



2020 Chapter Business Summit Breakout & Solution Room Notes

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OFFICE OF THE PRESIDENT/LEADERSHIP/VOLUNTEER CARE

NOTES FROM DAY ONE BREAKOUT

- It's OK and should be encouraged to ask for help
- Take care of yourself so you can care of your members
- Encourage your board to not just share updates during monthly meetings but also share how they can help other departments and share what help they might need from the rest of the board to accomplish what they're working on
- Chapter Leaders enjoy the Thursday happy hour with Kristi, being able to connect and share with other chapter leaders.
- Every chapter's VPs of Communications has the ability to [post chapter events in the All Members Forum on MyMPI](#) when they're logged in. Encourage your VP of Comms to post your chapter events (don't select a specific community if you want it to show up in the main room) so that everyone can see & attend these virtual chapter events around the world. If you need access and don't have it, email Yvonne Moreno at ymoreno@mpiweb.org
- Work with bordering chapters to create an affiliate member program to generate additional revenue.
- Encouraged a pay what you can for virtual meetings, not free as they still have value.
- Past Presidents Council - keep active.

SOLUTION ROOM NOTES

COVID
Concerns

- How to best support members when many have lost jobs?
- How to grow the Chapter in this climate?
- How are others dealing with budgets with severe reductions in revenue?
- How to best develop alternative plans if there is a second wave of quarantine?

- SHANNON - Tennessee has formed a financial grant committee to help members attend events
- Patrick MPI Greater New York - community support fund to support members - any member can apply grants for up to \$500
- Brianna - Washington chapter - Question: a huge chunk of our budget is taken up by our chapter admin. And we struggle to have a convo about that since they essentially manage our books. It makes it hard to negotiate when they are in there. So, our current negative budget is mostly their fees. They have reduced them slightly, but it still seems awkward.
- TARA - many chapters in same boat - suggest start conversation from a basis of scope of work. Many admins go above and beyond / potential dialogue is that work will potentially come back
- Pia - Westfield - they took some of the work back / and took it upon themselves.
- Joe - SoCal - Came from a point of shifting admin focus to sponsorship efforts so did not have to reduce costs
- From OOP - Stephanie Sadri - We tweaked our survey to ask what we can do to support them better. We also had the board call each member and check in with them. We have a document that says if people have been furloughed etc
- Joellen WISCONSIN - some of their clients have asked to move to a reduced admin support package. Stayed with current admin
- TRACY SHORLE admin - willing to talk offline about ways to focus scope of service
- STEPHANIE SADRI - ROCKY MOUNT - their admin handles all sponsorship and advertising and rose to the challenge to take on more for the chapter at the same fee / walk thru it with them

WHAT ARE YOU DOING TO ADDRESS LOSS OF REVENUE?

- JOE SOCAL - advertising promotion “we are here for you when you are ready” excited to see how it goes. Not begun yet
- CHELSEA MPINCC - offered first 2 meet ups comp / charged for annual awards \$10 / \$20 - guest count was same as free program. People ARE willing to pay! Pulled partners to sponsor virtual programs.
- ANDY LONGO - focus on growing the membership / but delays in reimbursements / wonders if a dues structure outside global should be considered? Should we get creative with new revenue streams?
- From OOP Allyson Wagner - MPI Georgia just produced our postponed Tech Summit (from March) and combined with our annual awards gala. We charged \$65 for members/\$85 nonmembers and sent a cool gift box loaded with items from sponsors and a special MPI Georgia item just for members valued at \$30. We had about 80 attendees and it turned out to be a money maker for us. Our sponsors were very pleased with the exposure.



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- OOP: Nicole-MPI Carolinas: How is everyone doing Silent Auctions? Ours was cut with our annual meeting and now we feel weird asking for donations and then asking our laid off friends to SPEND.
- Patrick Greater New York - moved auction to next year
- Revenue suggestion - Take CMP study group virtual

HOW ARE CHAPTERS DEALING WITH LOSS OF BOARD MEMBERS?

- Theresa - Upstate New York - we are cross training ppl. Everyone is on board so far it gives them purpose each day.
- From OOP- Liz Hogan NF - We have contingency plans for a few members that have expressed possible concern at later date.
- PATRICK - NNC - lucky to have a full board / previous board member are staying involved to provide support

IPPs: WHAT WAS HARDEST THING DURING YOUR YEAR? WHAT DID YOU WISH YOU KNEW? WHAT WOULD YOU HAVE DONE DIFFERENTLY?

- JOELLEN / WISCONSIN - don't assume things are being done make sure you follow up and check in with directors more often / try to keep up motivation thru COVID
- NICOLE / CAROLINAS - started doing calls every other week / took a step back and drilled down on the basics / keep reviewing business plan
- CHELSEA / NORCAL - hardest thing was prioritizing / wishes she would have done a better job reaching out to unengaged board members
- KATELYN / UPSTATE NY - came off a couple of tough years before COVID / wishes she had been clearer about expectations / wishes she had stayed on top of VP's more closely / let board members know they need to speak up
- SHANNON / TENNESSEE - didn't realize she was sharing her thoughts before asking for their board thoughts first

DIVERSITY & INCLUSION (OOP & SOLUTION ROOM NOTES)

- Find out what D&I mean to membership and what their expectations are.
- Address barriers that chapters may have in starting D&I efforts.
- Include NCBMP members in the chapter outreach.
- Actively recruit diverse members & invite them to join committees, apply for leadership positions
- Consider creating a board position or leadership committee to address D&I initiatives and engagement for your chapter

DIVERSITY AND INCLUSION

- Nikki and Gary serve on this task force
- NIKKI / PHILLY - D&I subcommittee has been put together to support chapters. Will be available soon. Chapter level Philly awards a scholarship that provides annual membership and WEC reg for a diverse member.



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- GARY / NORCAL - global has been focused on this initiative the past few years. Exploring ways chapters can use practical applications to navigate. Looking at practical guidelines to a committee member becomes part of chapter leadership
- CHRISTINA / TORONTO - her committee is doing a needs assessment to understand the need and culture for MPI global. At chapter level they are addressing what areas they can do better and developing a committee

WHAT ARE TOP 3 THINGS LEADERS CAN DO AT CHAPTER LEVEL RE: D&I?

- GARY - take a survey to understand demographics of membership
- TANIDA - need to establish a structure / decided to create 3 pillars to funnel ideas
- On July 2 we will be having a casual Chapter Leaders conversation about what chapters are doing around D&I. it starts at 5pm ET, and here's the link to join on July 2:
<https://mpiweb.zoom.us/j/135904473>

MPI GLOBAL RESOURCES

- [MPI Equality & Justice Resources](#)
- [MPI Statement in Response to Racial Injustice](#)
- [MPI Principles of Professionalism](#)

EDUCATION

MPI GLOBAL RESOURCES

- Use the [E-speakers platform](#), majority of the 72 in Education b/o room are not familiar -> but it's on [MPI's Planner Resource](#) page
 - Costs are listed for speakers, but many are negotiable
- Partner with other organizations who can provide relevant content. (ex, NACE and others)
- Past presidents could act as speakers. Board Member are also great speakers based on the topics that we want to fill
- MPI Global staff & board members are available at no charge if you want a global update, not custom content: [Learn more & apply here](#).
- Familiarize yourself with the resources on the [Education section of the Chapter Leader Resource Page](#) - There are pre-recorded ED videos that you can use under "Ready Set Meet"
 - Pre-recorded sessions are pre-approved for CEUs, but others are not and will need to apply for CEU credit

BUDGET-FRIENDLY IDEAS

- Local chapter of Speakers Bureau to see which speakers might be willing to speak for exposure
- Jan Spence (Jacksonville, FL)
- Local Government officials cannot accept payment
- Tonight Show Panel (mini Ted Talks) – Deep Dive they can breakout into b/o room



2020 Chapter Business Summit Breakout & Solution Room Notes

TOPICS OF INTEREST

- Contracts and Negotiation
- Event Insurance
- Diversity and Inclusion
- Virtual Platforms
- Wellness/Mental Health
- Personal Branding
- APEX Post COVID19
- Leading Teams Virtually
- Hybrid events
- Honest Talks (Etiquette, Ethics, Inclusion)

DIGITAL EVENT PLATFORMS & TIPS

- Use member director to see if Platform is an MPI Membership
- Sponsors have funds like GrubHub, Food delivery companies, event insurance, Think differently about sponsorships. Virtual FAM Trips.
- We're doing a panel discussion with members talking about their process and how they transformed their virtual events, almost like a case study event, as well as featuring suppliers as how they've reimagined their businesses
- Speed Dating by Platform (see virtual platform slide)
- You can use the pre-recorded ed session but have the speaker come on at the end for the Q&A
- Partner with other Industry Associations
- Go to the organizations that have money right now (i.e. Platforms, GrubHub, Food Delivery, Event Insurance)
- Virtual event platforms, we're doing a panel discussion with members talking about their process and how they transformed their virtual events, almost like a case study event, as well as featuring suppliers as how they've reimagined their businesses
- Speed Dating by Platform (see virtual platform slide)
- Provide virtual 'goodie bags' from the sponsor (i.e. grub hub)
- Virtual happy hour rooms. Visit different rooms to sip on your drink, play pub trivia and have a virtual visit of a venues space
- Sparkup is also a good engagement tool
- Have a virtual host/DJ

MEMBERSHIP/MEMBER CARE

- Connect with your Membership Engagement Rep at Global ASAP. They will be your best resource for member care, connection and community support
- Membership becomes the Connection to Engage, Inform and Assist members
- Links to Slido Membership poll:
<https://infographics.sli.do/?i=NDZiODA3MzktMmE1MS00YjI4LWJmNmQtNzJhMzdlMmZlYzNk>
- Membership should do a "deep dive" into the Chapter Leader Resource Page ([CLRP](#)), get familiar with Toolkits, Reports, Chapter Leader Newsletter, and Marketing Calendar

HOW CAN MEMBERSHIP ACTIVATE DELIVERABLES? (Slido Question #1)

- Call your members - Call lists don't be afraid it's an easier reach out -- they have Time.



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- Volunteer
- Volunteerism is a benefit – IT'S THE ASK. Tie to the support you need

It's about the "meaningful ask"

- Understand what the ask Means to the member don't be afraid -- are looking to talk/offload - response will be positive board + committee
- Also clean up contact info and encourage member to make sure they are current Personal ties to reach out encourage them to engage
- Some let members decide who will call them!!!

"We let our check-in call volunteers choose who they wanted to contact from our master list. This allowed people to call those that they have a connection with or want to have a connection with"

- Resume Builder -
- Unique Engagement
- Web to communicate
- Video Messaging

HOW CAN YOU BEST ENGAGE MEMBERS TO KEEP THEM INVOLVED? (SLIDO QUESTION #2)

- **Mentors**, calls, Personal Communication one on one ask
- **Thank Them, recognition**
- Virtual Events -
 - New Jersey - Big variety -- Town hall is successful, game nights
 - Trivia, meet-ups, new membership events, seen increase in participation
- Onboarding is Key'
- Partnering

WHICH ACTIVITIES HAVE THE MOST IMPACT? (SLIDO QUESTION #3)

- Meaningful ask - personal touch
- Certified education Content
- Town halls
- Faculty and student engagement Plan
- Emerging professionals - age/ time in industry - Just joined personal touch

CBS MEMBERSHIP TAKEAWAYS

- AnaLaura Becerra ; That you can break the status-quo!
- Rochelle Moneta - Call, Connect, Care
- Sam Rocc leverage volunteering for free membership or \$\$\$ off
- Tracy Anderson - P2P
- Freddie Templeton AM - I like the scholarships for Volunteers
- Sophie Curtis - tie scholarships to volunteer hours
- Marjorie Stone - How important a personal call can be
- Elizabeth Buhl - Job recommendations for volunteers
- Kat.Uzzelle - Member calls - ambassadors
- Kim Bishop - Connect with all Members
- Dolores Castillo MEXICO - Put us together to start TALKING to our chapter members...

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- Marcy - personal interaction is everything
- Juan Guillermo Carvajal - Thinking out the box
- Reggie Driscoll - I enjoy the variety of ways to reach out to new and current members. There is no way our team would have thought of all of these.
- Carole Johnston - Value and Connect
- Kerri Fay - really like the idea of resume building and references for those out of work. MPI can be another resource for those in need.
- Reggie Driscoll - Reset, Recover, Revive as a thought process.
- Elizabeth Brazil- Different membership support offerings such as letters of recommendation or membership participation
- Stephanie Kennedy -make more personal calls and connect personally with our members and find out what they need from the chapter.

Link to Day 2 Slido Polls

- <https://app.sli.do/event/anpiki5u>
- <https://infographics.sli.do/?i=MWI0MzUwMjAtZDBiNS00YmRiLWlxYzEtMmI2YjU2YTU5NjA5>

COMMUNICATIONS/MARKETING/COMMUNITY ENGAGEMENT

NOTES FROM DAY 1 BREAKOUT

- New MPI member recruitment video spot available
- Need to focus communications on value of membership
- Q: Are videos available in different languages? (Bruno De Man)
- MPI page views have increased dramatically since start of pandemic
- 830 accepted 3-month free membership offer - 15 have already converted - aiming for 10% gain in paid membership from that group
- MPI mission and vision statements are broad enough to work globally or locally
- Planners want education, then networking; Suppliers want networking, then education - keep in mind for targeted marketing
- Top reasons for joining are education and networking. Top reason for leaving: Did not see value
- Demonstrate value through getting members involved
- Membership value far outweighs cost of membership in monetary terms
- As a 501(c)3, limited in ability to conduct lobbying activities, so provide reach through partnerships that are global region-specific
- Social media is not the only channel for message! Make sure to consider relevance to target audience and the timing of the messaging and customize for the channel.
- Highest level of conversions for education programs happen about a week out from event date.
- Best case is when Global and local chapter messaging align, but flavored by local culture/needs/specifics
- MPI Global develops marketing calendar and toolkit for chapters to align with Global marketing campaigns - alignment underscores cohesion
- MPI does make adjustments due to crises, such as COVID, which may impact lead time of toolkits
- MPI Global needs content input from you! Blogs, event highlights, partnerships, etc.
- Crisis communications are carefully tailored and there is a preference for any similar chapter communications to be run through Global to be vetted by Diversity and Inclusion, Brand standards, etc.
- Email suggestions or questions to communications@mpi.org

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- Create content repository and update frequently during a crisis or direct to MPI Global's
- Be responsive, aware, honest, transparent, and available - but be careful with overly critical reactions
- MPI Global will work on "how-to" tutorials to help train MarComm board members and volunteers
- MPI Global will also try to make toolkits to accompany the Diversity and Inclusion marketing campaign
- Hootsuite is a great tool for helping to aggregate efforts with social media
- Social media frequency is message-dependent, but should be relevant and not contribute to "noise"

SOCIAL MEDIA BEST PRACTICES

- Don't limit to only this channel
- Need a clear call to action
- Identify where your target audience is - which platform are they using?
- Engage - ask questions, share images, respond to comments; cut sheer logistical info to just 10% of messaging
- Best practice from MPI Ottawa: Have a volunteer dedicated to each platform
- Best practice: Add calendars to highlight events on different social media platforms
- Best practice: Use "Stories" on available platforms
- Best practice: Use bit.ly links or Cvent links to track click thrus from social media to registration site
- Canva.com is a great tool for creating graphics without experience and there is a free version
- Hootsuite helps aggregate social media activities
- Ensure to use personal touches - highlights of members, etc. to engage audience
- Best practice: Use Influencers (Thought leaders in the event space) to help push MPI content
- Facebook/Instagram Live segments - promote in advance, only original royalty-free content (be careful with music); length depending on whether it's a quick teaser or a longer content broadcast; In FB Live, you can break longer content into excerpts for replay later
- Incorporate short video clips via stories or promo clips
 - Tips for [creating testimonial or case study videos](#)
 - Tips for [making social media videos](#)
 - Record board members or upload sponsor videos to YouTube and then link the image in your newsletters

TIPS FOR "SOCIAL MEDIA TAKEOVERS"

- Give person a temporary password to access account and collaborate on what kind of content they will be post; person promotes the upcoming takeover on their own channel; person curates content on MPI social media channel for the day
- Best practice - MPI Ottawa: Influencer/Champion Sponsor sends 12 posts/images that chapter pushes out on selected social media channel

REACHING NEW MARKETS & AUDIENCES

- Leverage programs for [students](#)
- Increase diversity by partnering with other local associations

PANDEMIC COMMUNICATION TIPS

- Use video messages to send out

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- Only communicate essential messages to avoid adding to the noise
- Be personal and transparent

TIPS FOR RECRUITING & MANAGING MARKETING TEAM

- Rename “marketing committee” and its subgroups to something fun, aka, “Social Media Squad” or “Community Ambassadors” so it feels less intimidating and more approachable if volunteers are not marketing professionals
- Define commitment expectations (example: will take 1-2 hours a month)
- Recruit from new and existing members and try to have one point-person per focus area (ex: newsletters, social media, membership)
- Match tasks with interests (example: visual storytellers with Instagram, writers with copy-editing tasks)
- Build marketing plans off the 18-24-month calendar in collaboration with other board members
 - Create timelines related to deliverables needed from other board members (e.g., speaker info, dates/location info, etc.) & bring up help needed or important dates at board meetings to keep things on track
 - Create an editorial calendar, working 6-8 weeks backwards from milestone events
 - Use Global’s marketing toolkits (fresh membership content monthly) & play off those themes
 - Don’t be afraid to drip or tease content before you have all the details (e.g., save the date, get ready, can you guess what this is?)
 - Create social images and text members can share to increase your sphere of influence & share in chapter newsletters/through social channels
- Divvy up the tactical work among volunteers and meet regularly
 - Use a project management tool, like Basecamp or Slack to keep people connected and accountable for deliverables & deadlines
 - Encourage people to ask for help rather than hide needs
 - Pair people up so they’re not trying to shoulder the load alone

TEMPLATES FOR STRATEGIC ALLIANCES AND SPONSORSHIPS

- Check the [Finance CLRP “Sponsorship” section](#)
- Also look at what other chapters are doing for inspiration
 - [MPI Wisconsin](#)
 - [MPI Tampa Bay](#)
 - [MPI Netherlands](#)
 - [MPI Ottawa](#)

WAYS TO DRIVE ADVERTISING REVENUE/SPONSORSHIPS

- Have sponsors highlight how they solved a customer challenge as opposed to a typical sales spot
- Social media takeovers - see below
- Identify sponsors with a similar target audience, but outside of the typical hospitality industry targets i.e. wine tasting experience
- Have a conversation of what benefits would be most impactful to sponsors outside of typical sponsorship packages

NEWSLETTER PLATFORMS

- Mailchimp
- Constant Contact



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LEVERAGING MPI COMMUNITIES

- Use Community Membership Report in CLRP to identify subgroups already dominant in your membership
- Toolkits forthcoming to help share resources to target certain subgroups
- MPI working on a more vibrant forum for My MPI to launch in 2021
- [List chapter events in My MPI](#) groups, particularly with virtual events - VP of Comms should have access. When you post the event and don't pick a Community, then it will show up in the main area that all members can see (All Members Forum) - or you can target a specific community

FINANCE/BUSINESS DEVELOPMENT/SPONSORSHIP

QUICKBOOKS & PROFITKEEPER (CHAPTER ACCOUNTING PLATFORM)

- QuickBooks training links are on the [Finance CLRP](#) & Google is best for quick answers
- [This quick video](#) (10 min) walks you through how to close out your month with Profitkeeper – this is an add-on to QuickBooks which will be added to your online accounting platform this summer

REBATES

The intent is to restart after the original 120-day freeze. But just like MPI did the best, base, worst case financial forecasts, the chapters created budgets without rebates through Dec. just in case (worst case) at their annual retreats. There will be an update in August to provide clarity to chapter leaders.

TIPS ON FINDING NEW SPONSORS

- Ask your partners, what is beneficial to them
- Sponsorships: Don't forget you can be selling ads; customized sponsorships- webinars, space on website,
- Successful Sponsorship Strategies/Benefit Plans
- Sell Ads on Virtual Events
- New Cash Sponsor Opportunities (Ideas on who else would like to engage with us?)
 - Food Delivery Services
 - GrubHub
 - Postmates
 - Virtual Platforms
 - Telehealth Companies
- Idea: Smaller Chapters should seek in-kind sponsorships to offset hard costs

TIPS FOR ENGAGING WITH EXISTING/PREVIOUS SPONSORS

- Look at all media outlets, create packages and sell at a lower rate
- Sponsored virtual backgrounds to use at upcoming virtual program
 - Photographer may want to sponsor
 - Virtual background contest - have members submit and all can use the winning one for another program
- Invite annual sponsors to host weekly MPI Coffee Talks
- Extend current sponsor benefits out another 6 months

TRACKING SPONSORSHIPS

- A sample sponsorship tracking tool is found on the [Finance CLRP's Sponsorship section](#)



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FUNDRAISING TIPS

- Fundraising / Raffle / Silent Auction Platforms
 - Givergy (*looking to get into the MPI world more, they partnered with TN at a discounted rate of \$250*)
 - OneCause/BidPal
 - 32auctions
 - GiveSmart
 - Accel Events
 - BidPal
- Silent Auctions and Games:
 - Feet First
 - Virtual Bingo
 - Accel Events
 - Teambuildingandtraining.com
 - Givergy (Global has used)
 - CrowdPurr
 - Kahoot
 - Give Smart
 - One Cause
 - Virtual Golf - 18Birdies.com

VIRTUAL EVENT PLATFORMS

- VirBELA, Tech gaming software converted to events allows for software download, building of avatar, access to Event Campus. Series of emotes, auditorium, lecture halls, bandstand, beach, soccer.
- ENGAGE - ENGAGE is an education and corporate training platform in virtual reality. It empowers educators and companies to host meetings, presentations, classes and events with people across the world.
- Event Farm - Event Farm is an experiential marketing platform. We combine our expertise and suite of event technology—including attendee texting, wearable tech, and cutting-edge websites—to make your innovative events possible.

VIRTUAL EVENT ACTIVITIES/IDEAS

- Wine Tasting
- Cocktail Making
- Bingo
- Focus Groups
- Chapter Chats
- Virtual Golf Tournament
 - 18 birdies
 - Topgolf Virtual Golf Tournament. (<https://www.wgt.com>)
- Virtual Escape Room
 - EventTeamInc.com
- FeetFirst Entertainment (*online team building games*)
- CrowdPurr
- Wellness/Mindful Meditation
- Membership Mondays (member engagement activities)
- CoffeeTalk (new members only, engagement with board members)
- Feet First



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- Masks & Mimosas (can be fabric mask, facial mask)
- Host a Virtual Trade Show to get everyone in-the-know

RETURNING TO IN-PERSON EVENTS

- Reach out to sponsors to ask them to share their updates (at a town hall or coffee talk type of program)
- When there is a vaccine?
- “Navigating the New Normal” white paper is available in the 2020 CBS resources being uploaded to the CLRP

SPECIAL EVENTS

HOW IS YOUR CHAPTER BRINGING MEMBERS TOGETHER?

- Coffee chats with special topics
- Happy Hours - virtual
- No one in group is face to face meeting yet
- Virtual brown bag lunches
- MPI Orange county did Virtual Walkathon – charged \$10; had 100 participants (\$1000)

TIPS FOR FUNDRAISING & EVENTS

- Rubber wristbands showing comfort level of interaction
- Concern - one table for people to pick that up. Does it make people uncomfortable? Could they wear colored clothes or capture info at registration and mail pre-event
 - Send out communication beforehand / work with Marketing dept so people feel comfortable
- Platforms for Silent Auctions (Gala)
 - Greater Giving
 - Bidding for Good (but it's not live)
 - Accel Events
- Hybrid Events Strategy
 - Using Facebook live as a platform
- Activate Satellite Regions
 - Engage people in areas that are further from where the event is taking place
 - Build activity process – how often should we offer these?

Activate Satellite Regions

1. Share the dream, identify potential regional champions
2. Create the team, give them a regular connection to the board
3. Explain how volunteering will help the champions professionally & personally
4. Build the activity process, make it sustainable
5. Continue to collaborate & evolve



- Fundraising
 - Partner with Hello Fresh or similar partners to drop off cocktails, food, etc.
 - instead of one large event for fundraising - several smaller events.
- How are you taking care of Sponsors?
 - We are selling commercials during our Awards & Installation event
 - We are not doing anything for fundraising and are not charging for any events at this point either
 - Annual Sponsor – this way they’re having exposure every month (if something goes down there isn’t a huge hole)
 - See “The Pricing Model” graphic
 - New ideas for events and partnerships with sponsors! Trivia Night, Wine Tasting, Virtual Golf, Bingo

The pricing formula

Start with the end in mind

Desired revenue = Number of people x Price of admission

Example

$$\$15,000 = 375 \text{ ppl} \times \$40/\text{each}$$

Or

$$€15,000 = (375 \text{ pax} \times €10/\text{each}) + €11,250 \text{ in sponsorships}$$