

 **MPI** | **LATAM**  
REGIONAL COUNCIL  
**2024 BEST PRACTICE**

Organize an MPI Roadshow over Latin America to support new Clubs development.



Have a standard format of the MPI event with same topic over the Countries involved, a MPI Sustainability session with Certificate for attendees.

**Execution:**

Council supported the idea from Chair to organize an MPI Roadshow over Latam in 2024 since we opened new Clubs. Being new the Clubs do not have the bandwidth to organize multiple Educational in their first year. Second important message was to support “Sustainability” in MICE sector for better development especially in Latam new Region for MPI.

Cities and dates:

Lima, Peru – 30 May

Buenos Aires, Argentina – 27 June

Bogotá, Colombia – 26 August

Panamá, Central America – 28 August

One representative from the Council or MPI staff was present at each event. Overall attendance was 100 as average over the Cities involved. The Latam MPI goal to support Membership and Club development was reached as now the Region count more than 500 members. Membership activations at all events.

Pictures:

MPI Argentina



MPI Colombia



MPI Central America

