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

Awards Categories:
• Most Creative Social Media Post Overall
• Best Inclusion of WEC 2024 Theme "Craft Your Experience"

- Small Chapter (125 or less members)
- Medium Chapter (126-200 members)
- Large Chapter (201+ members)

The Chapter receiving the highest score by judges in each of the two award categories will be recognized as the "Best Of" winners with the social media post being shown during the WEC 2024 General Session.

New for 2024!
Six Chapters have the chance to win versus three from last year’s WEC Chapter 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
• 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 be determined as of December 1, 2023.
CHAPTER SIZE CATEGORIES

Small (125 or less)
- Atlantic Canada Chapter
- Belgium Luxembourg Chapter
- Caribe Mexican 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

Scan to Submit
Your Social Post

or

CLRP > Chapter Toolkits > Monthly Toolkits