



2024 BEST PRACTICE

The MPI Upstate New York and MPI Greater New York chapters have collaborated to host a virtual event focused on Human Trafficking, which was held on July 31st, 2024. This joint effort was created to raise awareness and educate attendees about the critical issue of human trafficking, which affects millions of people worldwide. Each chapter was responsible for securing a speaker which included an anti-human trafficking nonprofit and a nonprofit domestic violence and sexual assault organization. This collaboration allowed the chapters to combine resources and reach a wider audience. The chapters shared the logics and communicated regularly via zoom and emails.

By uniting our efforts, the Upstate New York and Greater New York chapters of MPI have demonstrating their commitment to addressing this global issue and support the fight against human trafficking. Total Attendance – 21 ppl.

Execution:

Collaboration was between several departments depending on the specific needs. We started with the VP's of Education and Directors of Education for both chapters for the details such as topic (which we knew ahead of time as one chapter reached out with the topic), date, speaker suggestions, decide which chapter would handle such things as creating the graphic, handling registration, creating a zoom link, sending a Know Before You Go and sending the post survey. Once the program, speakers and details were confirmed, we then invited communications to the meetings so they could begin to create the graphics, content, and promotion of the event. The chapter administrators were also included at this time so they could piece it all together and work with communications.

This was a virtual event so after securing the topic, speakers, date we got on a zoom with the VP's/Directors of Education and speakers to talk through the flow such as the time, what each speaker would focus on and who would speak first. This was driven by the speakers, and we let them create the best flow for them. It was decided they would each provide a slide show and would control their own presentation. Since we had (2) chapters that collaborated, one chapter welcomed the group and did an introduction for the speakers. The other chapter closed the event by thanking everyone as well as the speakers.

We began this process (3) months prior to the event. This gave us time to plan, promote and execute. Each chapter promoted on social media, newsletters, at prior events and eblast. This was promoted 6 weeks in advance.

A few things to consider when collaborating:

- ~Be sure to have one point of contact for each chapter.
- ~Each chapter should set the expectations for collaborating.
- ~Set deadlines and be clear about meeting them.
- ~Copy the point of contacts on all communications.

A conversation should be had with the VPs of Education that if expectations/deadline are not being met, how should this be handled.

Invite:

