


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

the **E**VENT – Re-Imagined

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



the **E**VENT

Toronto, ON



April 2-4, 2020



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 **E**VENT

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 Partn**E**rship

3 Meeting Professionals International (MPI) Canadian Chapters partnered together to offer their memberships something bigger and better. Bringing together 3 unique communities 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 **E**VENT was to take place in Canada's downtown, Toronto, Ontario, Canada. COVID-19 had other plans.







COVID-19

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: Reconnecting Communities and Re-Imaging The **E**VENT 2021.



IMPORTANT ANNOUNCEMENT

THE **EVENT IS
POSTPONED**

QUESTIONS, PLEASE CONTACT leslie@the-ev



the **E**VENT

Toronto, ON



April 15-17, 2021



April 2nd, 2020

*(when we were supposed to be at The **E**VENT)*



A message from our Community...



Insert video

the End

