

  
**CONNECT.**  
**REBUILD. RECOVER.**  
2020 CHAPTER BUSINESS SUMMIT  
JUNE 25-26 • VIRTUAL

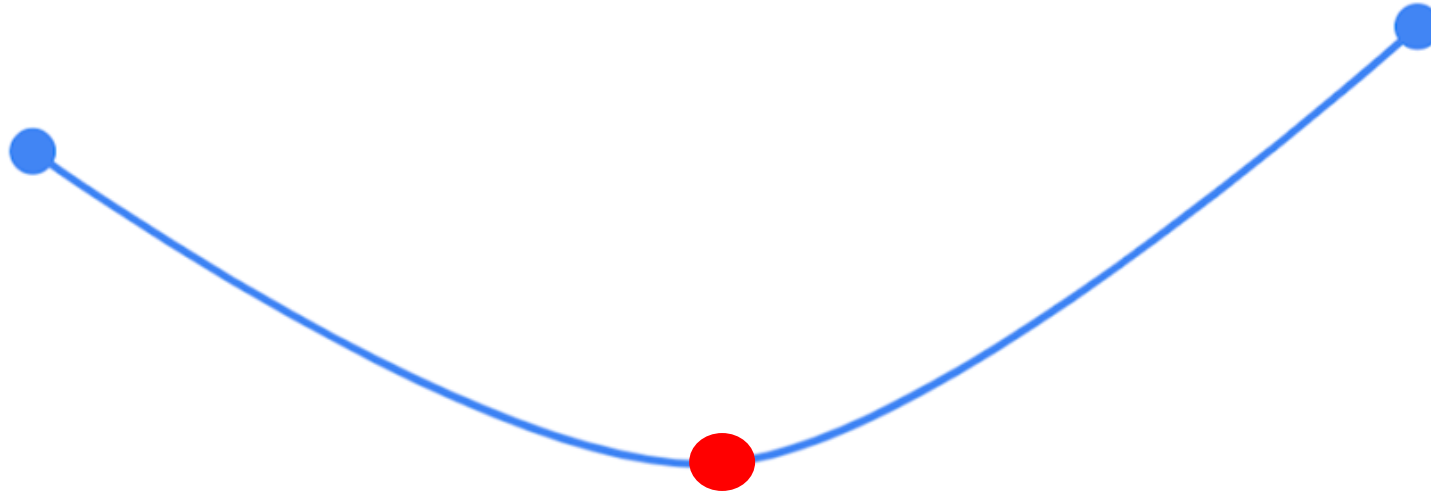
How we used the crisis  
as an opportunity  
to build a stronger community

**Elina Jutelyte**  
**President, MPI Belgium**

2018

2019

2020







# Slow Down to Speed Up

*Lead, Succeed,  
and Thrive in a  
24/7 World*

**Liz Bywater**



**45.95%**  
**membership**  
**growth**

**76% of annual  
cash flow**

**6 times more  
volunteers**

# What changed?



- **Team! and Time!**
- **Making events free for members to provide the value**
- **Focusing on innovation and cross-industry learning and featuring timely topics weekly**
- **Regular (daily) communication on all channels**
- **Keeping contacts engaged through digital campaigns, showing that they are part of the community**



[officialjadesimmons](#)



Not seeing the results & ready to give up? Consider this: the **LAST** thing to grow on a fruit tree is the fruit.

-Jade Simmons

