

## the EVENT - Re-Imagined

Sandra Moniz, CMP, CMM
The Event 2020 & 2021 Co-Chair,
Past President, MPI Toronto Chapter









## 3 Chapters, 3 Chairs, 1 Voice



Lisa Lipowski, CMP
Montreal/Quebec Chapter
Co- Chair, Communications
Curly Dog Communications Inc.



Sandra Moniz, CMP, CMM
Toronto Chapter
Co- Chair, Education
Tourism Calgary



Rebecca Trafford
Ottawa Chapter
Co-Chair, Logistics
Chic + Swell Event Designers

# the EVENT

Simply put, our goal was to do things differently. We wanted to challenge the "typical" conference format. We were not oblivious to the fact that there are many education and networking choices for event professionals to invest their time and resources.

Cultivation, Collaboration, and Elevation guide us to make the EVENT stand apart from the others.

## the PartnErship

3 Meeting Professionals International (MPI) Canadian Chapters partnered together to offer their memberships something bigger and better. Bringing together 3 <u>unique communities</u> to provide event participants the chance to expand network circles while strengthening existing ones. Sharing ideas, resources, revenues and expenses allowed us to achieve greater profit margins.

In 2018 the EVENT took place in Canada's capital, Ottawa, Ontario, Canada, in 2019 in our Country's city of love, Montreal, Quebec, Canada, and in 2020 the EVENT was to take place in Canada's downtown, Toronto, Ontario, Canada. COVID-19 had other plans.





## **Solution Centre**

- Solutions were created to reconnect, rebuild and recover.
- A communication plan was orchestrated to ensure that stakeholders were contacted in the right order.
- A COVID created response helped us stay connected with our community while we determine how to move forward.

### WE WILL MEET AGAIN

#### New dates to be announced soon

Stay safe & stay connected





## **Communication Plan**

The problem: Cancellations began to come in, Travel bans put in place, Borders closed, the Pandemic struck, many were/are without work.

The Solution: Continuous communication when relevant updates are available.

The Result: Reconecting Communities and Re-Imaging The EVENT 2021.







Toronto, ON April 15-17, 2021

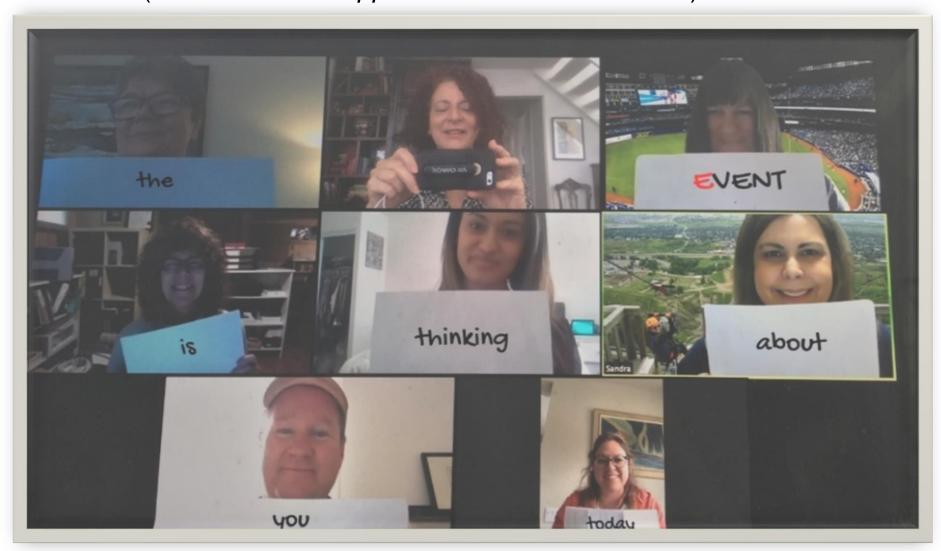






## April 2<sup>nd</sup>, 2020

(when we were supposed to be at The EVENT)



## A message from our Community...



**Insert video** 

## the **End**

