



# 2024 Chapter Challenge



# OBJECTIVES



Increase awareness of our largest gathering of MPI Members



Drive attendance from all Chapters for a stronger onsite presence



Allow Chapters to show their creativity and passion for MPI



Reward the Chapters who win in their respective categories with prizes



Increase your Chapter's social media audience if your social post is reshared by MPI and added to the WEC 2024 website



RECOGNIZED AS ONE OF THE TOP ASSOCIATION CONFERENCES IN THE WORLD, WEC IS THE PROMINENT EVENT FOR MEETING PROFESSIONALS, WITH A PROGRAM THAT WILL LET YOU CRAFT YOUR EXPERIENCE!

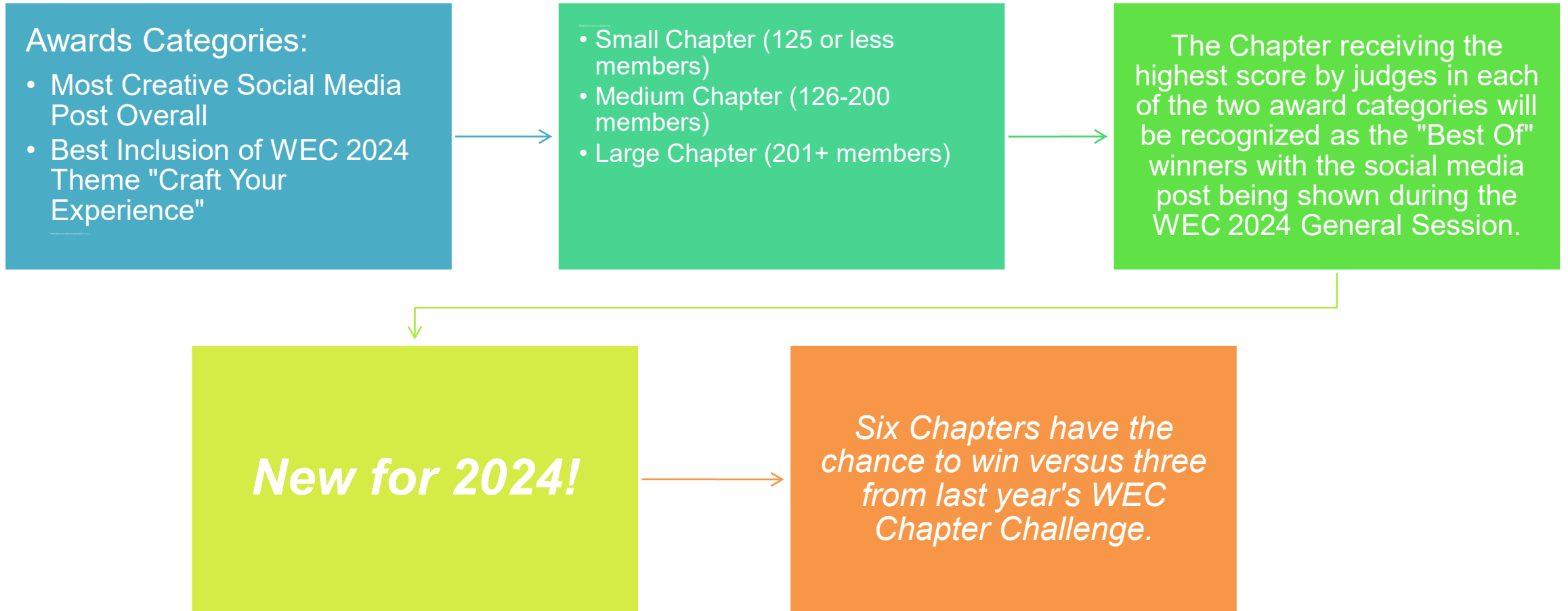


WEC IS MPI'S SIGNATURE EVENT DELIVERING PREMIER EDUCATION, BUSINESS AND NETWORKING OPPORTUNITIES AND ATTRACTING NEARLY 2,500 ATTENDEES.



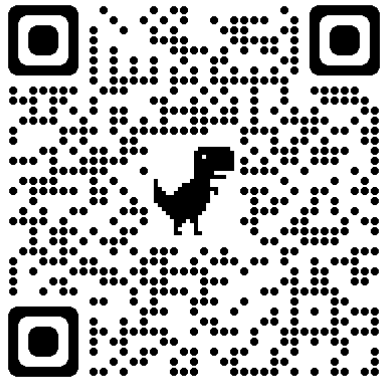
WEC IS A POWERFUL ENGAGEMENT TOOL, DEEPENING MEMBERS' ENGAGEMENT TO MPI AND ITS CHAPTERS.

# THE CHALLENGE



**Two Winning Chapters from each Chapter Size, One Per Award Category will receive:**

- 1 x Complimentary WEC St. Louis (2025) Registration
- 1 x Complimentary Membership (new or renewal)
- 3 x \$100.00 Off Membership Certificate
- "Best Of" in each award category will be shown during WEC General Session
- Additional Recognition in MPI Publications (*The Meeting Professional*, [www.mpi.org](http://www.mpi.org) and *Onsite Daily*)

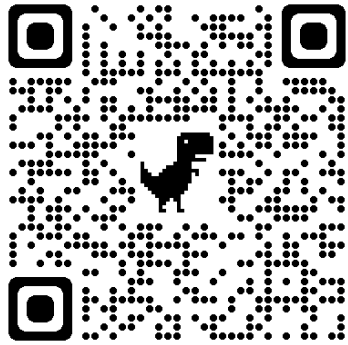


Scan to Submit  
Your Social Post  
or

[CLRP > Chapter Toolkits > Monthly  
Toolkits](#)

- To enter the WEC Louisville Chapter Challenge, Chapters must submit at least one social media post using the online submission form and have WEC listed on the Chapter's Upcoming Events webpage.
- Award category winners will be determined by the judges. Social media submission(s) will be reviewed based on each Chapter size group.
- The more social media posts submitted by a Chapter, the greater the chances to win.
- All social media posts must be submitted by Friday, May 3, 2024, at 11:59pm (CST) using the WEC Chapter Challenge Submission Form.
- The winning Chapters will be determined by a panel of MPI judges comprised of:
  - Paul Van Deventer, President and CEO
  - Steve Kinsley, IBOD Representative
  - Jen Beatty, GBOT Representative
  - Jeff Daigle, Senior Director, Creative/Media
  - Cory Elford, Marketing Director
- Only Chapters are eligible to participate.
- All social media videos should be no longer than 60 seconds.
- Chapter Size was determined as of December 1, 2023.

# CHAPTER SIZE CATEGORIES



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## Small (125 or less)

Atlantic Canada Chapter  
Belgium Luxembourg Chapter  
Caribe Mexicano Chapter  
Colombia Chapter  
Connecticut River Valley Chapter  
France-Switzerland Chapter  
Greater Edmonton Chapter  
Heartland Chapter  
Iberian Chapter  
Japan Chapter  
Kentucky Bluegrass Chapter  
Montreal & Quebec Chapter  
Netherlands Chapter  
New Mexico Chapter  
Oklahoma Chapter  
Pittsburgh Chapter  
Poland Chapter  
Scandinavia Chapter  
Upstate New York Chapter  
WestField Chapter

## Medium (126-200)

British Columbia Chapter  
Gulf States Chapter  
Houston Area Chapter  
Indiana Chapter  
Italia Chapter  
Kansas City Chapter  
Michigan Chapter  
Middle Pennsylvania Chapter  
New Jersey Chapter  
North Florida Chapter  
Ohio Chapter  
Oregon Chapter  
Ottawa Chapter  
Sacramento/Sierra Nevada Chapter  
St. Louis Area Chapter  
Tampa Bay Area Chapter  
United Kingdom and Ireland Chapter  
Virginia Chapter  
Washington State Chapter

## Large (201+)

Arizona Sunbelt Chapter  
Carolinas Chapter  
Chicago Area Chapter  
Dallas/Fort Worth Chapter  
Georgia Chapter  
Greater New York Chapter  
Greater Orlando Chapter  
Mexico Chapter  
Minnesota Chapter  
New England Chapter  
Northern California Chapter  
Philadelphia Area Chapter  
Potomac Chapter  
Rocky Mountain Chapter  
San Diego Chapter  
South Florida Chapter  
Southern California Chapter  
Tennessee Chapter  
Texas Hill Country Chapter  
Toronto Chapter  
Wisconsin Chapter

*Categories are based on Chapter Population as of December 1, 2023*