CHAPTER MARKETING

Monica Gonzalez
Director of Marketing

Mercedes Padilla
Marketing Manager
1. Chapter toolkit

2. Creating a marketing strategy

3. Best Practices
UPDATED CHAPTER SITES
Dear Member,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1960s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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t,  
Firstname Lastname  
MPI Belgium Chapter President

Best,  
Firstname Lastname  
MPI Belgium Chapter President
Behind every great event...

is a professional.

CHAPTER LOGO HERE.

When we meet, we change the world™

Behind every great event...

is a professional.

OMPI BELGIUM CHAPTER

When we meet, we change the world™
CREATE YOUR MARKETING PLAN

When we meet, we change the world.
STEP 1: SET YOUR OBJECTIVES

- What are your chapter goals?
- What are your marketing goals?
- Do you have any measurable benchmarks?
STEP 2: DEFINE YOUR PARAMETERS

• What critical timing is associated?

• How much (or little) budget do you have?

• What existing assets do you have or new assets do you need?
STEP 3: TARGET AUDIENCE

• What demographic are you trying to reach?
  o Planners
  o Suppliers
  o Event influencers

• What media is most likely to make an impact?
  o Social media (organic vs. paid media)

• What are their barriers to purchase?
STEP 4: CRAFT YOUR PLAN

• Compose a messaging strategy
  o What are you trying to say?

• Consider and engage appropriate channels
  o What channels work for you?

• Create a schedule
STEP 5: CREATE A MEASUREMENT PLAN

- What tactics worked?
- Highest return or engagement
- Incorporate or establish benchmarks
BEST PRACTICES

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MEMBER ANNIVERSARY

CELEBRATING

MAY MEMBER

ANNIVERSARIES

1 YEAR
Joe Osterlag
Stacey Snyder
Claire Duffy
Birel Abak
Sarah Tarlowski
Nicole Alley
Courtney Bisco
Jazzie Baker
Christina Tedros
Kristina Henry

2 YEARS
Michelle Brooks
Samantha Hunt
Courtney Love

3 YEARS
Gayanne Brown
Emily Reed

4 YEARS
Suzanne Trout

5 YEARS
Amy Hernandez

6 YEARS
Marissa Clarke
Thomas Schwinder

7 YEARS
Jacque Manuel

9 YEARS
Ann Taylor

10 YEARS
Terry Ross

13 YEARS
Donna Brandt
Alyson McCoy

17 YEARS
Karen Kuziel

19 YEARS
Susan Gagne

20 YEARS
Sheri Harris

30 YEARS
Karen Peterson
MEMBER TESTIMONIALS

Rob O'Brien

My experience has been nothing but positive and indeed rewarding. Sharing ideas, networking, learning, making new friends and rekindling old(er) relationships.

Carolyn Durrant

It really helped to get not only my name out there but my company’s name out there and it only took a year before people recognized both our company and my name when I continued attending meetings.
MEMBER SPOTLIGHT

Laura Fletcher
Director of Sales and Events, Norman’s at The Ritz-Carlton

MEMBER SPOTLIGHT
HAS BEEN IN THE INDUSTRY FOR 12 YEARS

FUN FACTS

Scotland is favorite traveled destination
Loves dark chocolate with raspberries
Co-owns The Inquisitor Wine Company
When we meet, we change the world.