

# MPI Chapter Website Training Manual



## Chapter Website Training Manual

Website Implementation, Policies, Advertising & Support Overview:

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### Overview

Chapters are the backbone of MPI and offer localized activation of the brand. In an effort to amplify and connect the MPI brand to those who are exposed worldwide, all chapter websites are being migrated through a redesign that will align our local digital experience with that of Global. Through this direct connection to the Global digital experience, we can create a firm sense of unity and apply a uniform brand identity that will benefit members, prospects and all those who interact with MPI.



## Migration Process

### Pre-Migration Prep - Getting Ready to Move

MPI Global has already done a thorough analysis of existing chapter websites, developed a content strategy and created a preliminary new site map. Comprehensive training resources, guidelines and best practices will be shared during the migration process.

### Initial Chapter Contact

Chapters will receive an email at the expected migration scheduled time frame. This email will provide you with any pre-work we require your support on in order to begin the migration process. We have provided this same list below so all chapters should have ample time to prepare for migration. We will reach out to schedule a call about a week after the first email is sent to a chapter. During this call and screen sharing session, we'll talk through the new site structure, navigation menu items, and how the current site will be restructured for the new platform. We'll also clarify issues regarding content (outdated, missing, etc.) found during chapter website analysis and track all questions, concerns and feature requests.

After the call, your designated MPI webmaster will research and address any concerns, consulting appropriate MPI Global teams. We will then schedule a follow up call to share with you resolutions to questions and concerns, provide an estimated migration timeframe, and get final approval of the new layout. This process should take no more than 2 weeks from initial email to follow up call.

### ***Things You Can Do Now to Prepare for Your Move:***

- Review any contracts the chapter might have with advertisers and sponsors as well as hosting providers, web design and management firms, etc., and prepare to restructure those contracts if necessary.
- Make sure your chapter has permission to use images that appear on your current website if they were not your original creation.
- Check to see when your chapter's domain expires. We'll be pointing your existing domain to your new URL later, and you'll need to keep it registered for at least 3 years post-migration.
- Identify the top 20 pages on your current site that receive the most traffic so we can add additional redirects to these specific pages.
- Determine what you like to use as a "friendly" URL. This will be the shortened, easy to remember address for your site that's familiar to your members and others. For example: [www.mpiweb.org/heartland](http://www.mpiweb.org/heartland) or [www.mpiweb.org/gny](http://www.mpiweb.org/gny).
- We would like all chapter website landing pages to contain a short quote from your chapter President or other leader that expresses your chapter's character, so you can start drafting that any time.



- We'll also need a group photo to represent your chapter on the home page. This can always be changed later, but we need one to start with. If you have some already, review them and choose a favorite, or shoot a new one.
- During your chapter's migration process, we advise that you do not add new content to your current website or post any new jobs in your career portal if you are using one. . This is to ensure all data is transferred appropriately and nothing is lost. We can help you prepare to ensure necessary marketing for events is in place.

These items are detailed in the **Pre-Migration Checklist** form you'll receive with your initial email. You can begin now so you are prepared when it's time to start your move.

## **Migration**

Once the initial calls and list above are completed the "physical" move happens. Your content will be transferred over to the new platform by your MPI webmaster. Google Analytics will also be set up, and permissions established for administrators. Your MPI webmaster will manage this process on your behalf.

## **Pre-Launch**

Before your website goes live, we'll set up another screen sharing session to do a final walk through of the site on the front end and the back end, giving a quick overview of key features. We will also make training and best practice resources available to administrators or other leaders as designated at this time.

## **Launch**

MPI Global will publish the new chapter website, and your MPI webmaster can assist with forwarding the current chapter domain to point to the new URL. From initial email contact to launch date should take no more than an estimated 4 weeks maximum.

## **Post-Launch**

Everything will now be up and running. The chapter should continue to get familiar with the new platform and feel free to reach out to us with any questions you might have. We'll follow up with administrators again in a few weeks to make sure everything is going well.



## Website Policies

### General Website & Pricing Policies

- All MPI Chapters are required to utilize the MPI Global website platform for their website needs. No additional website platforms are permitted. Chapters are required to adhere to all chapter website guidelines provided within this manual and any exceptions require approval from MPI Global.
- Chapters will be charged \$100 (or equivalent, i.e. approximately EUR 81 and CAN \$127) per month for their website services and hosting. Fees are deducted directly from the monthly rebates paid to chapters. Cost will be a line item deduction on each chapter's rebate statement. In the event the rebate does not cover the cost, the remaining balance will be carried forward each month until the rebates are sufficient enough to cover the outstanding balance.
- Monthly charges for chapter website services and hosting will begin on the 1<sup>st</sup> of the month after chapter website final launch.

### Website Brand Guidelines/Policies

Updated MPI Chapter Brand Guidelines are available on the Chapter Leaders resource page for your reference. These guidelines will also be provided to you, along with a variety of logo formats, in advance of your chapter's site migration. All chapter websites must be in alignment with the MPI Chapter Brand Guidelines at all times. These Guidelines provide specific usage directions ranging from brand colors and dimensions to violation considerations.

MPI will provide a recommended image for the homepage header. Additional images and other assets can be incorporated at the Chapter's discretion; however, it's critical that each Chapter ensures that they have proper usage rights – i.e. rights managed images, personal individual consent, audio/visual copyright, etc. If there are any questions about rights associated with a specific asset, contact your Chapter Operations Manager who can assist in evaluating usage.

### Chapter Logo Guidelines

Chapter Logo guidelines are provided on the Chapter Leaders resource page for your reference. All chapters are required to adhere to the logo guidelines and standards for MPI Global. You can find your logo and guidelines here, <https://www.mpiweb.org/admin/chapter-documents/marketing-and-communication> .



## Chapter/Member Blog Submission Guidelines

MPI is always looking for great content to share with our members and the wider meeting and event industry. We strive to provide engaging, timely content that provokes discussion and enlightens, educates and presents MPI and its members as forerunners in thought leadership.

We want to hear from you. If you have interesting stories and topics that you think your fellow members and the industry at large would benefit from reading, email us at [mpistories@mpiweb.org](mailto:mpistories@mpiweb.org).

### Who is MPI's Audience?

Our ideal audience is meeting and event professionals of all levels, including non-traditional planners, who are interested in reading the latest and most relevant news in the meetings and event industry.

### Why Should I Submit Content?

Sharing your stories or topics helps spotlight your MPI local chapter. Blog post will potentially be shared on MPI's social networks And is a great way to contribute to the thought leadership within our industry.

### Content Guidelines for Submission

Rely upon these tips when submitting your blog for consideration.

- Read through various posts currently published on MPI's Global blog to get a feel for the topics and tone of our posts.
- Write with your fellow meeting professionals in mind, providing practical and actionable information.
- Tell a story covering the who, what, when, where and how.
- Submit content on the following topics:
  - Destinations or venues where you've held events or meetings.  
(This can be locally or areas outside your chapter's region.)
  - FYI, Tips, and Do's & Don'ts on managing, or executing meetings and events.
  - Admired experiences with third-party vendors you've used in planning an event.  
(This may include audio/visual, music, entertainment, décor and technology.)
  - Previously published articles not older than one year since publication.

### Content Restrictions

- No member spotlight submissions.
- Submissions should be free of competitive associations or organizations either by mention in text or images.
- Submissions should be free of alcohol consumption depicted within the photos.
- All images and content should be original and/or include usage rights or attribution details.
- Avoid self-promotion of your business or yourself within the article. We'll include that in your bio in the article footer.

### Technical Details

- Content submissions must be between 350 to 800 words in length.  
(Exceptions will be made for posts that are heavily visual or have a vlog nature.)
- Header photos must be 1200 x 630 pixels in dimension and at least 1MB in size.
- Video submission formats and guidelines: Video should be well-produced and edited to clearly communicate your story.

Video length: 2 minutes maximum length.

Resolution: 1280 x 720 or 1920 x 1080.

Frame Rotation: Landscape (no portrait submissions).

File: MOV or MP4.

Max File: 200 MB.

Video should be shot using a stationary camera.

*(We suggest using a tripod when using a camera or cell phone)*

Position your camera to shoot from the waist up.

Use a dedicated microphone over the standard cell phone or camera microphone for quality audio.

Add graphic call-outs for presentations with several message points to help with clarity.

Use a solid background or room environment to video your presentation. Keep your presentations clear of objects, persons, or décor that would distract your audience.

### If You're Selected for Publication

- Members will be contacted for articles selected for publication.
- All submissions will be edited to meet the editorial and digital publishing guidelines of MPI blog.
- Member's article will be shared and tagged on MPI's social media networks.

## Technical Policies

In order to maintain the integrity of our global and chapter sites, the seven main pre-defined pages, their titles, and their position in the navigation must remain unchanged. There can be no edits, additions or subtractions to/from these items.

The pages included within that set are as follows:

1. Home
2. About Our Chapter
3. Education & Events
4. Get Involved
5. Photos/Videos
6. Chapter News
7. Advertising

Chapter site administrators will have the flexibility to customize content by adding one level of secondary pages under the main top-level or "parent" pages. These are referred to in the content management system as "child pages." These second level pages will be shown in the drop-down navigation menu.

Tertiary (third level) pages can also be created, but they must be linked to from another page as they will not be shown in the navigation.

When creating new pages, always use the pre-selected default template, which is "ChapterTemplate[YOUR CHAPTER NAME]."

On the home page, Chapter Administrators can add or edit sponsor/partner logos, edit the chapter quote, and change the chapter group photo.

On all pages, Chapter Administrators may edit only the main content area.

The Photos/Videos page will display photos from your chapter Facebook page. Videos and/or direct links to galleries on photographer websites can be added under the Facebook photo gallery area.



## Advertising Guidelines & Resources

Chapters will have two distinct advertising revenue opportunities with their website.

1. **Chapter Managed Assets** – Chapters will be able to sell and manage locally advertisement assets and retain 100% of the income generated.
2. **Global Managed Assets** – The MPI Global sales team will sell to our partners in regional bundles, not at a specific chapter level. All sales and fulfillment will be managed by MPI Global and chapters will have no responsibility for these assets. Chapters will receive a revenue share of 30% of the total advertising revenue collected by Global. The 30/70% revenue share ratio is consistent with market practices when utilizing outsourced third party sales partnerships.

### Global Managed Assets Overview

MPI Global will be selling pre-determined advertising positions on Chapter websites through a regional distribution process. The chapters have been divided into 5 regions, Eastern US, Central US, Western US, Canada and International. A breakdown of each region is available on the Chapter Advertising Rate Card located on the Chapter Leaders resource page. MPI has done extensive research on the placement of advertising within the Global and chapter website pages to ensure optimal value for advertisers while considering the user experience.

Chapters will benefit from these sales through our chapter revenue share program. Each region will receive a 30% revenue share of the total advertising revenue collected by Global. This revenue share is divided among the chapters within the region based on chapter membership size.

For example: MPI Global sells an ad placement for the Eastern Region for \$25,000.00. 30% of this would be \$7,500.00 to be shared with the chapters in the Eastern region. To determine how much each chapter receives we will take the total region membership divided by the \$7,500.00 (30%) to determine the per member share rate. So if the total membership for this region is 3500 members, the per member rate would be \$2.14. Chapters will receive \$2.14 x their membership number for that ad.

Advertising positions for regional sales are the same as found on the MPI global website. The MPI Global sales team will sell bundled packages for global + regional distribution. Reference the Chapter Advertising Rate Cards found on the Chapter Leaders Resource



page for more information. Global managed asset pricing is subject to change at any time and MPI will notify chapters of any changes.

### **Global Managed Assets Payments**

Advertising revenues will be paid quarterly, 30 days following the end of the quarter. Example, Q1 (Jan-Mar) will be calculated in April and paid by ACH or check by the end of April.

***NOTE: The Global Managed Assets Revenue share program will be reviewed annually and updated as necessary. Chapters will be notified in the event any updates or changes have been implemented.***

### **Chapter Managed Assets Overview**

Each chapter will be provided with a local advertising widget on their site. The widget can be utilized for service paid, in-kind web advertising or sponsorships as needed and determined at the local chapter level. Chapters are responsible for their ad space as it relates to selling, placement, fulfillment, invoicing, etc.

The widget will provide:

- Two advertising sizes: an inline banner (728x90) and a Sidekick banner (300x250).
- Unlimited rotations to allow chapters to service multiple ad units throughout the chapter pages.

Training for uploading advertising to the sponsorship widget will be provided when you are in the process of migrating your chapter site.

## **Support**

For any support needs related to [your website](#), please submit a ticket using the link below:

[Technical Support – webmaster@mpiweb.org](mailto:webmaster@mpiweb.org)