



## EUROPE & JAPAN BREAKOUT GROUP:

**SUBMITTED BY:** Federico Toja

**NOTES:** Federico Notetaker - Pieter and Robbert EAC Facilitators:

We had 27 participants from 10 Chapters/Clubs over 12 invited. MPI Japan couldn't connect due to time difference and MPI Germany has no steering committee.

We mainly focused on "Best Practices to engage and maintain members" the decline in Membership being a common trend during the Pandemic. As a result most of the Chapters did describe their events that gave results. How to make those a paying event (as those are mainly free) is a common question as Chapter finances were impacted by Covid.

- Round table comments:

MPI Italia – Thanks for the 2 awards and Congrats to the Community! MPI Italy advocate with other Organization creating "ItaliaLive" to ask Government support to the MICE Industry. Results were achieved thanks to a great group work!

MPI The Netherlands – Launched "Together Tuesday" a community and event platform for weekly online networking calls. They had strength collaboration with other Associations for MICE advocacy and lobby with lobby Institutions. Key fact is to demonstrate the economic impact of the Industry and keep it as yearly research.

MPI Turkey – Partnered with other local associations for policy maker (Objective to get finance from state) and this initiative was led by MPI turkey as they have high personalities in the board.

Another important program was the University mentorship (session at GMID21) where each board member had 4 mentees / students that joined the club – an Incentive program was created with University to award best case study. Objective of MPI Turkey create a feeling of connection.

MPI UK&I - Launched CommuniTEA a supporting and engagement online event once a month, it is a moment of personal/business connections with cup of tea. This is to show there are people behind association and to better know our committees. Support and open talk during covid not to feel alone. Next CommuniTEA event is realized with collaboration of MPI Turkey and we look for more European Chapters to join for a broader audience (20 average).

Important fact is the VP Students personally sponsored 7 new students applications. This formed a new committee and a team to work on key projects. This is our future pipeline of professional they are like snowballs!

MPI Belgium – Organize an session per week on key segmented topics. This include masterclasses, online cafes, seminars as to creates common projects within our members and add value.

Consistent offer of education online to touch different type of meeting professionals especially when covid hit and job were impacted plus networking.

It's the only Chapter in Europe to charge a default fee of 10 euro to members (added in local Chapter policies) and 30 euro for non-member, this to finance the Chapter and is paying off (average 20 participants and networking online events still free for all the Community as an added value and brand awareness).

MPI France – The Chapter manages 3 major events per year plus MPI cafés every two month for open discussion online (audience 60/90 pax) with an educational with a theme.

Main events are:

Generation Evenement for Students to meet the Pros (100 participant), Le OUAL a sustainability hybrid event (audience 250 pax) done in Collaboration with Belgium and Quebec in 2020 as event is in French, lastly Comintech for new Event technologies and with average 450 participants.

There is an interest to create French Speaking events and open to other Countries (example Belgium / Quebec but in the future North Africa) as the language is a common aggregator.

Open questions: How to engage non-members to become members? Language and Translations? Certifications for Countries and International more relevant in Europe? Open market is north Africa!

MPI Iberia – We launched FORO Hispano a common event with all 4 Spanish speaking Chapters (Iberia, Colombia, Mexico and Caribe) and this will happen three time per year.

Same we see potential in cross border events with same language as aggregator.

MPI Finland – “Tech Tuesdays” is our online event to present new Tech platforms to members (new customers for the platform). Members need of new tech/tools and ask for practical hands on example. Question how to survive the crisis and what did you do

about virtual event to remain relevant?

MPI Italy closed the discussion foreseen more collaborative events for all European community!

Pieter as Facilitator mentioned our next step is ECLF (European Chapter Forum in June) and key topics to further discuss are:

How to support Advocacy at National level? MPI partnering with other Associations. Partnership agreement by Global and Chapters is not enough – offer for “5%” for EMEC sponsorship.

How to make Online events paying? See MPI Belgium example as revenue stream.

How to engage non-members (especially online)?

Non English speaking Countries? Opportunity for cross border event with same language. How MPI support translations of platforms for Chapters?

More common Chapter projects supported by Global for development in Europe!

- FYI CHAT below:

Hi All, thanks for joining the EU session!

In what areas has your chapter been successful? What did it bring as a result?

From Thijs Peters to Everyone: 06:13 PM

we focused on the community when everybody was sitting at home, by offering informal knowledge session on topics of that week or month. this has led to new active members and to existing members becoming active in the community.

From Pieter Allaerts to Everyone: 06:26 PM

I suggest that if you want to share your best practice you put your name here. We can then unmute you. thanks

From Luca Vernengo to Everyone: 06:31 PM

Hi Robert I have a question for EAC , according to me the Revenue share of 5% proposed is not very interesting for motivating the chapters...what do the Others think?

From Feyhan Kaprali to Everyone: 06:33 PM

we established a lobby/ civil initiative in Turkey as well .. I can share it if we have time .

From Me to Everyone: 06:34 PM

we have Belgium, Italy, Finland, Belgium, The Netherlands, Scandinavia, Turkey, UK&I, Poland, France today online (MPI Japan too late and MPI Germany no Board)

From Alain Chanavaz to Everyone: 06:34 PM

100% agree with Luca

From Me to Everyone: 06:35 PM

'FYI let's not get too tactical I take notes and will manage those - keep strategic and best practices - Tks

From philip verhaeghe to Everyone: 06:59 PM

interesting issue and important question: all the different languages in Europe. How many chapters use English as first language?! Are we lost in translation? ;-)

From Ciara Feely to Everyone: 07:01 PM

What happened with the European Academy started by Angela and European Board?

From philip verhaeghe to Everyone: 07:01 PM

bravo Alain!

From Stefanie Roels - MPI Belgium to Everyone: 07:01 PM

yes!

From Ciara Feely to Everyone: 07:02 PM

Link to join us on CommuniTEA - May 6th at 4:30 CET

<https://zoom.us/j/94113890268?pwd=aHEvNUJ2RkZJM0JIUIV1OFRtcVhvdz09>

From Me to Everyone: 07:02 PM

@ciara we can discuss this with Lori (call for European VP Education)

From Sofia Rodrigues to Everyone: 07:02 PM

@Ciara do we need to register in advance?

From Gerard Reus - France to Everyone: 07:02 PM

54 countries worldwide use French language as 1st language or use it every day

From Me to Everyone: 07:04 PM

please remember to enter your events into MPI European calendar so they are displayed in all website

From philip verhaeghe to Everyone: 07:04 PM

My personal conclusion: EAC and MPI global should invest in or support all possible multi-national collaborations between European Chapters.