



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

# *Stay Relevant & Make It Personal*

**Joe Martin**  
**President, MPI Southern California Chapter**

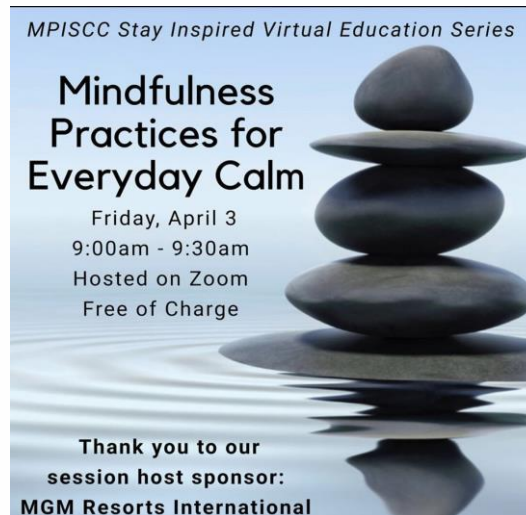


Think Strategic.  
Don't Create More Work.

# STAY INSPIRED EDUCATION SERIES



- Utilized Previous Programs & Speakers
- Invited Current Sponsors to be Hosts
- Opportunity for CE Hours While At Home
- Generated Revenue with a Small Fee





A Personal Touch  
Goes a Long Way...



# BOARD OF DIRECTORS SUPPORT



- Video vs Email Messages
- Direct Outreach to Members
- Chapter Chats





STAY INSPIRED PLAYLIST

# Dance With Us.



LINK IN POST TO OUR MEMBER  
GENERATED SPOTIFY PLAYLIST!



Member Curated Playlist  
for the New  
Virtual Work Day  
[CLICK HERE](#)





Lead With  
Confidence

# CONTINUE TO GENERATE REVENUE



- Customize Sponsorship Packages
- Webinar Host Sponsors
- Don't Undervalue Your Programs by Calling them "Free"
- Continue to Ask







# Stay Relevant

MPIISCC has risen up for  
our *LGBTQ community*.

We have risen up in  
support of *women's rights*.

Now we *RISE UP*  
to support our  
*Black community*.



Be Ready To  
Respond  
& Act Quickly.



# STAY INSPIRED!



- Think Strategic
- Make It Personal
- Lead With Confidence
- Stay Relevant



# THANK YOU!

Joe Martin

*Partner, BDI Events*

*2019-2020 President, MPI Southern California Chapter*

[joe@bdi-events.com](mailto:joe@bdi-events.com)