

Where Are You Now?





Help us get you to your chosen solution room on time.

Put the letter of the solution room you want in front of your name. If you need to walk away, don't close your Zoom window. Turn off camera/sound so you don't get bumped out of your room. Thanks!

Example: COM Kristi Sanders

OOP for OOP/Leadership/Volunteer Care

MEM for Membership

COM for Comm/Marketing/Community

EDU for Education/Special Events **FIN** for Finance/BizDev/Sponsorship **DIV** for Diversity & Inclusion

To change name, click "Participants" & hover over your name. Select "More" and "Rename."



Michelle Johnson

MPI Facilitator/Emcee

Rick Weaver
MPI Facilitator/Emcee

Welcome! Welkom! Wilkommen! Bienvenidos! Benvenuta! Bienvenue! ようこそ! Hoşgeldiniz! Witamy! Velkommen!



Help us get you to your chosen solution room on time.

Put the letter of the solution room you want in front of your name. If you need to walk away, don't close your Zoom window. Turn off camera/sound so you don't get bumped out of your room. Thanks!

Example: COM Kristi Sanders

OOP for OOP/Leadership/Volunteer Care

MEM for Membership

COM for Comm/Marketing/Community

EDU for Education/Special Events **FIN** for Finance/BizDev/Sponsorship **DIV** for Diversity & Inclusion

To change name, click "Participants" & hover over your name. Select "More" and "Rename."





2020 CHAPTER BUSINESS SUMMIT JUNE 25-26 • VIRTUAL

Day One Recap





We Love Our Community Sponsors!





We Also Love Our Presenting Sponsors!

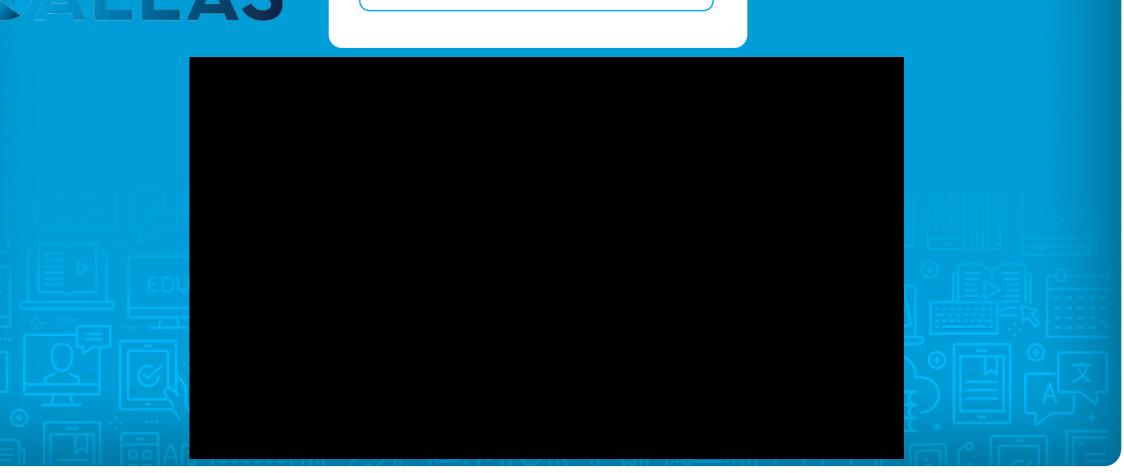






JUNE 25-26 • VIRTUAL

VISIT DALLAS





Chapter Success Stories



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

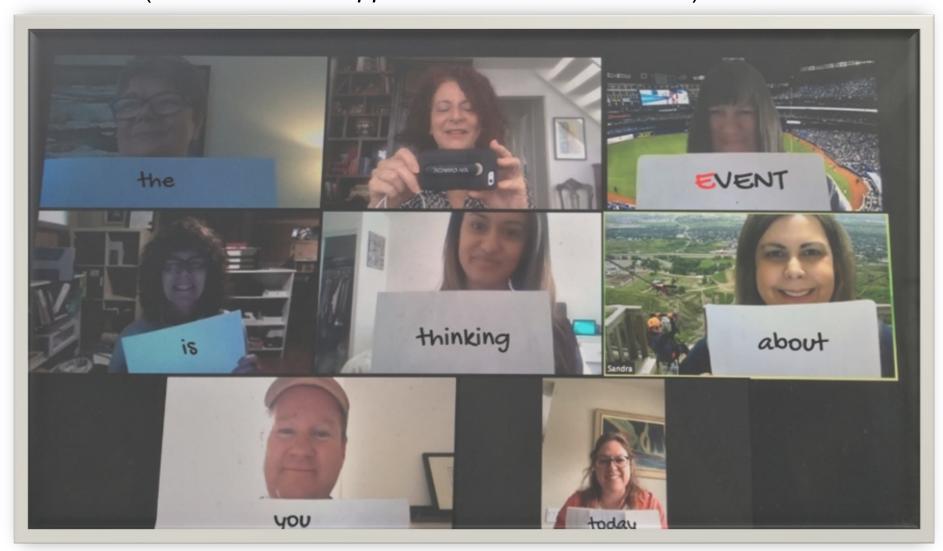






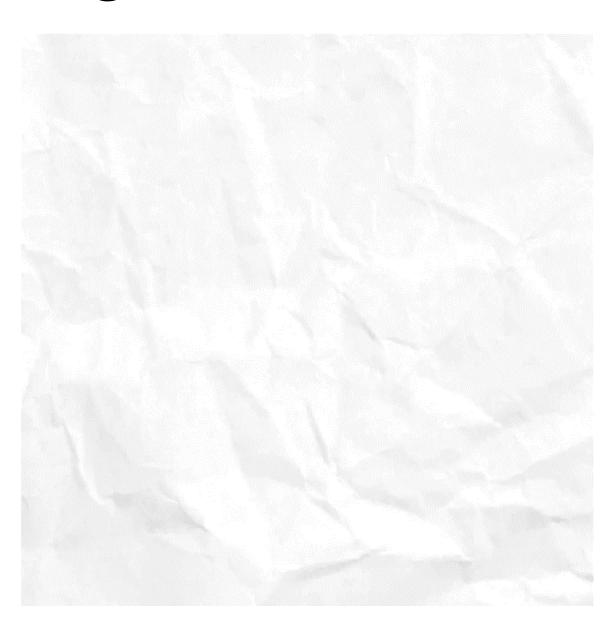
April 2nd, 2020

(when we were supposed to be at The EVENT)



A message from our Community...





the **End**





Questions?

Sandra Moniz, CMP, CMM
The Event 2020 & 2021 Co-Chair,
Past President, MPI Toronto Chapter
smoniz@meetingscalgary.com



Stay Relevant & Make It Personal

Joe Martin
President, MPI Southern California Chapter

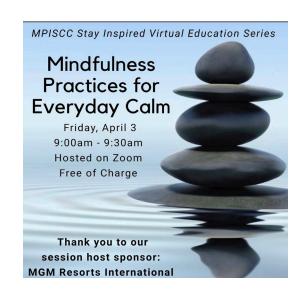


Think Strategic. Don't Create More Work.

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

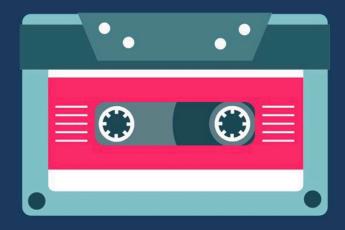






STAY INSPIRED PLAYLIST

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

MPISCC 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







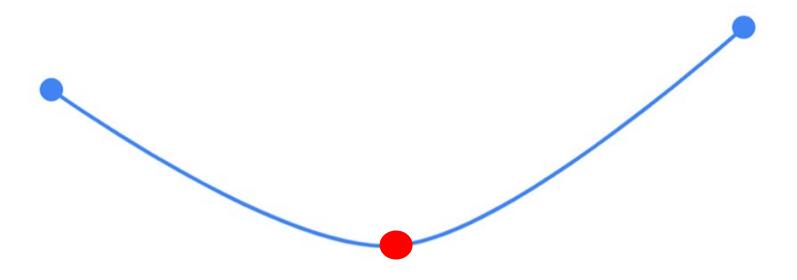
Questions?

Joe Martin
2019-2020 President, MPI Southern California Chapter
Partner, BDI Events * joe@bdi-events.com



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,

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

Liz Bywater







45.95% membership growth



76% of annual cash flow



6 times more volunteers



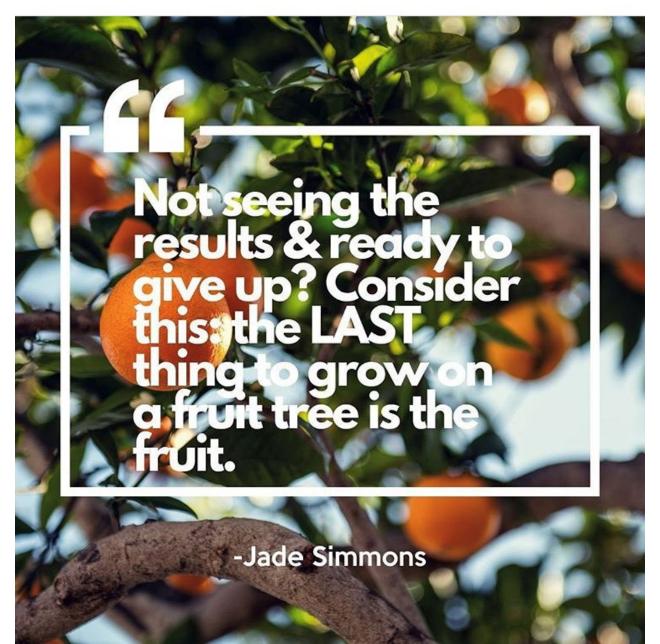
What changed?



- 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











Questions?

Elina Jutelyte
President, MPI Belgium
elina.jutelyte@endo-exo.net



MPI Mexico, Caribe Mexicano & Colombia

How we leveraged MPI champions in satellite cities to create new chapters and clubs throughout Latin America



We are the Champions!

Claudia Isabel Cardona Mejia MPI Colombia Regional Director









MPI Mexican Caribbean Chapter Success Story

Valeria Serrano President



It all started with a DREAM





SHARING

vision project leadership





FINDING THE TEAM

passion

experience commitment



PURPUSE.







educate joining forces promote community networking





BUILD / CREATE



EXECUTION











CONTINUITY









goals community education no

y deliver networking



OUTCOME



CONNECT.
REBUILD. RECOVER.
2020 CHAPTER BUSINESS SUMMIT







MPI Colombia Club Success Story

Sergio Vargas President



OUR BACKGROUND

Colombia has been a worldwide example in the Mice industry







OUR PURPOSE

Dignify our profession in a prominent way







THE REASON

The human quality of Colombians

... warmth, closeness, energy, attitude and desire to do great and memorable things







COLOMBIA



(Knowledge + Skill) x Attitude



1



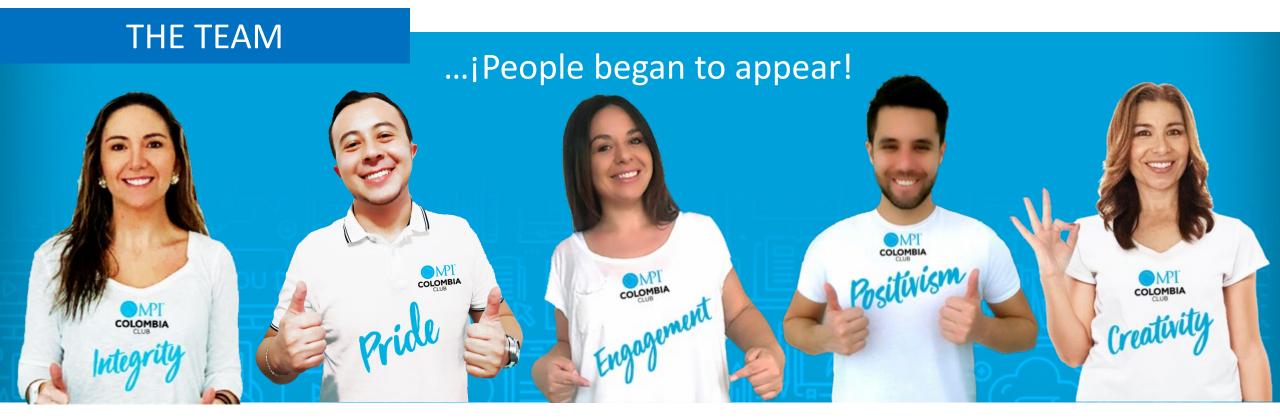
OUR MENTOR

¡MÉXICO Shared its dream!

















4



BUILT

We built the pillars of this great project







CONTINUITY

Insist, Persist,
Resist and Never
Give Up

P2P







CATLEYA, the flower of our country, it takes months or years to bloom, but when it does it becomes the most beautiful orchid on the planet











Questions?

MPI Mexico,
Caribe Mexicano & Colombia



Chapter Success Stories Takeaways



Help us get you to your chosen solution room on time.

Put the letter of the solution room you want in front of your name. If you need to walk away, don't close your Zoom window. Turn off camera/sound so you don't get bumped out of your room. Thanks!

Example: COM Kristi Sanders

OOP for OOP/Leadership/Volunteer Care

MEM for Membership

COM for Comm/Marketing/Community

EDU for Education/Special Events **FIN** for Finance/BizDev/Sponsorship **DIV** for Diversity & Inclusion

To change name, click "Participants" & hover over your name. Select "More" and "Rename."



2020 CHAPTER BUSINESS SUMMIT JUNE 25-26 • VIRTUAL



Chris Bent
chris@piccles.com
https://www.linkedin.com/in/chrisbent/







Solution Room Takeaways



Annette Gregg Senior VP, Experience, MPI



Thank you for joining us! Look for the postevent survey & let us know how we did.

We anticipate great things from you. Hang out & let us know what you're most excited about! We'll keep the room open for 30 min.