**MPI Global Marketing, Quarterly Themes**  ***\*\*SUBJECT TO CHANGE\*\****

* Toolkits with a suite of assets are provided to support these themes and should support new member acquisition strategies at the chapter level
* Note\* This calendar is malleable and may need to be adjusted as time progresses. If so, the MPI Global Marketing team will inform on changes taking place

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| **Quarter** | **Theme** | **Messaging** |
| Q1 | New Year, New Leadership Opportunities  “Lead the Way” | * Focus on leadership opportunities at MPI on chapter, international committee, community levels * Jumpstart the year and start thinking about ways to get involved. * As an MPI member, you’ll have leadership development opportunities the moment you join. No other event industry association gives you the greenlight to lead like MPI. |
| Q2 | Global and Local Networking | * Chapters are where it’s at. MPI boasts over sixty chapters and clubs worldwide. Build your home-base by connecting with local event professionals for networking, education and resources. * Find your people, even at MPI’s global signature events. From chapter gatherings to MPI Community-based functions, you can connect with your direct peers in intimate settings at our biggest events all over. |
| Q3 | Academy and Education | * Raising awareness of rebranded Academy * Connecting educational offerings across digital, events, and professional development courses * What is the MPI Academy? It's an idea-driven powerhouse of meeting and event innovation and education, equipping event professionals with what they need to innovate what’s next for themselves, their careers, and the events they create. |
| Q4 | Leave Your Mark on MPI | * Ties back to Q1 leadership messaging + larger focus of “leaving mark” through global and chapter level * Each year, MPI calls for volunteers to serve on the international board of directors, committees, advisory boards and MPI Foundation board of trustees and regional councils. You can make a difference and leave your mark as an MPI leader, making the events industry even stronger |