### Cash

- 2018: $5,000,000
- 2019: $10,000,000
- 2020: $15,000,000
- 2021: $20,000,000
- 2022 Forecast: $3,905,924
- 2023 Budget: $676,223

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*Note: All values are in US dollars.*
2023 BUDGET - CONSOLIDATED

Revenues: 15,615,164
Expense: 14,938,940
EBITDA: 676,224

11% 9% 78%

Revenues
Expense
EBITDA
GOOD NEWS…

From April 2020 through December 2022, over 3,200 distressed members and non-members adversely affected by COVID-19 received assistance through a fund established by MPIF and industry partners.

The fund allows members to remain professionally engaged and providing access to industry resources, careers, and development opportunities.
The MPI Foundation is a helping hand that advances business causes and society by funding individual education scholarships, chapter grants and industry research.

Whether you’re an industry veteran or just getting started in your career, the MPI Foundation is committed to giving back to you and your industry, making you both stronger. A donation to the MPI Foundation helps secure the meeting and event profession for the future. When you help the people who bring people together, you help change the world.

www mpifoundation.org
MPI FOUNDATION SCHOLARSHIPS

Moving this community and our global industry towards critical recovery.

Scholarships are the core of your foundation’s ongoing contribution to complement MPI membership, education and career opportunities. With these scholarships, together, we move this community and our global industry towards critical recovery. Whether you just started your career or you’re an industry vet, the MPI Foundation assists those that share the same commitment and passion to professional excellence. Scholarships are governed by the Global Board of Trustees with oversight conducted by the Grants & Scholarship Committee.

Please read on to view scholarship opportunities.

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<th>Scholarship Offering</th>
<th>Applications Open</th>
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<th>Award Notifications</th>
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<tr>
<td>Spring Hilton Membership Scholarships</td>
<td>February 1, 2023</td>
<td>April 1, 2023</td>
<td>May 2023</td>
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<td>WEC Scholarships</td>
<td>February 20, 2023</td>
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<td>Mid-April</td>
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<td>Summer Hilton Membership Scholarships</td>
<td>April 1, 2023</td>
<td>July 1, 2023</td>
<td>August 2023</td>
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2227
MPI FOUNDATION SCHOLARSHIPS
AWARDED 2020

$700k
TOTAL IN SCHOLARSHIPS

Hilton Planner Memberships

Simpleview Scholarships for DMO Professionals to attend WEC
MPIF + Chapters
Chapter Outreach - ACTION

• 8-year recap of relationship
• Educational opportunity
• Chapter retreats in process

GOALS:
- Raise awareness of G&S
- Be part of chapter calendar of events
Chapter Outreach - ACTION

• WEC Mexico Caribbean – Chapter Recognition Awards!!!

• Trustee Sarah Soliman to champion effort:
  o Qualifications
  o Merit
  o Publicity
    ▪ Social media
    ▪ Website
    ▪ Onstage
MEMBERSHIP UPDATE & CHAPTER INITIATIVES

Drew Holmgreen
Chief Brand Officer
MPI
2022 MEMBERSHIP UPDATE

- Lowest YOY net attrition (81) since 2018 (20)
- Highest EOY retention rate (71.05%) since 2018
- Increased supplier member count by 10% YOY
- Increased renewal percentage by 2% YOY
- Increased new members by 17% YOY
Grew YOY LATAM membership by 20% and US membership by 2%

Added Colombia Chapter, Ecuador Club and Argentina Club

Finalized and gained IBOD approval on Chapter Experience redesign for 2023 implementation
• Working with Research Advisory Board

• Improve the respondent experience

• Reduce current survey from (average) ~30 minutes to (goal) ~20 minutes in length

• Update Chapter analytics dashboards
• Launching February
• Restructured and simplified
• Direct links to relevant content
• Easy access to archived past newsletters
• CLRP enhancements and functionality upgrade roadmap

• Chapter communities launch on MPI Community Forum (Higher Logic)

• Updated COM access to real-time Chapter Business Intel through Acumen
2014/2015: Identified need to simplify the Volunteer Chapter Leader experience and make more fulfilling.

Established two key goals:
1. Localization of content, strategy and networking
2. Create consistent brand experience, regardless of locale

Worked with IBOD, CMAC and staff to draft long-term strategy and deliverables.

REDESIGN JOURNEY

How it started

2014/2015: Identified need to simplify the Volunteer Chapter Leader experience and make more fulfilling

Established two key goals:
1. Localization of content, strategy and networking
2. Create consistent brand experience, regardless of locale

Worked with IBOD, CMAC and staff to draft long-term strategy and deliverables

How it’s going

May 2015: Standardized chapter bylaws
Feb 2019: Standardized chapter websites
May 2019: Standardized Brand Guide
Feb 2020: Launched Quickbooks (US, CAN, EMEA)
Feb 2022: Simplified performance metrics
Jul 2022: Updated chapter bylaws adopted
Jul 2023: Phase 1 redesign launch
Focus on the relationship aspects versus admin requirements

Deliver consistent professional chapter experience

Ensure MPI’s brand promise is delivered consistently

Efficient operation and long-term sustainability of the Chapters

Puts focus on:
- Creating a local networking and educational experience for members
- Expanding our community by increasing engagement, resulting in new members
- Volunteerism/succession
- Financial stability and sustainability
PHASE ONE LAUNCH IN 2023

- Updated, simplified bylaws and governance
- Assessing chapter retreat structure
- Reduced chapter size minimum
- Reduced member engagement events minimum
- Reduced reporting requirements
CLOSING

Tara McHenry
Director of Chapter Operations
MPI
EUROPEAN MEETINGS & EVENTS CONFERENCE
26-28 March, 2023
Brighton, UK

REGISTER TODAY!
MPI.ORG/EMEC
GLOBAL MEETINGS INDUSTRY DAY
March 30, 2023
#MeetingsMatter

MEETINGS MEAN BUSINESS | MPI
WEC23
REFRESH YOUR WORLD
MPI.ORG/WEC
Q & A
When we **meet**, we change the world.