



**CHICAGO
AREA
CHAPTER**

meetings
PEOPLE + PLACES
TODAY

BUSINESS CASE FOR PROFESSIONAL MEMBERSHIP

Investing In Taylor Smith's MPI Chicago Area Chapter Membership

Purpose

Supporting Taylor's membership in MPI Chicago Area Chapter (MPI-CAC) is an investment in relationships, industry insights, and professional development that directly advance Meetings Today's editorial mission.

How Meetings Today Benefits

- Access to planners, destinations, hotels, and suppliers as trusted editorial sources
- Earlier awareness of emerging industry trends and destination news
- New story ideas and expert perspectives for destination and incentive coverage

Expanded Industry Relationships

- Meaningful connections with meeting professionals across the Chicago market and beyond
- Opportunities to identify interview subjects, panelists, and contributors
- Stronger relationships that support ongoing editorial collaboration

Enhanced Industry Intelligence

- Educational programs covering trends, technology, AI, sustainability, workforce, and attendee behavior
- Real-time insights from professionals actively shaping the meetings and events industry
- Better understanding of planner priorities and evolving market needs

Professional Visibility

- Continued engagement with one of the industry's largest professional communities
- Leadership and volunteer opportunities that strengthen Taylor's industry presence
- Increased visibility for Meetings Today through participation and collaboration

Why MPI Chicago Area Chapter

- Nearly 500 meeting and event professionals
- One of MPI's founding chapters, celebrating 50 years in 2027
- Access to a global network of 17,000+ industry professionals
- Year-round education, networking, and leadership opportunities



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Return on Investment

An MPI membership supports:

- Higher-quality editorial content
- Expanded professional relationships
- Industry insight that informs reporting
- Increased opportunities for collaboration
- Continued professional growth that benefits Meetings Today

An MPI membership is more than a professional association; it is an investment in editorial excellence, stronger industry relationships, and the continued visibility of Meetings Today within the meetings and events community.