

theEVENT 2026

Vancouver • Sept 14–16, 2026



WHAT THIS IS

This promotional toolkit helps you promote theEVENT Vancouver using ready-to-share assets and suggested copy.

ABOUT THEEVENT

theEVENT brings together Canada's meeting and event community to challenge assumptions, learn alongside peers, and experience ideas in action. Attendees leave with fresh perspectives, practical approaches, and the confidence to do things differently.

THEME: NATURALLY WHAT'S NEXT

Inspired by Vancouver and rooted in fresh perspective, "Naturally What's Next" explores how new ideas take shape through place, participation, and shared momentum.

WEBSITE

theEVENT.mpi.org

HASHTAGS

#theEVENTVancouver #theEVENT26

THEEVENT CHAPTER TOOLKIT

What's included

ASSETS

1. Logos & QR Code
2. Headshot overlay PNGs
(Attending, Speaking, Hosted Buyer)
3. Social media assets
With suggested post text + hyperlinks
4. Presentation slide images
5. Email signature banners
6. Promotional ideas for your chapter



SOCIAL

theEVENT26 Brand Assets

ASSET

General logo files:

See the Logos folder for theEVENT 2026 logo variations.

ASSET

QR Code



theEVENT_logo-primary.png



theEVENT_logo-wordmark.png



SOCIAL

Headshot Overlays

USE

Use these PNG overlays on a speaker or attendee headshot to promote participation.

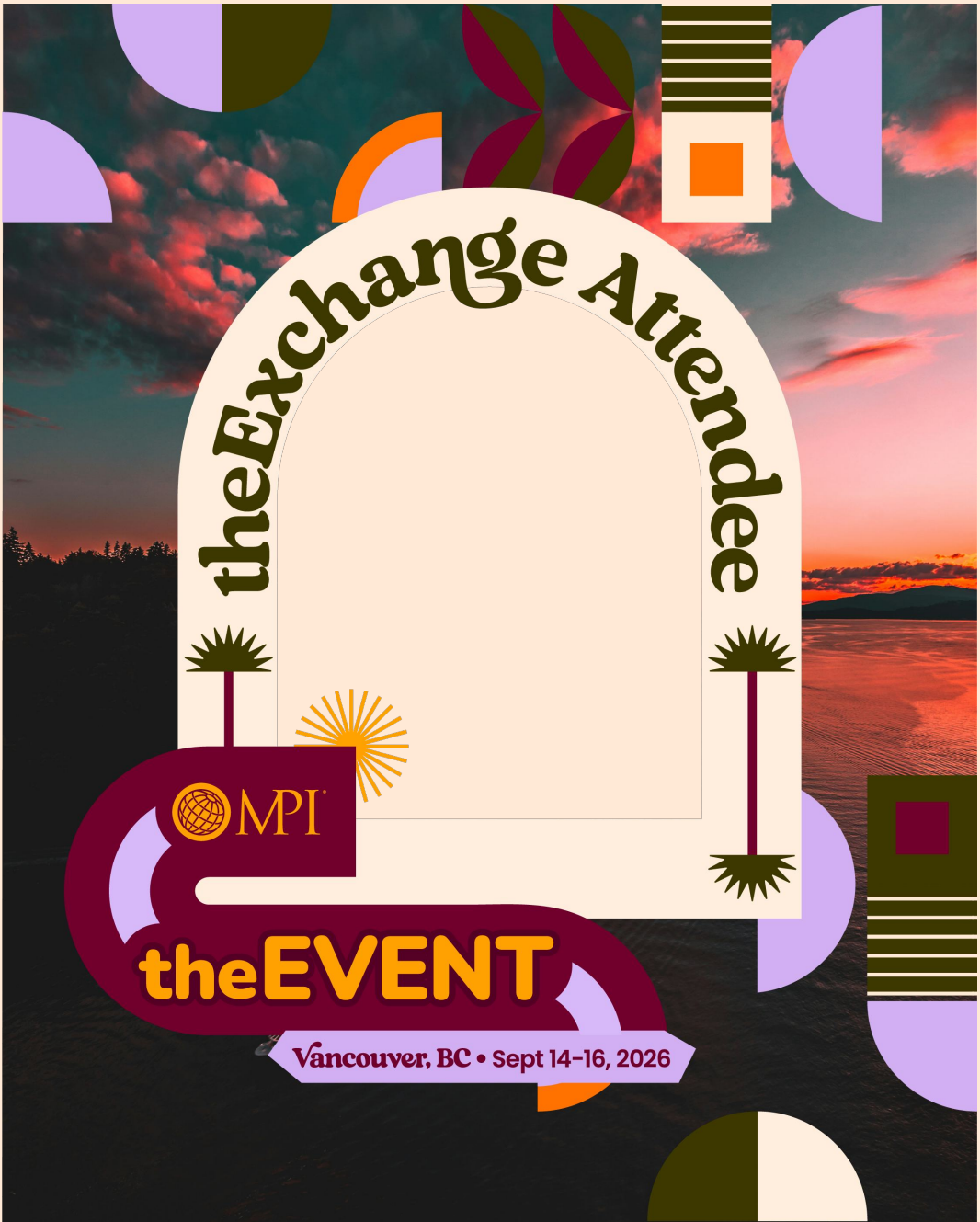
See the following page for overlay instructions.

ASSETS

- Speaking
- theExchange
- Attending



theEVENT26-Speaker-Overlay.png



theEVENT26-theExchange-Overlay.png



theEVENT26-Attendee-Overlay.png

SOCIAL

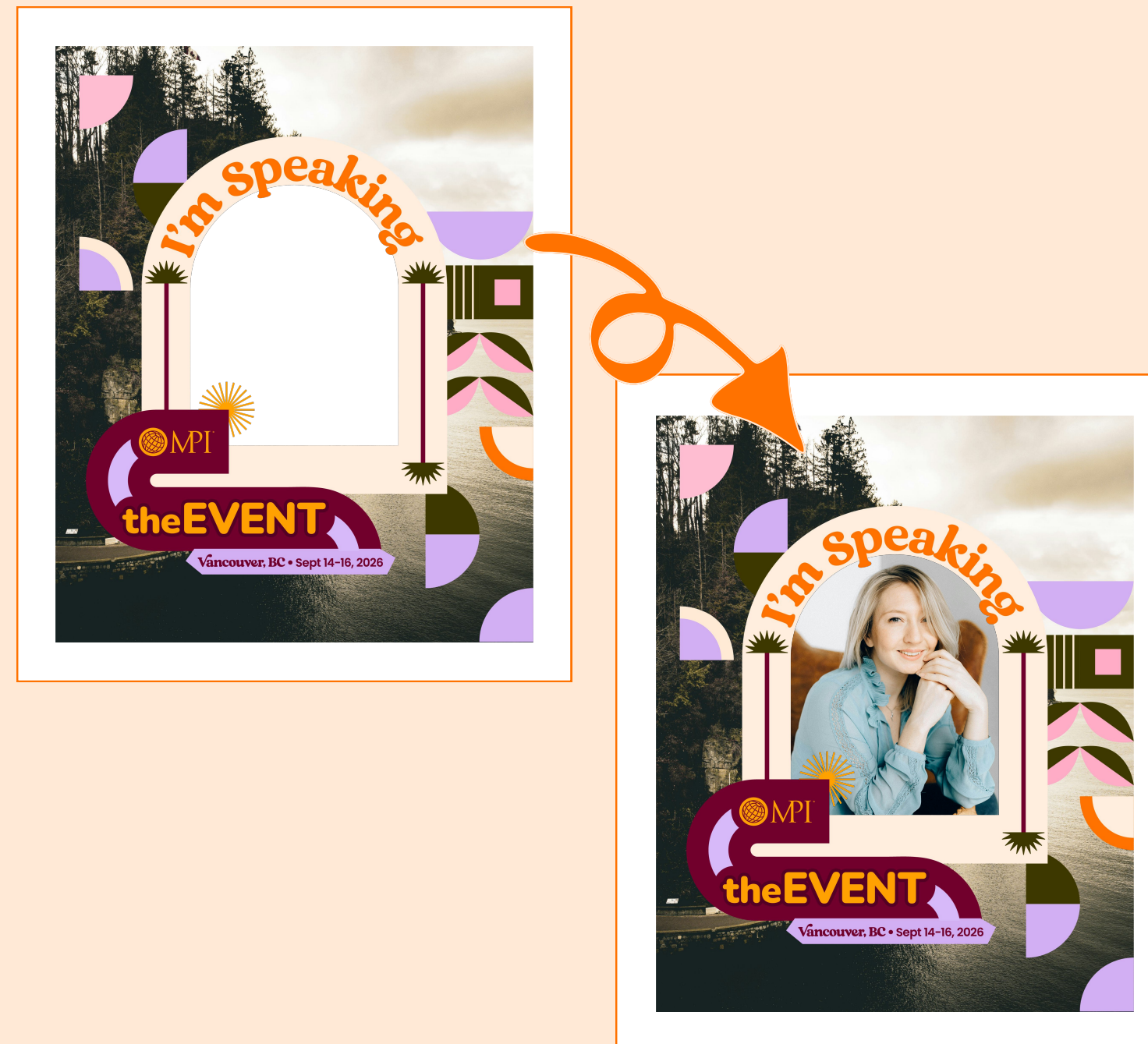
Headshot Overlay Instructions

What you'll need

- Your headshot (JPG or PNG)
- The overlay file (provided in the toolkit)
- Any photo editing tool or app

TIPS FOR BEST RESULTS

- Make sure your headshot is centered and facing forward.
- Use a canvas size 1080 x 1350 to match the shape of the overlay.
- Save your final image as PNG or JPG for best quality on social media.



RECOMMENDED

Using Canva

1. Go to canva.com and log in (or create a free account).
2. Click Create+ (left side). In the menu, choose Custom Size.
3. Enter 1080 × 1350 px.
4. Click Uploads (left side) and upload your headshot + the overlay PNG.
5. Drag your headshot onto the canvas.
6. Drag the overlay on top and adjust it to fit your headshot. Center your face in the cutout.
7. Download your image as a PNG (or JPG) and you're ready to share.

OPTION 2

On Your Phone

Use an app like PicsArt, Canva (mobile), or Over:

1. Open your editing app.
2. Start a new project and upload your headshot.
3. Add the overlay PNG as a sticker or image layer.
4. Resize and align so the cutout frames your face.
5. Save and share.

OPTION 2

PowerPoint or Google Slides

1. Open a blank slide.
2. Insert your headshot and center it.
3. Insert the overlay PNG and place it over your headshot.
4. Right-click to group both images.
5. Take a screenshot or export the slide as an image.

SOCIAL

Social Posts (Planner)

POSTING CHECKLIST

- Link to: theEVENT.mpi.org
- Hashtags: #theEVENTVancouver
#theEVENT26
- Tag MPI

Suggested caption:

It's time to rethink how we design experiences together at MPI's interactive gathering for event professionals. Step into a collaborative space and leave with a clear next step at theEVENT in Vancouver, September 14-16.

Learn more and register: theEVENT.mpi.org

#theEVENTVancouver #theEVENT26

NOTE Always link to theEVENT.mpi.org



Planner-verticalFeed-1080x1350.jpg

SOCIAL

Social Posts (Supplier)

POSTING CHECKLIST

- Link to: theEVENT.mpi.org
- Hashtags: #theEVENTVancouver
#theEVENT26
- Tag MPI

Suggested caption:

Refresh in Vancouver and connect with decision makers at theEVENT in a setting built for real conversation, not a sales script. Build relationships, uncover qualified opportunities, and move your next partnership forward.

Learn more and

register: theEVENT.mpi.org

#theEVENTVancouver #theEVENT26

NOTE Always link to theEVENT.mpi.org



theEVENT26-social-supplier.jpg

SOCIAL

Social Posts (General)

POSTING CHECKLIST

- Link to: theEVENT.mpi.org
- Hashtags: #theEVENTVancouver
#theEVENT26
- Tag MPI

Suggested caption:

Growth starts with curiosity. Join us at theEVENT, September 14–16, and spend time with people who are exploring new ways to move the meetings and events industry forward. Your next big idea could start here!

Learn more and
register: theEVENT.mpi.org

#theEVENTVancouver #theEVENT26

NOTE Always link to theEVENT.mpi.org



theEVENT26-social-general.jpg

Email Signatures

Use these email signature banners to promote theEVENT 2026 through your outbox.

NOTE Link signatures to theEVENT.mpi.org



theEVENT26-email-signature-1.jpg



theEVENT26-email-signature-2.jpg

INTERNAL ASSETS

Presentation Intro Slides



PowerPoint-1.jpg

Promotional Ideas

Simple ways chapters and clubs can promote theEVENT using the assets in this toolkit.

Chapter Communications

Website (Upcoming Events)

- Add a theEVENT listing using the provided image(s) + copy.

Regional Council

- Coordinate with your Regional Council on region-specific promotion.

Newsletter

- Use the provided graphics + copy.
- Add photos from past theEVENT gatherings.
- Add 1–2 member quotes from previous attendees.

Social

- Post using the provided assets + copy.
- Create a chapter-specific post (local angle, who’s attending).
- Create a short chapter video (quick invite or member testimonial).

NOTE Future-Member rate available: registration + 1 year of MPI membership. [See pricing details.](#)

In-Person + Virtual

Pre-Event Meet-Up (registered attendees)

- Host a casual gathering to connect members before theEVENT.
- Suggested topics: Sessions • Agenda at a Glance • Travel/transportation • Onsite meetup plan

Before/After a Chapter Event

- Add an in-person meetup before or after a scheduled chapter event for members attending theEVENT.

Virtual Gathering

- Host a virtual meetup if schedules or geography make in-person difficult.

Meeting Moments

Stage Time

- Add a short theEVENT highlight to Chapter President remarks leading up to theEVENT.

Walk-In Slides

- Use the PowerPoint image(s) in your walk-in slide loop at an upcoming chapter event.

After theEVENT

Share the learning

- Invite attendees to share takeaways in your newsletter or at a live event.



theEVENT

Vancouver, BC

Sept 14-16, 2026

Let's build the buzz

Help your members feel the momentum behind theEVENT Vancouver.

Use this toolkit to

- Spark interest with a quick social post
- Encourage registrations through your chapter channels
- Help members connect before they arrive onsite

See you in Vancouver.