

Chapter Leader Newsletter February 2023

Message from Staff



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Leadership and Engagement

Chapter Demographic Reports Refreshed

Your Chapter Demographic Report has been refreshed and is now available on the CLRP under Chapter Metrics (in the same place you find the Chapter Dashboard Report). As a reminder, this information is reflective of your member's profile information and is refreshed twice annually in January and July. Use this information to better understand your membership and recruit chapter sponsors.

Mid-year Performance Reviews

In preparation for mid-year performance reviews, please make sure your dashboard reports are up to date and all data from July through December is uploaded and correct. We will be using the dashboard reports to conduct the performance reviews.

New this year: to be respectful of everyone's time, we will not be scheduling calls with every chapter to review the Performance and Metrics Summary and Dashboard reports. We will email the Performance Summary to the OOP and chapter administrators in mid-February. If you would like to request a meeting to review the metrics, simply reach out to your Chapter Operations Manager.

Save the Date for Chapter Leadership Summit

President-Elects and Chapter Administrators, please note that Chapter Leadership Summit (formerly known as Chapter Business Summit) will be a one-day virtual event this year and will take place on Wednesday, April 19, between 10:00am and 2:30pm (CST).

Mark your calendars and, after March 1, please advise your membership-approved FY2023-2024 volunteer chapters leaders to ensure they participate as well. More details will be shared in the coming weeks.

FY2023-2024 Board Slate Submission to Global

By now, every Chapter and Club must have submitted their proposed FY2023-2024 board slate to your membership for review and approval by acclamation for a period of 30 days.

Uncontested officers and directors' positions should be submitted to Global by March 1 using the template in the toolkit available in the CLRP > Compliance > March 1 Compliance > Board Slate Submission Toolkit

Please read the SOP Slate Submission Instructions **before** you complete your submission document. Thank you!

WEC23 Volunteer Chapter Leader Rate

Please note that the **discounted registration rate of \$750.00** for WEC23 is available to all FY 2022-2023 volunteer chapter leaders (and for FY 2023-2024 after March 1). The discounted rate includes round trip airport transfer for the attendee (not companions) from the Cancun airport and one ticket for MPI Foundation's Rendezvous (non-transferable). This rate is **only available** through the dedicated volunteer chapter leader registration website.

European Chapters Calls

VP Membership – February 14

Presidents and PE's – February 15

ECLF – March 26 in Brighton

Register for EMEC Brighton 26/28 March with CL code EMECBCL [here](#)

Join MPI EMEA Community Forum [here](#)

MPI Staff & Board Speaker Program

We have updated our speakers for the MPI Staff & Board Speaker Program. This program is designed for chapter leaders to request MPI senior staff, IBOD and GBOT members to speak at your chapter events at no cost! To learn more about each MPI staff and volunteer leader who can speak at your chapter event or program, visit the CLRP [here](#).

MPI Membership and Chapter Satisfaction Survey – February 21, 2023

The annual Membership & Chapter Satisfaction Survey (MCSS) will launch on Tuesday, February 21, and to assist you promoting the survey to your membership, a toolkit has been prepared and saved in the CLRP > Chapter Toolkits > Monthly Toolkits > 2023 Membership Survey_Chapter Engagement Guide

Also, if you would like to offer an incentive draw associated with the survey, please let your COM know. Include the number of random names you would like drawn and if board members are eligible to win. Thank you!

Chapter Operations Managers Travel Update

As you heard during the recent Chapters All Hands Call, MPI CEO Paul Van Deventer outlined MPI's financial health and goals. As the Chapter Operations team works to support all 67 MPI Chapters and Clubs, we are planning for the 2023/2024 chapter year. While COM live attendance at chapter retreats has been limited to approximately 5 each, we are excited to share that your Chapter Operations Manager will be live at WEC in Riveira Maya! Plan to connect with them in person at WEC!

Chapter Leader Solutions Room

Join us for the next Solutions Room call on February 22nd at 10 a.m. CST. Register [here](#)

Marketing and Communications

Meetings Matter – Share a Message of Advocacy for Meetings and Events

Global Meetings Industry Day (GMID), taking place on March 30, is an international day of advocacy. This year's theme is #MeetingsMatter.

MPI is part of the Meetings Mean Business coalition, and our friend and partner U.S. Travel has a toolkit devoted to spreading the word about the economic impact of business meetings and events, exhibitions, conventions and tradeshows. Check it out [here](#) and share a message to your channel about why Meetings Matter.

Chapter Toolkit and Membership Promotion

For Q1 of 2023 (February - March), MPI is celebrating our endless leadership opportunities available to our members. By highlighting the value these experiences will detail how collaboration, creativity, and sustainability are driving innovation in our industry like never before!

The toolkit can be found in the CLRP: CLRP > Chapter Toolkits > Monthly Toolkits > 2023_Q1_MembershipCampaign_LeadTheWay_ChapterToolkit

Quarterly Marketing Themes

MPI Global Marketing has developed quarterly themes and messaging for 2023 new member acquisition efforts. Toolkits will be provided each quarter to assist in chapters' promotion and marketing. For a look at what's ahead, a preview of quarterly themes can be found [here](#).

Register and spread the word: Global Meetings Industry Day: Virtual experience!

MPI is back with its 6th annual, live broadcast featuring 12 hours of content covering the most pressing topics in our industry including workforce development, mental health, small business ownership, sustainability and much more!

Register for FREE today and download MPI's toolkit [here](#) to encourage others to join this special, annual event!

Membership

Membership Update

TOTAL MPI MEMBERSHIP

11,662



MPI MEMBERSHIP RETENTION

71.23%

Excluding student members

RENEWAL % W/O GRACE

54%

Events

Announcing James Taylor, The Ethical Futurist, at EMEC Brighton

Embrace the future of meetings and events this March at EMEC Brighton. Through a captivating keynote, James Taylor & Allison Burns (AKA The Ethical Futurists) will detail how collaboration, creativity, and sustainability are driving innovation in our industry like never before!

Explore exponential technologies such as AI, extended reality & metaverse - all while making sure to do it sustainably- to create unique business models that advance your missions AND move people forward. Get ready for an unforgettable experience leaving you inspired by what's possible when technology meets humanity!

Learn more: www.mpl.org/emec



Hosted Buyer

Hosted Buyer Applications Now Open for IMEX Frankfurt and To Open Soon for WEC 2023

Hosted Buyer Applications for IMEX Frankfurt (May 22-25) are open! Please find the link to apply [HERE](#). Scroll down and look under IMEX Frankfurt for our unique codes. MPI's World Education Congress Hosted Buyer program applications will open early February. Stay tuned and check the MPI Hosted Buyer page for the most up to date information regarding all our programs!

MPI Foundation

2023 – The Year of Impact

Since April 2020, the live events, conventions, and hospitality industry suffered disproportionately more than any other business segment globally.

Through December 2022, the MPI Foundation, IMEX Group, and countless industry partners sought to create stability in the professional networks of MPI Members and Non-Members through scholarship and grant distributions representing over \$1.2 million.

As a result of financial relief, over 3,200 professionals have gained timely and relevant knowledge regarding pandemic practices, elevated activations for sponsors, created interactive virtual experiences for attendees, and sustained their own professional networks.

There is still need. Would you like to help impact someone's life and professional development while advancing our industry? You can!

Our Chapter Contribution program is your easy way in! With zero upfront financial commitment, this new program enables your chapter to partner with the MPI Foundation on your terms. The video below provides an overview of the Chapter Contribution program, its benefits and how you can get your chapter on board.

Watch Video

<https://youtu.be/5HyxJ97s09A>

Share Scholarship Opportunities

<https://www.mpl.org/foundation/get-help/scholarships>

Just this month, membership and WEC scholarship applications have opened – with more scholarship opportunities on the way! Over the next month, MPI Foundation will be launching HMCC Scholarships from Destination Toronto, additional WEC scholarships from Simpleview, Wyndham, and VisitDallas; and more. MPI Foundation's year of Impact is just beginning.

Have questions? Feel free to contact me at sarah@solimanproductions.com. Let's work together to make 2023 the year we commit to impacting lives!

Special Committees

Anti-Human Trafficking Committee Plans Bold 2023 Agenda

MPI's Anti-Human Trafficking (AHT) Committee held its first virtual meeting for 2023 in mid-January, welcoming new faces and re-engaging with longstanding members. Inspired by a growing understanding in our industry of the crucial need to raise awareness of and take action against the crime of human trafficking, the AHT Committee set a robust agenda for measurable success in the coming year.

Among other progressive action items, the committee determined to continue its Ambassador Program, reaching out to all chapters to support them in their efforts to host an AHT meeting and hone messaging; explore the options for creating its own on-demand training for CMP training; craft best practice AHT SOPs across a range of industry segments.

MPI's Anti-Human Trafficking committee is dedicated to having an impact in the war on this crime. We're looking forward to having your chapter join us this year!

Please contact Committee Chair Malinda Harrell CMP, CASE with any questions. mharrell@visitraleigh.com

