



Drew S. Holmgreen
Vice President of Brand Engagement
Meeting Professionals International



@drewdaddio



@drewholmgreen



dholmgreen@mpi.org

BUILDING MEMBERSHIP NOW...IT'S DICEY



When we **meet**, we change the world.SM

mpi.org

ALL ABOUT THE VALUE OF MEMBERSHIP



- The time for self-investment is now
- Education
 - More than **15K** registrants and **11K** attendees for *GMID: Virtual*
 - Nearly **3K** registrants and over **2K** attendees for *Navigating the New Normal Summit*
 - More than **35K** course registrants since March
- Members, new and current, recognize the value
 - Continuing to average more than 200 new members per month
 - June 2020 (**250+**) is pacing very close to YOY numbers
 - And WAY ahead of May 2020
 - Over **620** MPIF member renewal grant recipients



VISION

Lead and empower the meeting and event community to change the world.



MISSION

Connect the global meeting and event community to learn, innovate, collaborate and advocate.

WHY MPI?



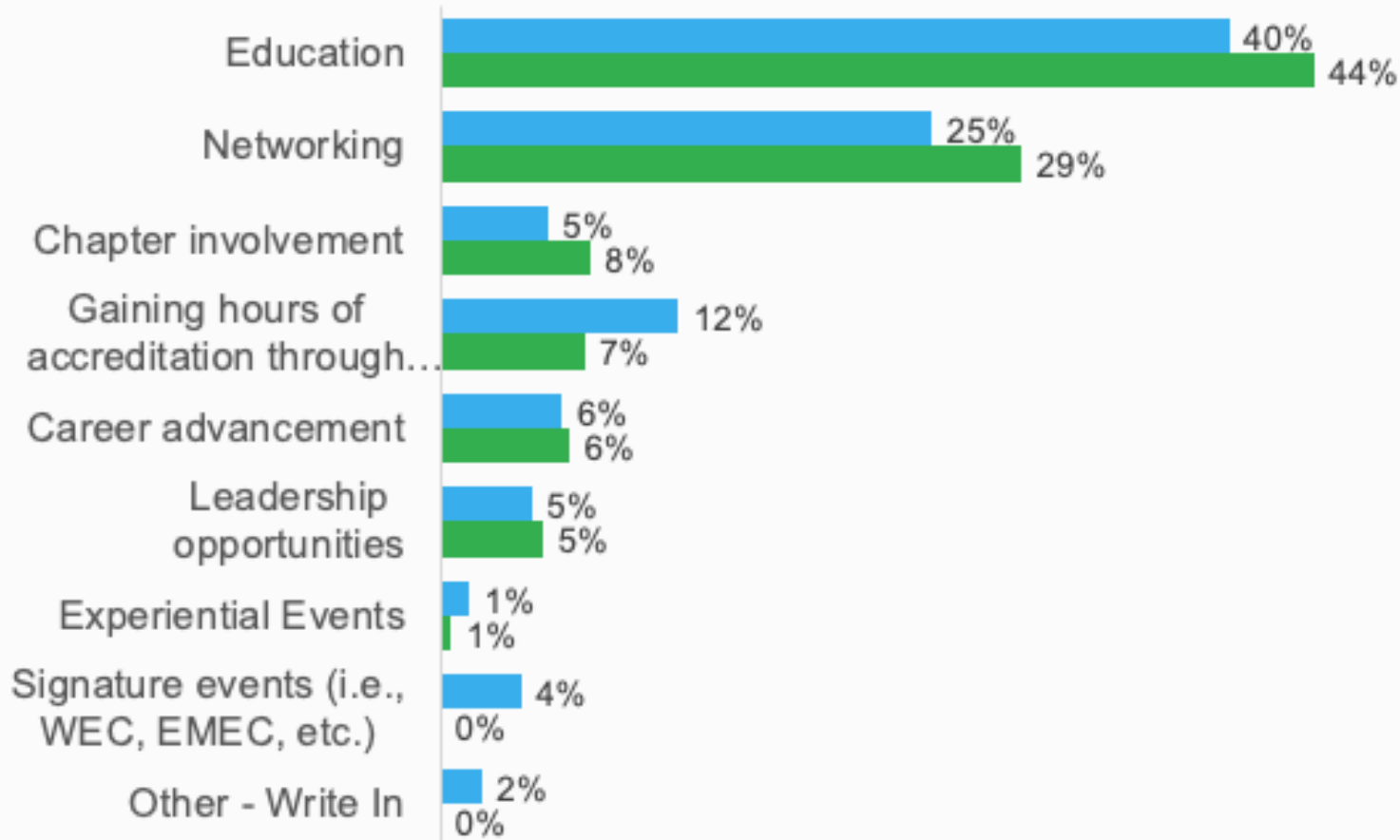
Through innovative solutions for members and chapters across the globe, MPI advances the meetings and events industry and provides personal and career growth to the professionals in it.

MPI is the premier association that educates, supports and **connects the connectors**—the people who are passionate about bringing people together to change the world.

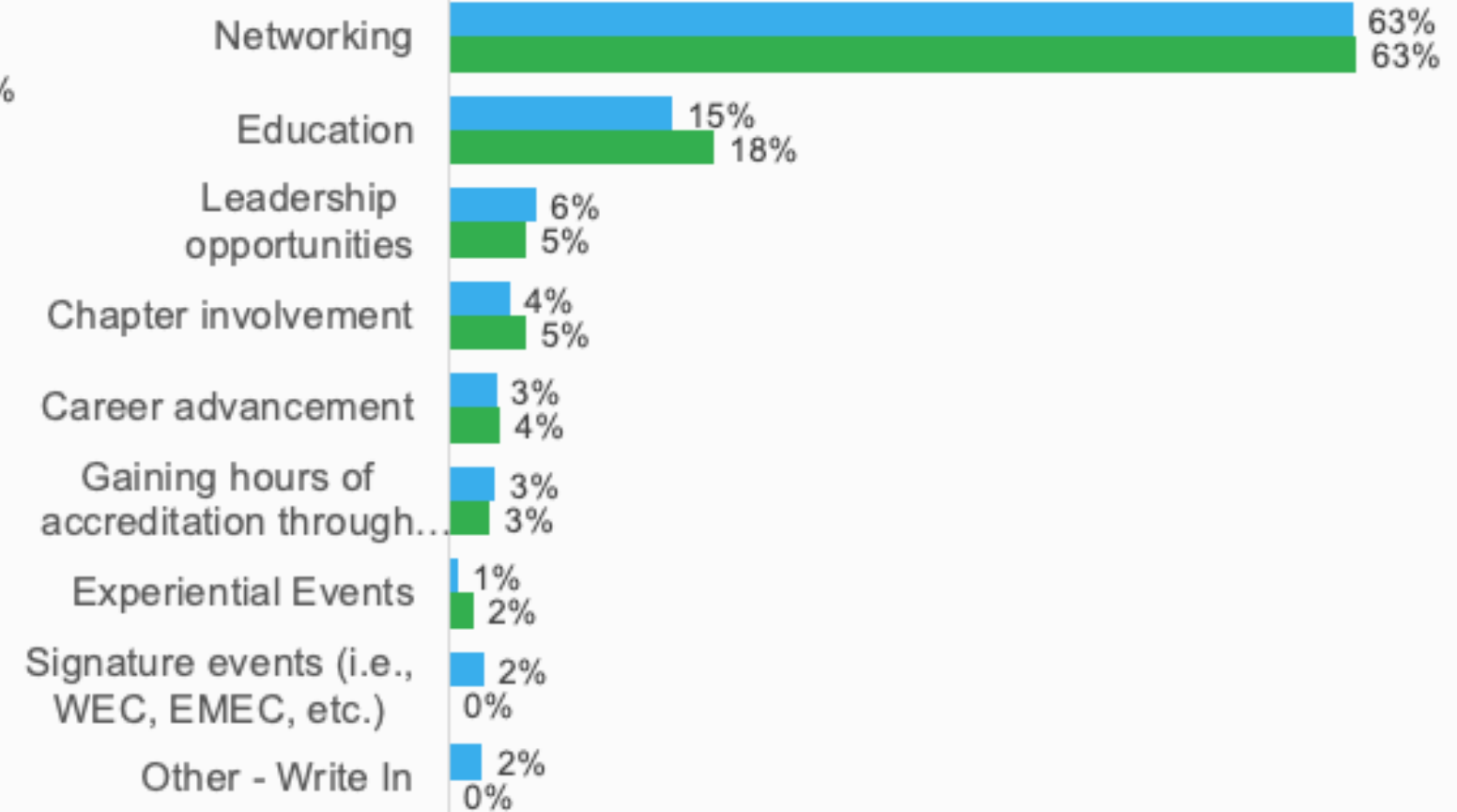
HOW DO MEMBERS VALUE MPI?



MPI Primary Value for Planners



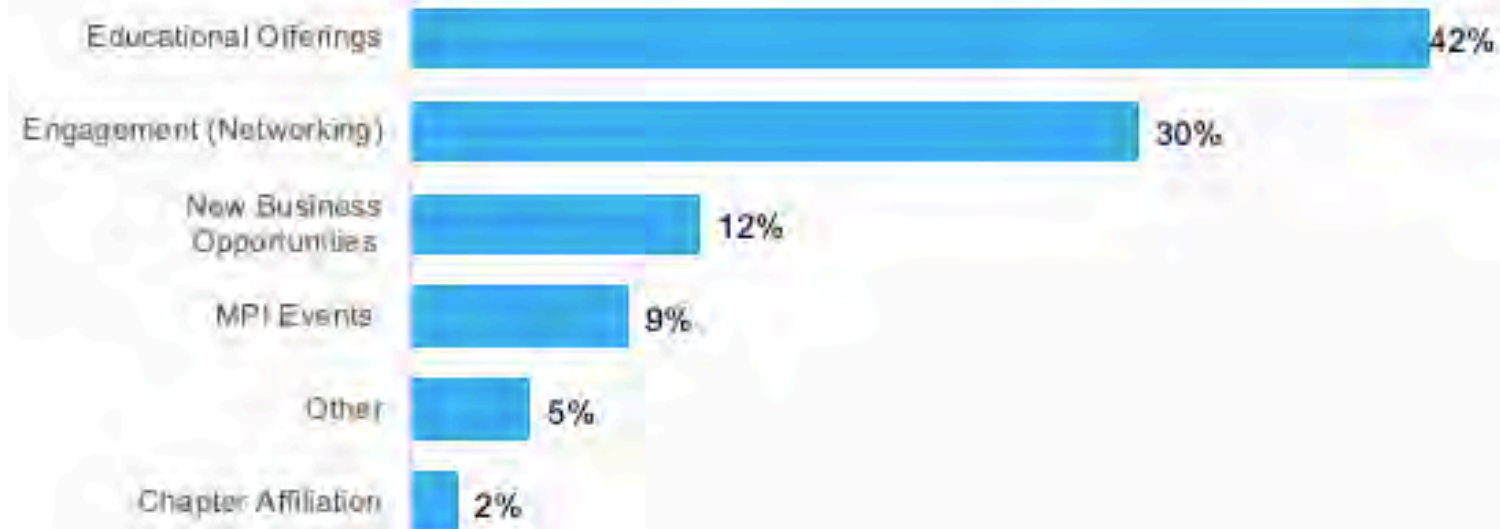
MPI Primary Value for Suppliers



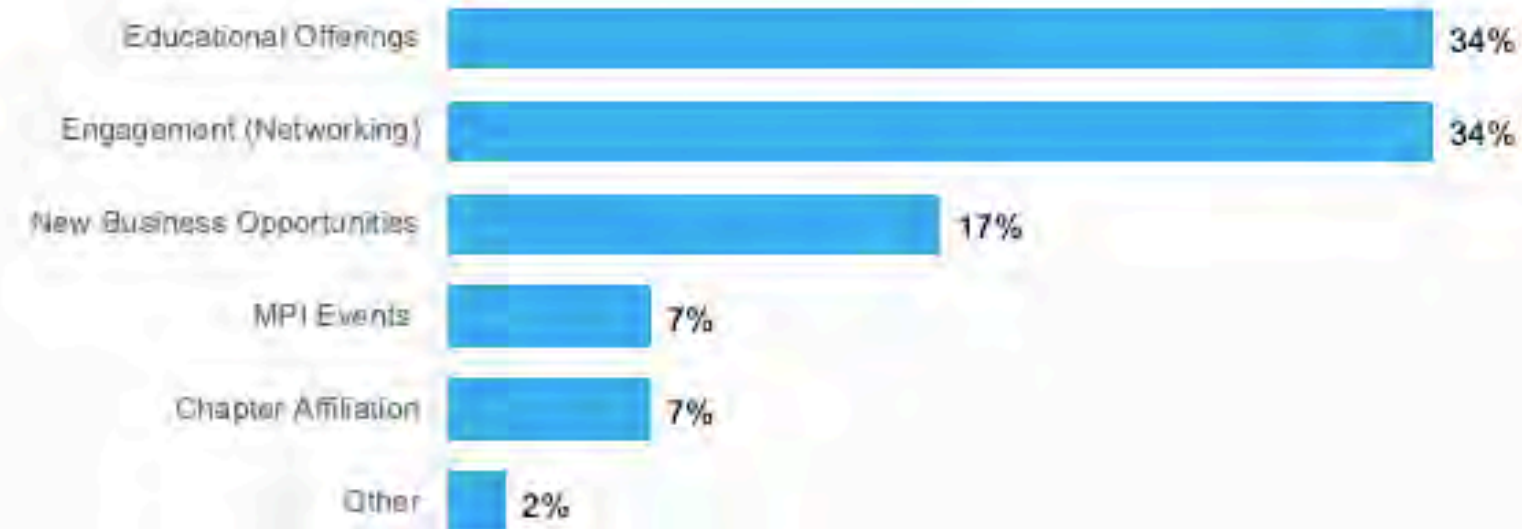
WHAT IS THE VALUE THEY WANTED?



Reasons for Joining: 1-2 Year Membership



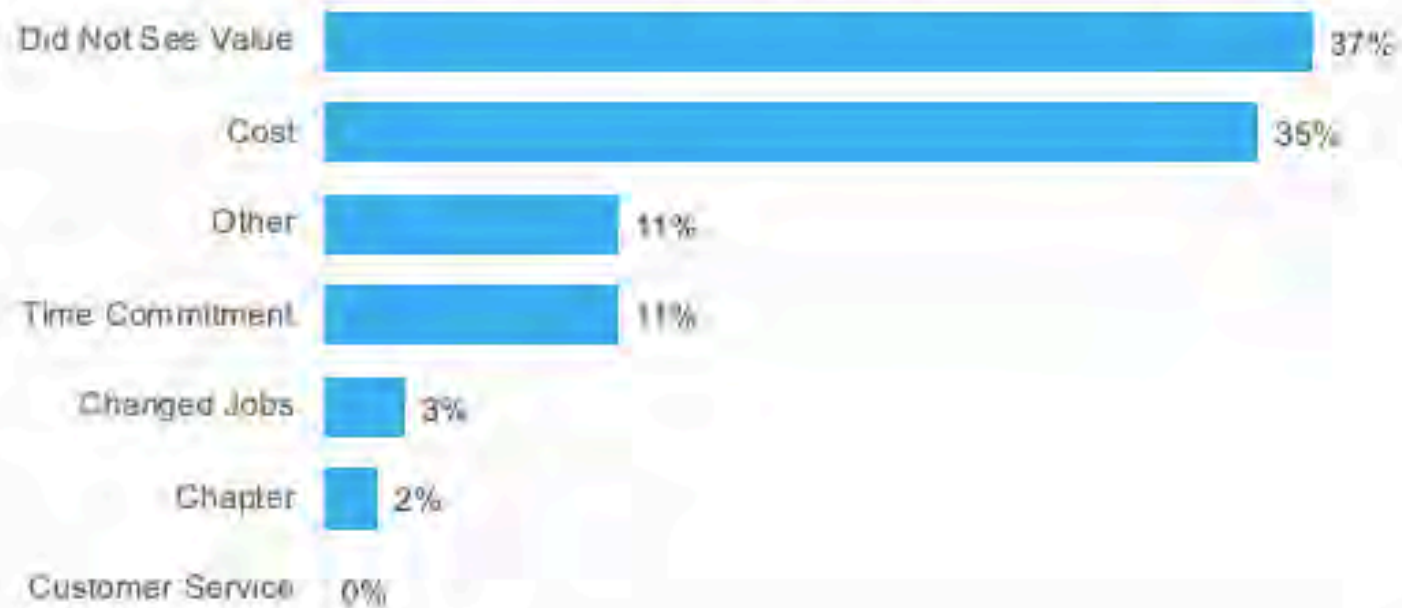
Reasons for Joining: 3+ Year Membership



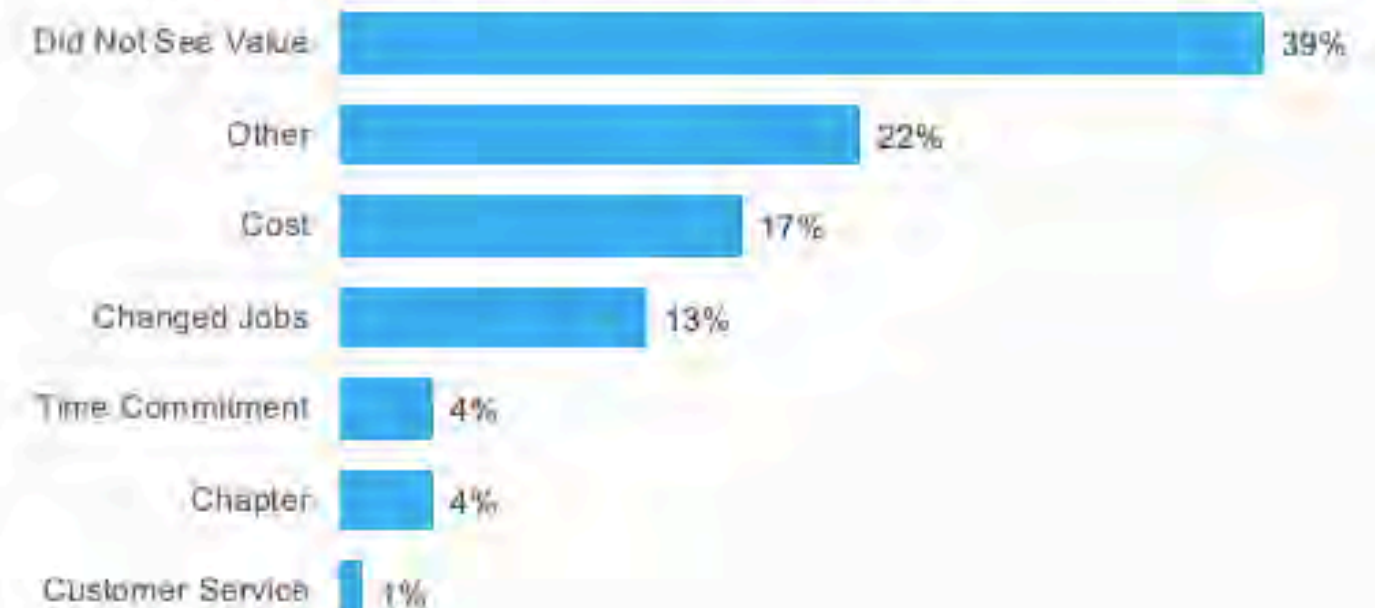
WHY DID THEY LEAVE?



Reasons for Non-Renewal: 1-2 Year Membership



Reasons for Non-Renewal: 3+ Year Membership



WHY SPEND PRECIOUS \$ ON A MEMBERSHIP?



Membership value far outweighs the expense.

MEMBERSHIP BENEFITS	FINANICAL VALUE	ESSENTIAL	PREFERRED	PREMIER
24/7 On Demand Professional Development	\$9.99 each	x	x	x
MPI Weekly Newsletters	\$150 (yearly subscription)	x	x	x
MPI Industry Research	\$49	x	x	x
Member Rate for MPI Global Events	\$200 Avg. Savings	x	x	x
The Meeting Professional® (digital version only)	\$99	x	x	x
Full Access to the MyMPI Online Community	\$50	x	x	x
Member Directory Listing and Access	\$200	x	x	x
Access to Global Marketplace	\$0 (non-members have access)	x	x	x
The Meeting Professional® (print copy)	\$99	x	x	x
Advance Job Board Noitce (Planner only)	\$100		x	x
Global Supplier Marketplace Listing (Supplier only)	\$200		x	x
Chapter Affiliation (see chapter for benefits) * not available at all chapters	\$150 maximum - varies by chapter		x	x
Chapter Event Discounts	Varies by event and chapter		x	x
Advanced copy of Meetings Outlook	\$50			x
10% off registration to MPI Experiential Events, if qualified.	\$200 (per event)			x
10% discount on Academy programs (CMM and CMP excluded)	\$100 (per program)			x
10% discount on WEC and other MPI Global Events	\$100 (per event)			x
VIP Access at MPI Signature Events**	\$100			x
MPI Signature Event Virtual Pass**	\$99			x
Advanced reservation to annual Coaches Corner**	\$99			x
Advanced reservation for complimentary professional headshots during WEC	\$75			x
		\$857	\$1,307	\$2,230

- Status as a 501(c)3 organization limits ability to conduct lobbying activities
- MPI leans on organizations like JMIC, USTravel, MMB, EIC and ASAE
 - Their primary focus is lobbying
 - Our primary focus is to provide support
 - Awareness campaigns
 - Leadership: Paul Van Deventer is current EIC Chair
- Establish MPI councils (EAC, LATM, CAC) to manage and coordinate at the international level
 - Ex: MPI UK & Ireland Chapter is a member of the Business Visits and Events Partnership

QUICK MARKETING STRATEGY 101



When we **meet**, we change the world.SM

mpi.org

ESSENTIAL PLANNING STEPS



1. Identify your target audience
2. Establish measurable outcomes
3. Develop your key messaging
4. Create an event promise
5. Compose an actionable marketing brief
6. Develop the plan across multiple channels
7. Launch, measure and optimize

ESSENTIAL PLANNING STEPS




1. Identify your target audience
2. Establish measurable outcomes
3. Develop your key messaging
4. Create an event promise
- 5. Compose an actionable marketing brief**
- 6. Develop the plan across multiple channels**
7. Launch, measure and optimize

MARKETING BRIEF IS KEY TO PLANNING



- A summary of all the information gathered.
- Establishes the plan's strategic direction.
- Actionable, with specific parameters and measurements included.

 **CAMPAIGN BRIEF FOR:** _____
Date: _____ PM: _____ Department: Events

BACKGROUND:
What's this all about?

OBJECTIVES:
So why are we doing this, anyway? What are we attempting to achieve with this project?

DELIVERABLES
What are we creating?

TARGET AUDIENCE (CORE USER):
Who are we communicating with? What is their demographic and psychographic composition?
Primary: _____
Secondary: _____

UNIQUE SELLING PROPOSITION (USP):
What is the single, pervasive, unique attribute that we want to our audience to believe?

Support for the USP

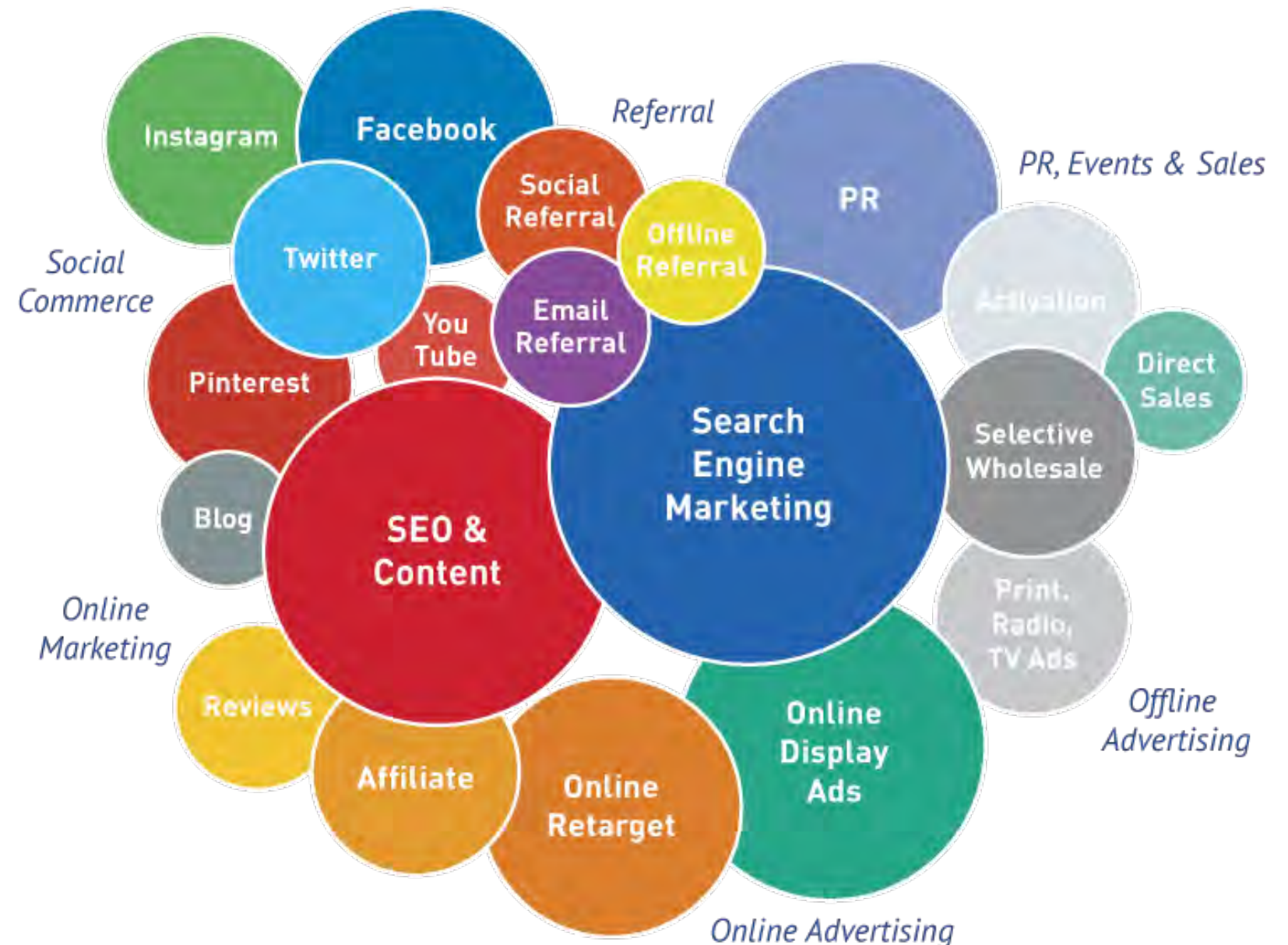
NEGATIVE INFLUENCING FACTORS:
What do we need to overcome to communicate our USP?

MANDATORIES, OFFERINGS AND INSIGHTS:
Findings, stats and any absolute must-haves, and any positively do-not dos.

TIMING

INTEGRATE YOUR MESSAGE ACROSS CHANNELS

- Social isn't the only thing going...and the channels need to be used right.
- Channels should be selected based on target prevalence.
- Timing should be based on when the target is most receptive to the messaging.



Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

DEMOGRAPHICS



1.3+
Billion users
Ages 25-54
60% Female



600
Million users
Ages 18-29



70
Million users
Ages 18-35
80% Female



1
Billion users
All ages



600
Million users
Ages 30-49



200
Million users
Ages 18-29



200
Million users
Ages 25-34
67% Male

PURPOSE

Building
Relationships

News & Articles;
Conversation

"Scrapbooking"

Search
"How To"

News & Articles;
Conversation

Building
Relationships;
Conversation

News & Articles

BEST FOR

Building
Brand Loyalty

Public Relations

Lead Generation;
Clothing, Art &
Food Businesses

Brand
Awareness;
Service industry

Business
Development;
B2B Businesses

Lead Generation;
Retail, Art, Food,
Entertainment, &
Beauty Businesses

SEO;
Tech/Design
Businesses

DOWNSIDE

Limited
Reach

140 characters
or less

Images only;
Very specific
demographic

Resource
intensive

Limited
interactions

Images only

Not as widely
used

GLOBAL POSITIONING, LOCAL ACTIVATION



When we **meet**, we change the world. SM

mpi.org

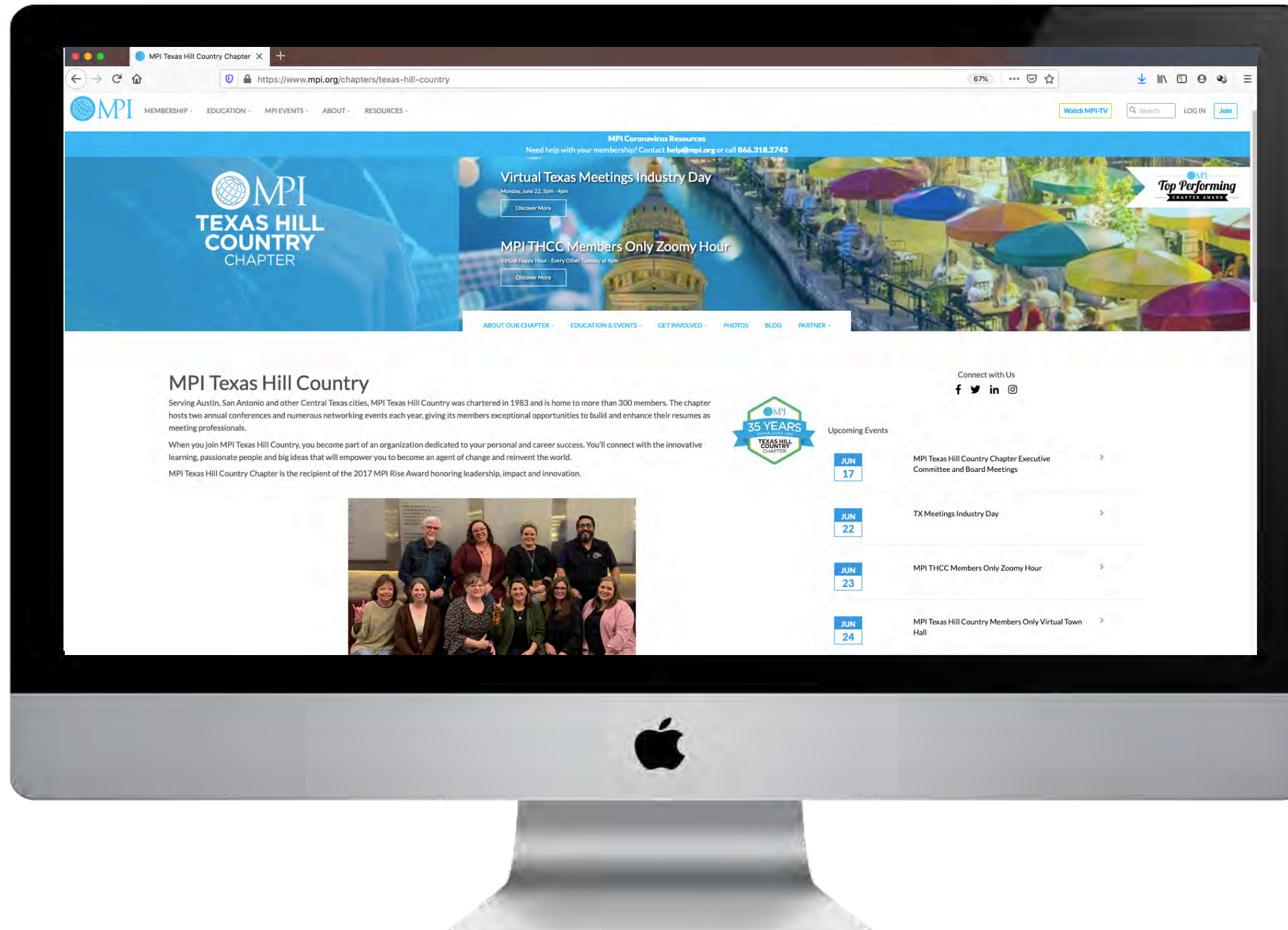
CHAPTER TOOLKITS: MAKE THEM YOURS



- Annual marketing calendar with rotating themes
- Toolkits provided 60 days in advance for activating
- Each toolkit includes:
 - Thematic guidance
 - Visuals
- Should customize messaging, making it appropriate to your market



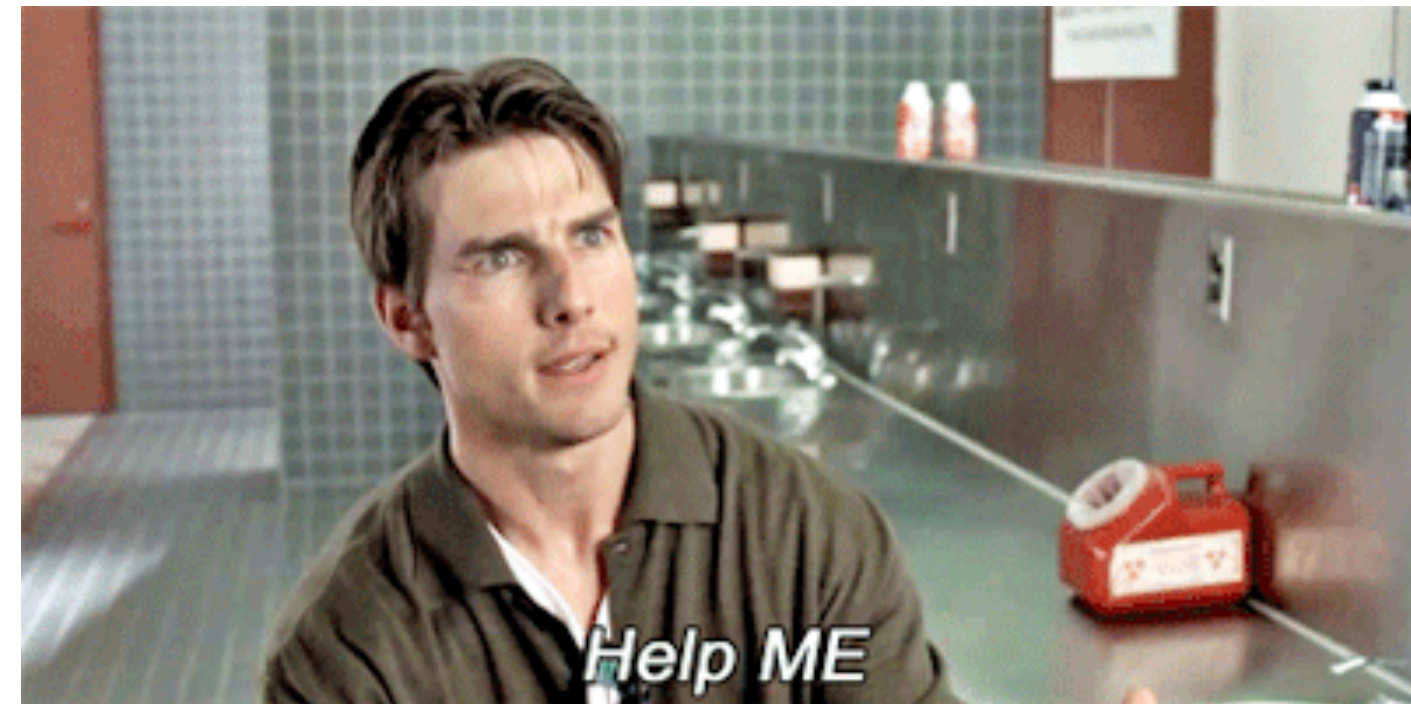
CHAPTER WEBSITES: YOUR PLACE!



HELP *US*...PROMOTE *YOU*



- Contribute and get featured!
- We need content.
 - Blogs written by YOU
 - Events happening from YOU
- Create partnerships and tell us all about it.
 - With other chapters
 - With other associations



COMMUNICATION DURING A CRISIS



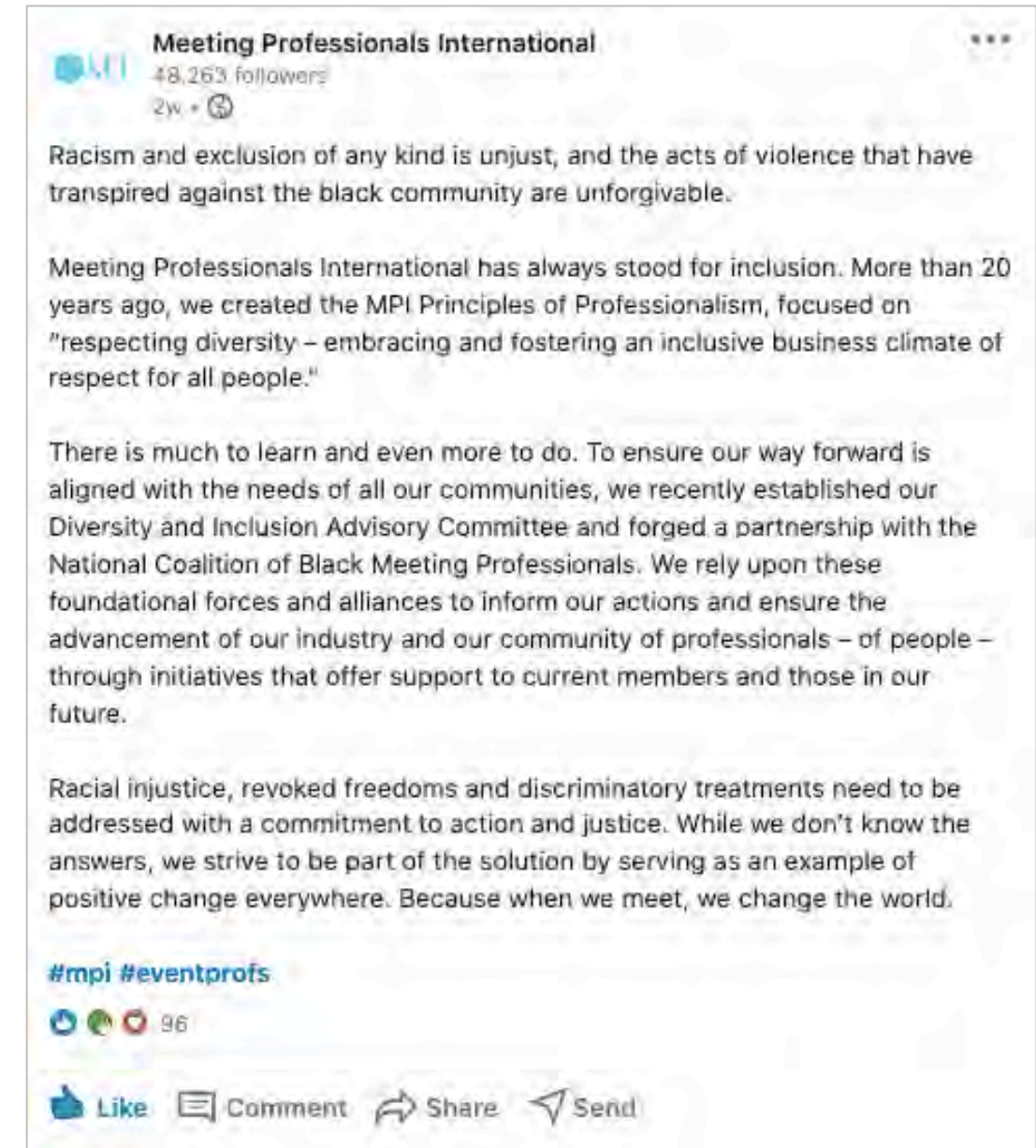
When we **meet**, we change the world.SM

mpi.org

COORDINATING YOUR RESPONSE



- When crises occur, work with Global on the over-arching strategy forward.
- Messaging is crafted and vetted through Committees, Councils and/or SMEs, as necessary.
- Once prepped and ready, distribution takes place through appropriate channels (social, email, advisory, etc.).
- Chapters can develop their own responses, which should be run through Global (communications@mpi.org) to ensure proper alignment.



The background of the image is a photograph of the interior of Antelope Canyon. The walls are made of smooth, undulating sandstone that has been shaped by wind and water erosion over millions of years. The lighting is dramatic, with warm orange and red tones dominating the scene. A bright light source from above creates a strong glow, illuminating the curves of the canyon and casting deep shadows. The overall effect is one of a serene and awe-inspiring natural environment.

Take a deep breath.
It calms the mind.

Regina Brett

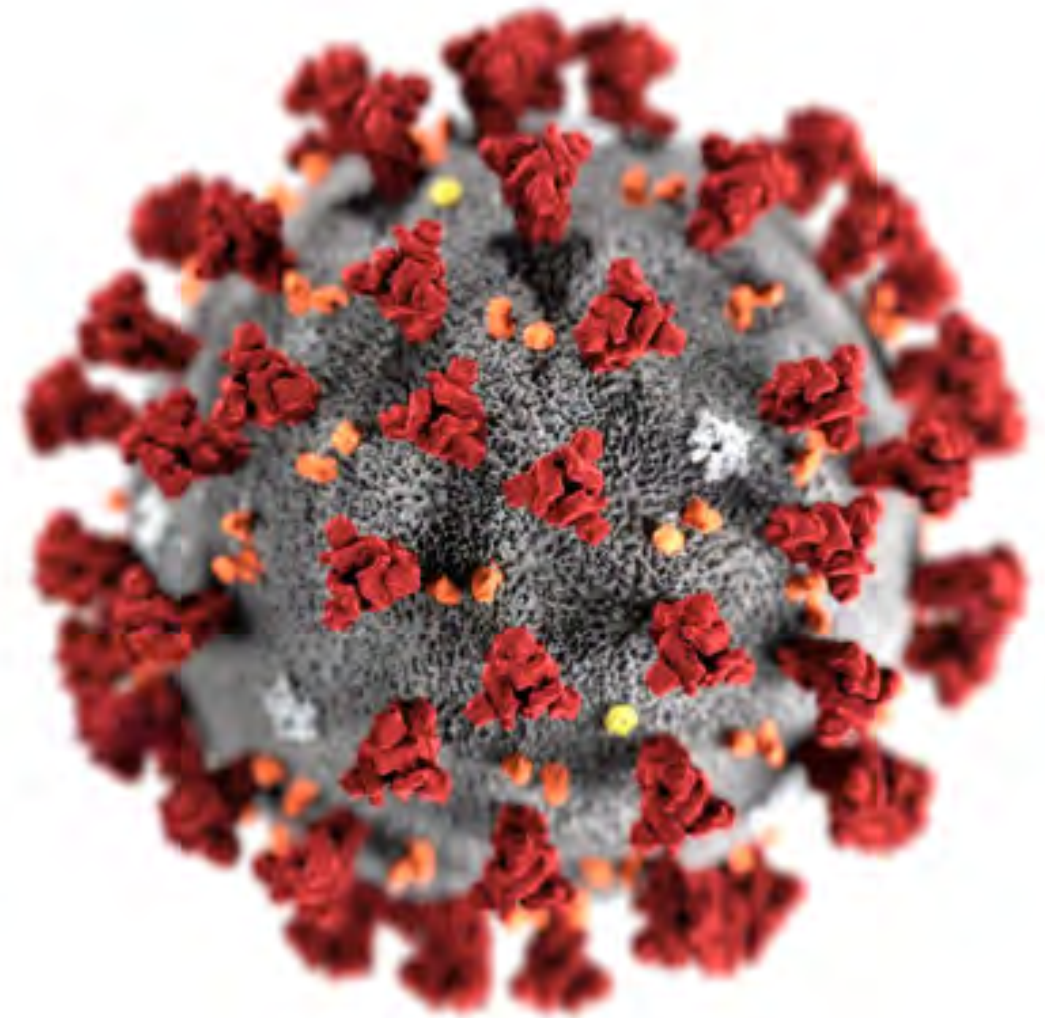
FIVE STEPS TO CREATE YOUR PLAN



1. Consider the situation.
2. Consult with experts on the situation.
3. Develop your communications plan.
4. Create and engage your messaging.
5. Monitor, optimize and evolve.

STEP 1: CONSIDER THE SITUATION.

- Understand the facts and absolute truths as they relate to your brand (event, product, venue, etc.).
- What are the impacts?
 - Immediate (short-term)
 - Lasting (Long-term)
- What does this mean for your audience?
 - Personal and professional impact
 - Behavior change
 - Perception of your brand



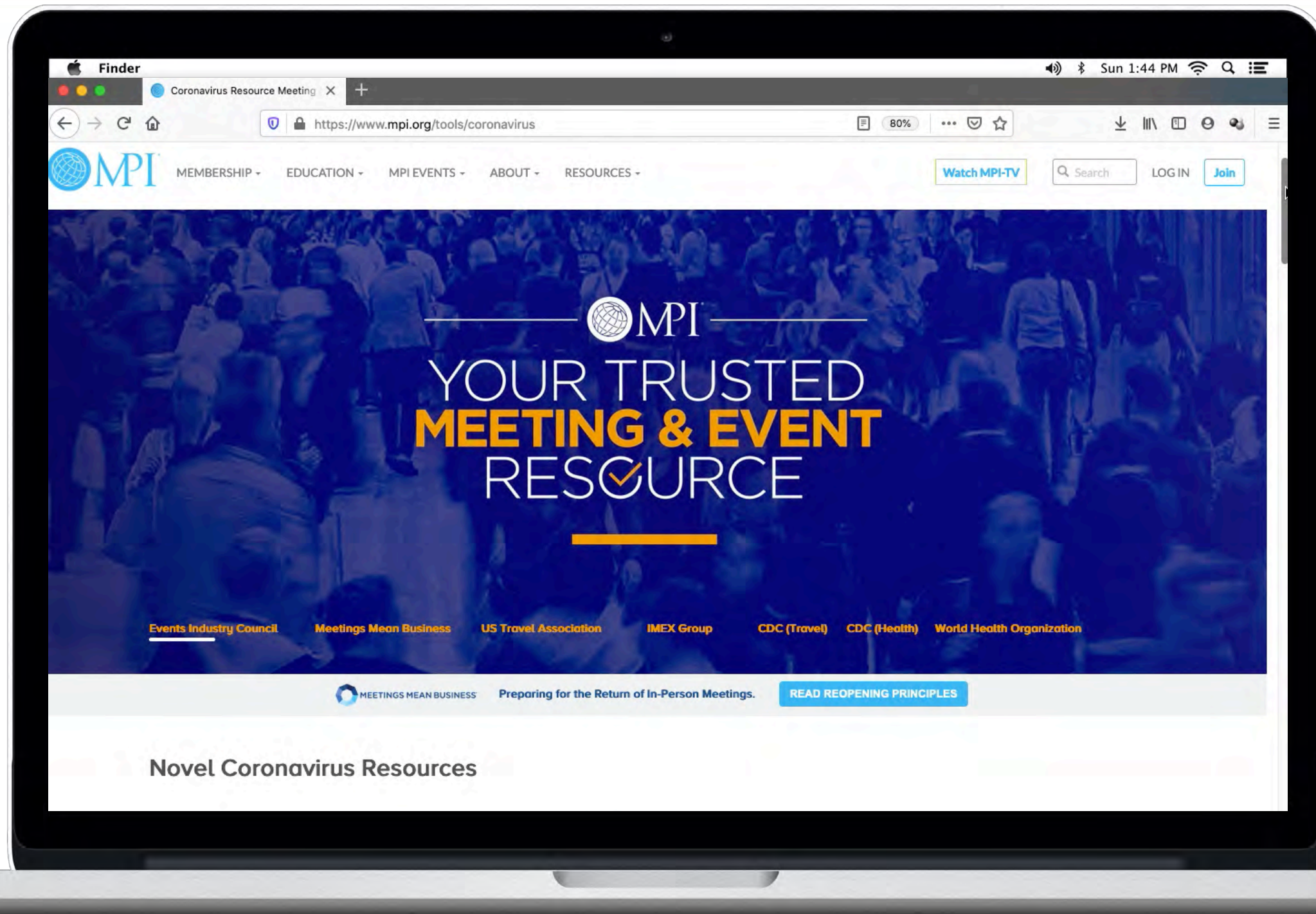
STEP 2: CONSULT WITH EXPERTS.

- Who are the unrefuted experts about the situation?
 - Make sure they are credible/respected
 - Make sure you don't leave out any part of your audience
- Consider related associations.
- Establish an open line of communications.
- Create a partnership, if possible, and share information ongoing.



-
- A central collage of communication-related icons. A large red megaphone is prominent on the left. Surrounding it are various icons: a thumbs up in a red speech bubble, a heart in a blue speech bubble, a person icon in a blue circle, a smartphone, a microphone, an envelope, and a paper airplane. The icons are arranged in a circular pattern, with a dashed line connecting the bottom of the megaphone to the paper airplane. The background is white with faint hexagonal patterns.

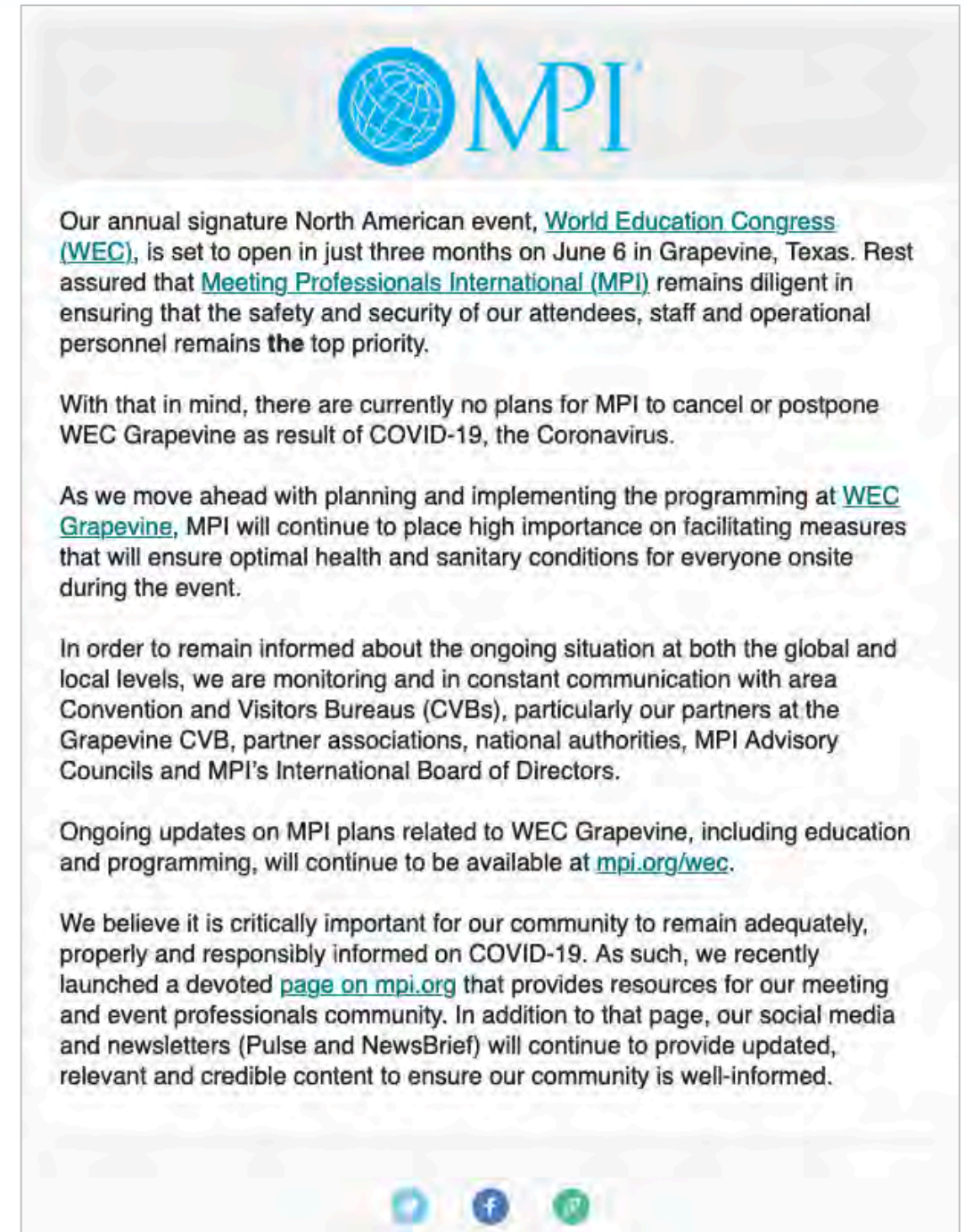
MPI: YOUR TRUSTED RESOURCE



STEP 4: CREATE AND ENGAGE YOUR MESSAGING.



- Use your internal organizational statement as guidance.
- Present a short, concise and focused message with limited detail.
 - Cut to the chase
 - Give action steps in positives, not negatives
 - Be empathetic, open and informative
- Use the proper channels and messaging to reach your audience
 - Social: Consider the network
 - Email: Consistent, yet don't overcommunicate
 - Website: Remain diligent in updating
 - Video: Great for emotional appeal; be mindful of quality



STEP 5: MONITOR, OPTIMIZE AND EVOLVE.

- Keep communications transparent and open, especially in social.
- Be responsive and aware, but don't overreact to feedback.
- Remain open and evolve as the situation does.
- BUT...stay true and consistent to your messaging strategy.



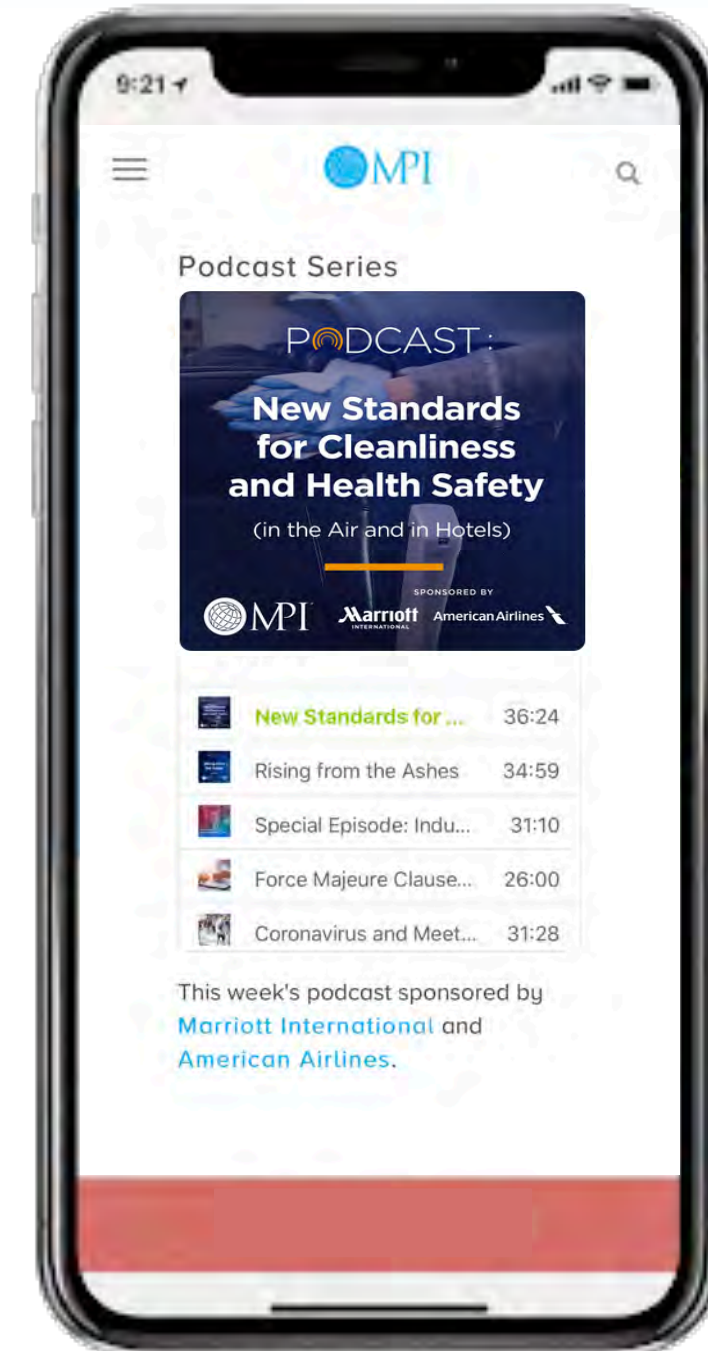
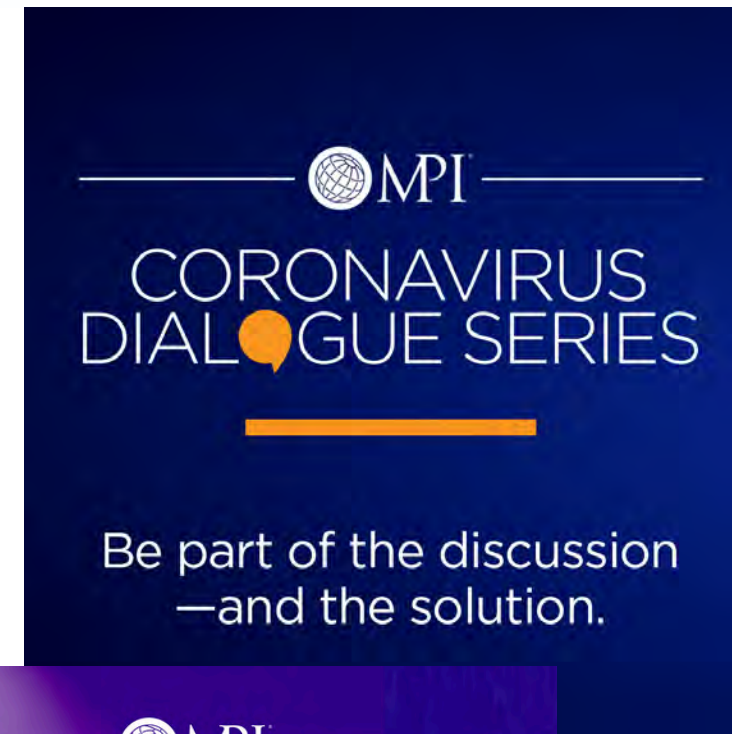
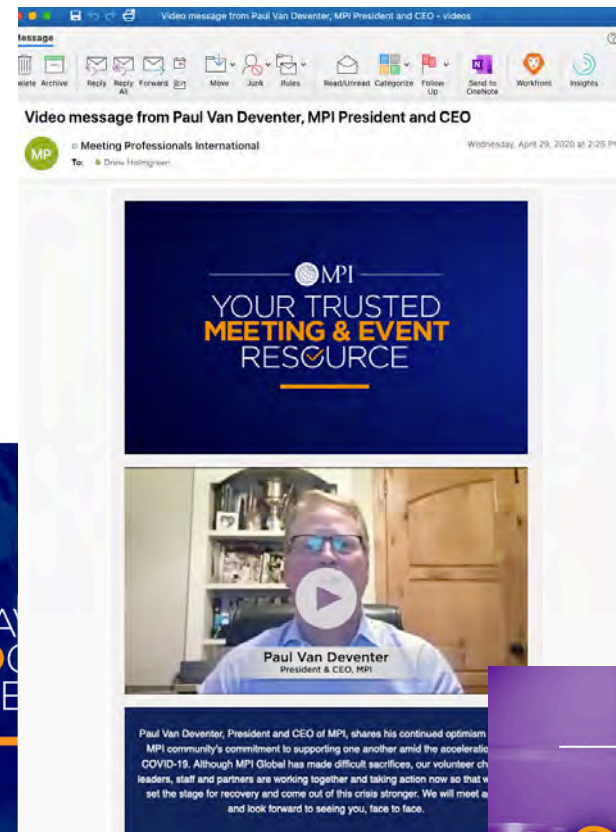
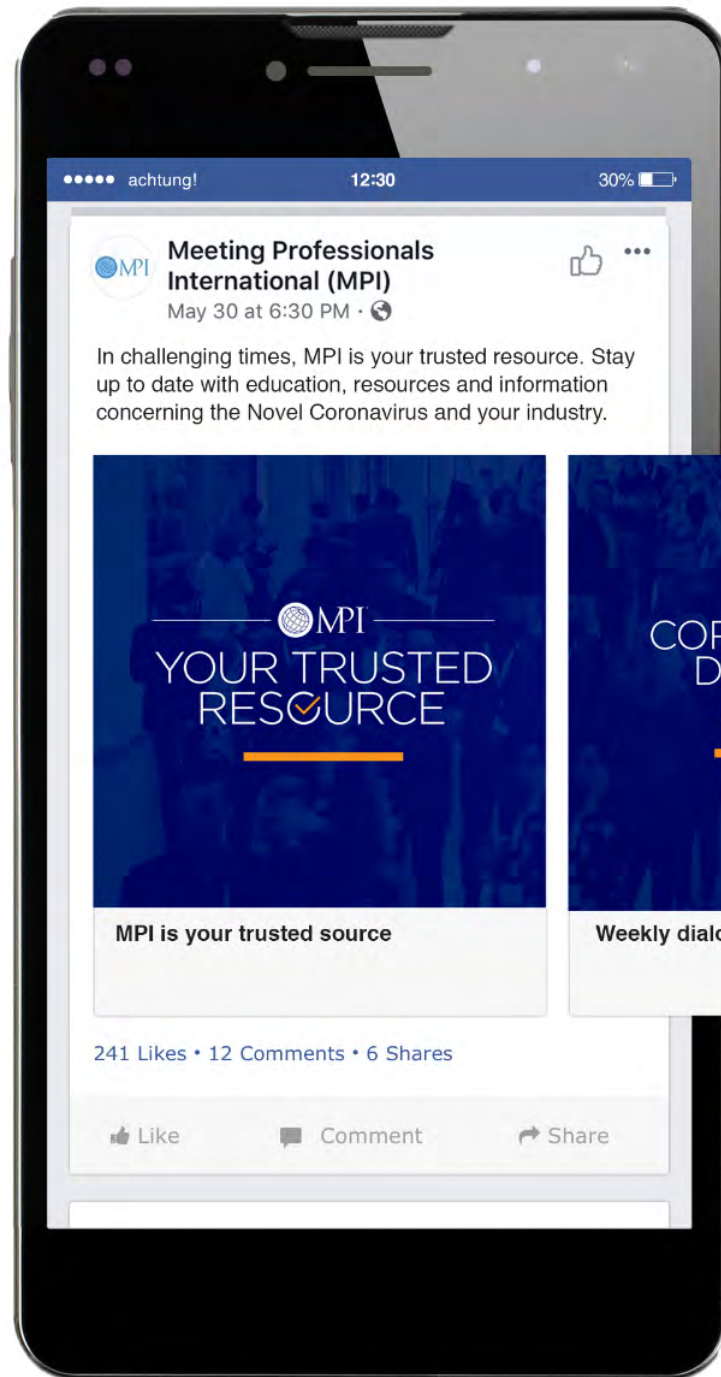
WHAT'S GOING ON AT GLOBAL?



When we **meet**, we change the world.SM

mpi.org

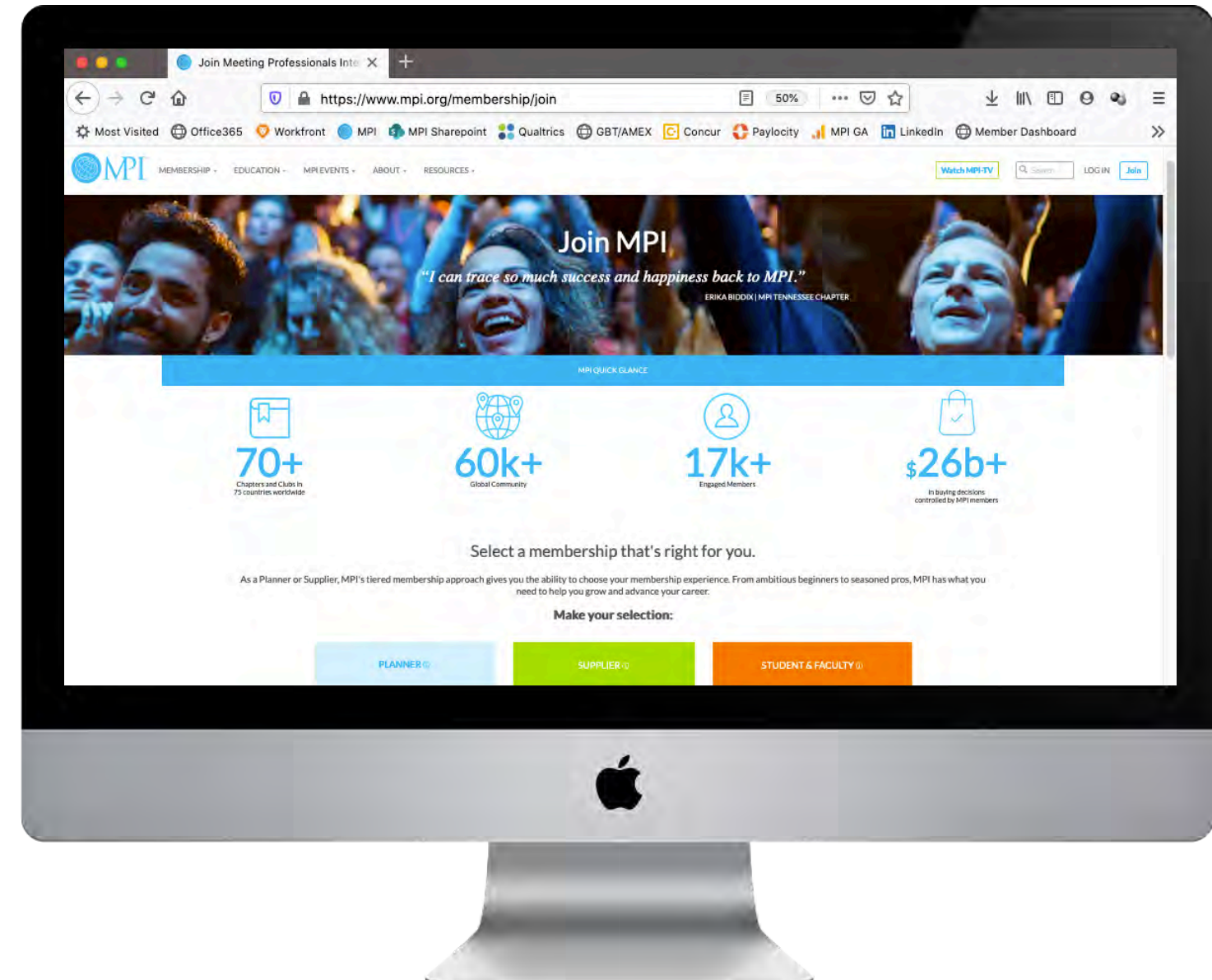
MARKETING: TRUSTED RESOURCE



MARKETING: MEMBERSHIP CAMPAIGNS



- “Typically” coordinated with the monthly themes.
 - Promotions primarily relate directly to member benefits.
- Existing global conditions call for very specific, incentive-based pushes.
 - GMID: 3mosfree offer
 - NNTN: 3PLUS offer
 - TrustedResources offer
 - MPI Foundation grant for renewals



DIVERSITY AND INCLUSION LEADERSHIP



DALLAS, February 5, 2020 — Meeting Professionals International (MPI), the largest meeting and event industry association worldwide, is proud to announce a partnership with the National Coalition of Black Meeting Professionals (NCBMP). It is the purpose of NCBMP to be the preeminent organization in educating African American association executives, hospitality professionals, and event industry leaders.

Meeting Professionals International - MPI
June 14 at 5:59 AM · 🌐

Time for Action | Modern-Day Support for Equity & Justice Panel Discussion 11 am - 12 p.m. CDT, June 15

Join MPI for this timely discussion of commitment to action and sustainable change in regards to increasing representation in leadership, supplier diversity and inclusive event practices. This webinar is FREE to all members and non-members. Learn more: <http://ow.ly/uySy50A7bpT>

Meeting Professionals International
48,095 followers
5d · Edited · 🌐

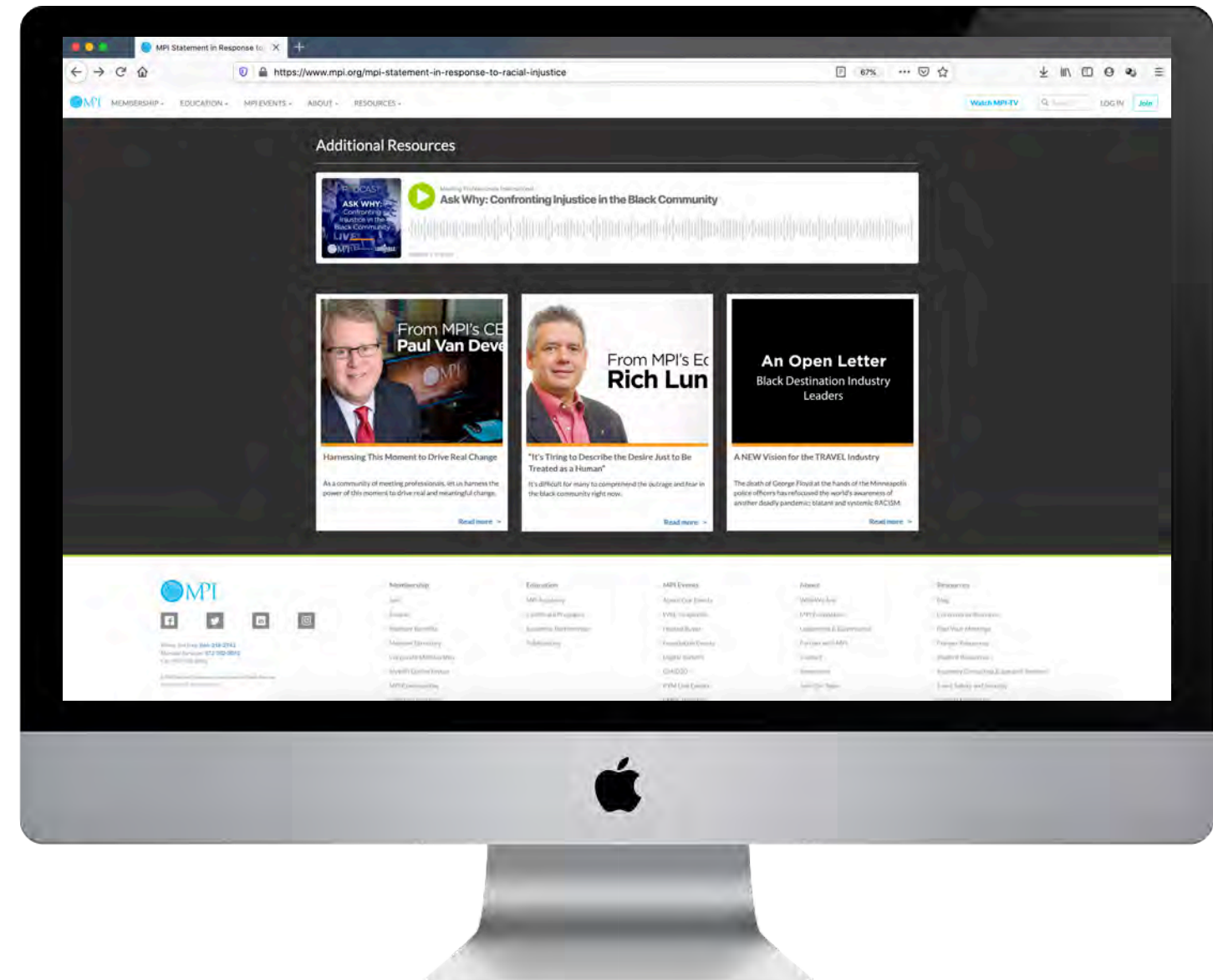
Chiriga "Zoe" Moore, CDP, Co-Chair of MPI's Diversity & Inclusion Advisory Committee, shares her perspective on the challenges we've faced in 2020, how we can find optimism amidst the pain and fight racism personally and ...see more



Zoe Moore
Diversity & Inclusion Advisory Committee Co-Chair, MPI

👍❤️🔥 35 · 8 Comments · 932 Views

👍 Like 💬 Comment ➦ Share ➦ Send



TIME FOR ACTION

JUNE 15, 2020

REUNITE FOR RECOVERY



MPI

wec3grapevine

TEXAS • NOVEMBER 3-6, 2020

REGISTER RISK-FREE AT MPI.ORG/WEC