



LATIN AMERICA & MEXICO BREAKOUT GROUP:

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NOTES: Our LatAm community has been very active during the pandemic and has opened various clubs in different countries. What a testament to the energy and commitment to grow the MPI brand in the region! Here are some challenges, strategies, and best practices the group discussed during our breakout:

- Challenge:** Lack of federal or state aid to the business events industry due to their lack of knowledge on its true impact to the overall economy and communities
Strategy: Stay involved and present with government entities, also collaborate with other industry associations and clubs and support their events to present a united front
Best practice: Collect and analyze data on the economic impact of our industry, higher engagement with industry publications and mainstream media to inform the public about our industry's impact to economies and communities and economic
- Challenge:** how to stay engaged and in communication amidst pandemic troubles.
Strategy: Personal reach out and follow up. The power of personalized attention proved key during this time, a 5-10 minute call goes a long way to understand each person's unique needs and goals, only that way we were able to map those with what MPI offers. Quick response and pivoting into virtual events, some had weekly events, extend invitation to the larger community members and nonmembers. People need to feel like they belong somewhere so this was the best opportunity that we could offer to strengthen and grow the MPI brand and its value in the region.
Best practice: The region has been successful in offering MPI certification/education to their local members in their own language, thinking globally and acting locally! Moving forward we are working on networking events to include all our Spanish speaking chapters and clubs and invite the larger community to strengthen our front; we have our second Hispanic Forum coming up on April 29th and will start plans to expand MPI Mexico TV to the entire region.
- Challenge:** volunteer culture is not as strong in the region.
Strategy: develop the conscience of volunteer culture by telling the story of how getting involved benefits members personally and professionally. The financial and time investment has proven to bring a great return to existing engaged members.
Best practice: We are building a strong network of collaboration, with integration between countries and regions, as well as sharing information, SOPs, and mentorship from established chapters to new club projects.
- Challenge:** MPI products may be cost-prohibitive to LatAm community.

Strategy: together with MPI global, and by sharing data on the need for customization and price adjustment, we will be launching a campaign promoting a lower cost membership that aligns better with the LatAm purchasing power in 2021.

Best practice: stay in communication with MPI Global via your councils to bring up these particular challenges and help create practical solutions together.