Catch Them and Keep Them: Strategies for Member Acquisition and Retention

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Objectives

• Maximize the membership magazine leader training
• Learn how to create a robust prospect list
• Develop marketing plans for different generations
Membership Magazine

How to use it as a long term tool
Robust Prospect Lists
Tools From Global

• Guest Conversion
• Essential Member List – Must Ask
• PYM
• Corporate Memberships
New CORPORATE Membership!

What's the fastest way to add members to your chapters?
Sell local companies corporate memberships

- Show the (next) slide about Corporate Memberships at your meetings.
- Ask your membership who might like to bring more co-workers into MPI.
- Make a list of local companies that might be good fits for corporate membership and identify your contacts who can make an introduction.
- Send leads and contact names to Kristie Estrada at kestrada@mpiweb.org to follow up

Full details in May Chapter leader Newsletter
Talking point guide - coming in July
Corporate membership webpage - coming next few months.
Corporate Membership Packages

MPI Corporate Membership offers businesses with multiple meeting and event professionals on staff to discounts on annual Preferred-level membership. All memberships will maintain the same renewal date and are owned by the company. Prices are in USD, but other currencies are available upon request. Additional members may be added to any package at the per-person cost for that level.

Company Benefits:
- **Transferable membership**: Annual membership is owned by company. Company can update list of enrolled employees anytime.
- **Single invoicing**: One annual payment enables instant membership benefit access to enrolled employees.
- **One $250 transaction fee**: Individual memberships incur a $50 per person transaction fee. When you purchase a corporate membership package, your fee covers all the new members processed for the year.
- **Local network**: Each employee has access to a network of 70 MPI chapters worldwide as well as industry research and news, unlimited on-demand education, online member chat forums, a membership directory and additional planning resources.
- **Discounted event pricing**: Enrolled employees receive additional registration discounts on MPI’s signature live and virtual events and professional certificate programs.
- **Employee leadership opportunities**: Enrolled employees become eligible to serve as local chapter leaders on MPI Chapter boards and volunteer committees. They also may apply to serve on one of MPI Global’s community advisory boards, advisory councils, task forces or committees.
- **Discount job board postings**: Corporate membership delivers deep discounts to the MPI Career Center portal so you can advertise your open positions to the world’s largest community of meeting and event professionals.

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Number of Individuals</th>
<th>Planner Cost</th>
<th>Supplier Cost</th>
<th>Savings</th>
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<tr>
<td>Supporter</td>
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<td>Visionary</td>
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<td>Innovator</td>
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<td>$26,000 ($258/pp)</td>
<td>$34,200 ($342/pp)</td>
<td>$10,900-$14,700</td>
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</tbody>
</table>
Associations

• IAAP – International Association of Administrative Professionals
• ASAP – American Society of Association Professionals
• LMA – Legal Marketing Association - Gulf States - Panel
Other

• Hotels that aren’t Members
• Community Workforce Development Centers
• HR Departments – Responsible for Training Admins and Planners for Corporations
• Chambers of Commerce – New Company’s Moving to Territory, New Members, Ribbon Cuttings
• Volunteer at other Organization Events – Gain Access to Registration Lists
• Business Journals
• Book of Lists
• Book Clubs
Marketing to the Generations

Strategies by Career Stage
How can MPI help members “develop a strategy for a life of meaningful work”?  

- Transportable skills
- Meaningful experiences
- Enduring relationships
CAREER STAGES

- Exploration
- Establishment
- Mid-Career
- Late-Career
- Decline

www.businessjargons.com
Exploration – Generation Z

- Under 25 years old
- Pre-employment (student)
- Job expectations may be created, some unrealistic
How to Capture Student Members

- Identify a constant unifier – faculty or staff member
- Provide transportation to events
- Bring the content to them (visits, presentations)
- Allow them to contribute (plan an event, work an event, intern)
- Offer mentors/career advice
- Infographics/targeted email campaigns
Establishment - Millennials

• 25-35 years old
• ~1-13 years experience
• First real world job/s
• Learning stage – open to mentorship
• Establishing position in society
How to Capture Millennial Members

• Basics Boot Camp: Meeting Fundamentals
• Plan Your Meetings events
• Job shadowing or local behind-the-scenes opportunities
• Introductions into regional network
• CMP study groups/Application resources
• EIC Clock Hours toward CMP application or maintenance
• Certificate programs
• Volunteer opportunities
• Social media posts (Snapchat, Instagram)/texting
Mid-Career – Generation X

• 35-45 years old
• ~13-23 years experience
• Managing work/family balance
• Focused on stabilizing or advancing career position
How to Capture Generation X Members

• CMM Certification
• Executive education
• Access to high level industry members
• Board leadership opportunities
• Experiential events
• Social media posts (Facebook, LinkedIn)
Late-Career – Upper Gen X/Baby Boomers

- 45 – 65 years old
- ~23-43 years of experience
- High level of expertise
- Mentors others
How to Capture Upper Gen X/Baby Boomers

• Opportunities to present education sessions to chapter
• Mentor opportunities
• IBOD or Global Advisory Boards
• Access to high level industry members
• Experiential events
• Desktop/laptop content versus mobile
Decline – Baby Boomers/Silent Generation

- 65 years old and above
- ~43+ years of experience
- Typically retirees

BUT WAIT!
The U.S. Labor Force Is Getting Older, Too

Projected average annual growth rate by age group, 2014 to 2024

- 75 and older
- 65-74
- 55-64
- 45-54
- 35-44
- 25-34
- 16-24

Breakdown by age group, 1970 to 2024

Source: U.S. Bureau of Labor Statistics
How to Capture Baby Boomers/Silent Generation

• Strong work ethic
• Care more about meaningful contribution than self-advancement
• May be facing age discrimination
• Need to stay relevant
• Must adapt to collaboration with a 5-generation workforce
• Still focus on traditional media – print/radio
Put It To Practice

(& then PRACTice some more...)
Misc.

Recruitment & Retention Tips
Just look at this list of amazing MPI resources! It’s your job to tell your members about them. These are just some of the many benefits to membership at MPI!

- MyMPI The Online Member Community - [https://u.mpiweb.org/home](https://u.mpiweb.org/home)
- Special Interest Groups - [https://www.mpiweb.org/membership/special-interest-meeting-planners](https://www.mpiweb.org/membership/special-interest-meeting-planners)
- MPI Academy - [https://www.mpiweb.org/education/mpi-academy](https://www.mpiweb.org/education/mpi-academy)
- MPI Certificate Courses - [https://www.mpiweb.org/education/certificate-programs](https://www.mpiweb.org/education/certificate-programs)
- Academic Partnerships - [https://www.mpiweb.org/education/academic-partnerships](https://www.mpiweb.org/education/academic-partnerships)
- Certified Meeting Professional (CMP) - [https://www.mpiweb.org/education/certified-meeting-professional](https://www.mpiweb.org/education/certified-meeting-professional)
- MPI Publications - [https://www.mpiweb.org/education/publications](https://www.mpiweb.org/education/publications)
- MPI eXchange - [https://www.mpiweb.org/events/mpi-exchange](https://www.mpiweb.org/events/mpi-exchange)
- Experiential Events - [https://www.mpiweb.org/events/experiential](https://www.mpiweb.org/events/experiential)
- MPI Foundation - [https://www.mpiweb.org/foundation](https://www.mpiweb.org/foundation)
- Leadership & Governance - [https://www.mpiweb.org/about/leadership-governance](https://www.mpiweb.org/about/leadership-governance)
- Partner with MPI - [https://www.mpiweb.org/about/sponsorship-advertising](https://www.mpiweb.org/about/sponsorship-advertising)
- Newsroom - [https://www.mpiweb.org/about/press](https://www.mpiweb.org/about/press)
- Planner Resources - [https://www.mpiweb.org/tools/planner-resources](https://www.mpiweb.org/tools/planner-resources)
- Student Resources - [https://www.mpiweb.org/tools/student-resources](https://www.mpiweb.org/tools/student-resources)
- Careers - [https://careers.mpiweb.org/](https://careers.mpiweb.org/)
Leadership Village Sessions

Sunday, June 16th:
1:00 – 2:00pm - Office of the President: Leadership & Development
2:45-4:00pm - Chapter Leader Hangout: Open Mic with COMs
5:15-6:30pm - Membership: Engagement & Value

Monday, June 17th:
9:30 10:45am - RISE Up
2:30 – 3:30pm - MarComm
4:45-5:45pm - Education - Experiential, Speaker Swap
Recap
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What was your most insightful takeaway?
Membership
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