



Regional Council Canada Member Retention Best Practices Webinar

Goal: Membership Satisfaction & Growth

Creation of a virtual best practices webinar, with invites being sent out to all Canadian Chapter Boards, focused on retention of members between 0 – 3 years.

Date:

June 17, 2024, 3 PM – 4 PM ET

Audience:

Canadian Chapter Board Members/Council Members

Panelists:

Terri Rusell, Director Global Accounts, Omni Hotels & Resorts, BC Chapter (Facilitator)
John Kirby, Customer Relationship Manager, Encore, Kansas City Chapter
Daniela Stucki, Fairmont Western Mountain Region, Ottawa Chapter
Mark Killgore – MPI

Recording:

https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmpipresents.zoom.us%2Frec%2Fshare%2FGOgvzimN_EVb7QMMFirXdzPhwLJE0bVmXeGjcRGlwP3mVgPrYz2e5Drko7SQhtKl.-LZDd-r8CJVpAA9k&data=05%7C02%7Cmdeoliveira%40mpiweb.org%7Cd0839a426d774a08212a08dc8f0b3a51%7Cce03356c699048efbcf5929c8f32f15a%7C0%7C0%7C638542525601120780%7CUnknown%7CTWFpbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQIjoiV2luMzliLCJBTil6lk1haWwiLCJXVCi6Mn0%3D%7C0%7C%7C%7C&sdata=vnP%2BSvUaTmphF78FWiY76f4i9QkckteilHbzPlm5mAA%3D&reserved=0

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Marketing:



Overview:

Canadian Chapters were asked to provide input and suggested topics prior to the webinar to get the board members engaged early on and to feel part of the process. Topics included Best Practices, Communication, On-boarding, Attracting New Members, and Student Memberships.

There was a lot of engagement during the webinar and the feedback has been great. It was also a great way of introducing our Council to the Chapter Board Members. We plan on holding a series of informative webinars going forward.