

TODAY'S AGENDA



- Update on WEC & CBS
- Chapter Support Solutions
- Membership Update

In the appendix:

- Recommended best practices by role for incoming and current chapter leaders (3-month plan)

"The flower that blooms in adversity is the rarest and most beautiful of all."

Walt Disney

This call will be recorded. A copy of the recording will be uploaded to the CLRP by the end of the week. An additional copy will be uploaded to the MyMPI Community for MPI Chapter Leaders.



Paul Van Deventer
President & CEO
Meeting Professionals International

“When tragedies happen, the world always seems to come together to get through it. This is no different.”

***- Tracy Wallach, VP of Membership
MPI South Florida Chapter***

WORLD EDUCATION CONGRESS & CHAPTER BUSINESS SUMMIT UPDATES

Annette Gregg, CMM, MBA
Senior VP of Experience
Meeting Professionals International



Kristi Casey Sanders, CMM, CMP
Senior Director of Community Engagement
Meeting Professionals International



A large group of approximately 20 women are smiling and posing for a group photo. They are dressed in a variety of styles, including blouses, dresses, and jackets. The background is a simple indoor setting with a brick wall and some equipment.

REUNITE FOR RECOVERY

 MPI
wec grapevine
— TEXAS • NOVEMBER 3-6, 2020 —

CHAPTER LEADER PRICING



- In-person WEC:
USD \$500 with code **CHLWEC11**
 - Includes admission to Rendezvous
 - Doesn't include transportation or hotel
 - 2020-2021 Board Members (including IPP and Chapter Administrators)
- Virtual option: USD \$299
- MPI Foundation WEC scholarship recipients will be alerted this weekend.

Register here by Oct. 23:
<http://www.mpi.org/wec>



If you already registered, don't register again, instead email apankratz@mpiweb.org about transferring your registration & to ask other registration-related questions.

CHAPTER BUSINESS SUMMIT



- Free to attend
- 2020-2021 Chapter & Club Leaders invited:
 - Presidents
 - President-Elects
 - VPs (all roles)
 - Directors (all roles)
 - Chapter Administrators
- 100% Virtual
- Held over two 3-hour days

Looking at Thursday/Friday dates in late June – mid-July.
Which do you prefer?

Thursday-Friday, June 25 & 26

Thursday-Friday, July 9 & 10

Thursday-Friday, July 16 & 17

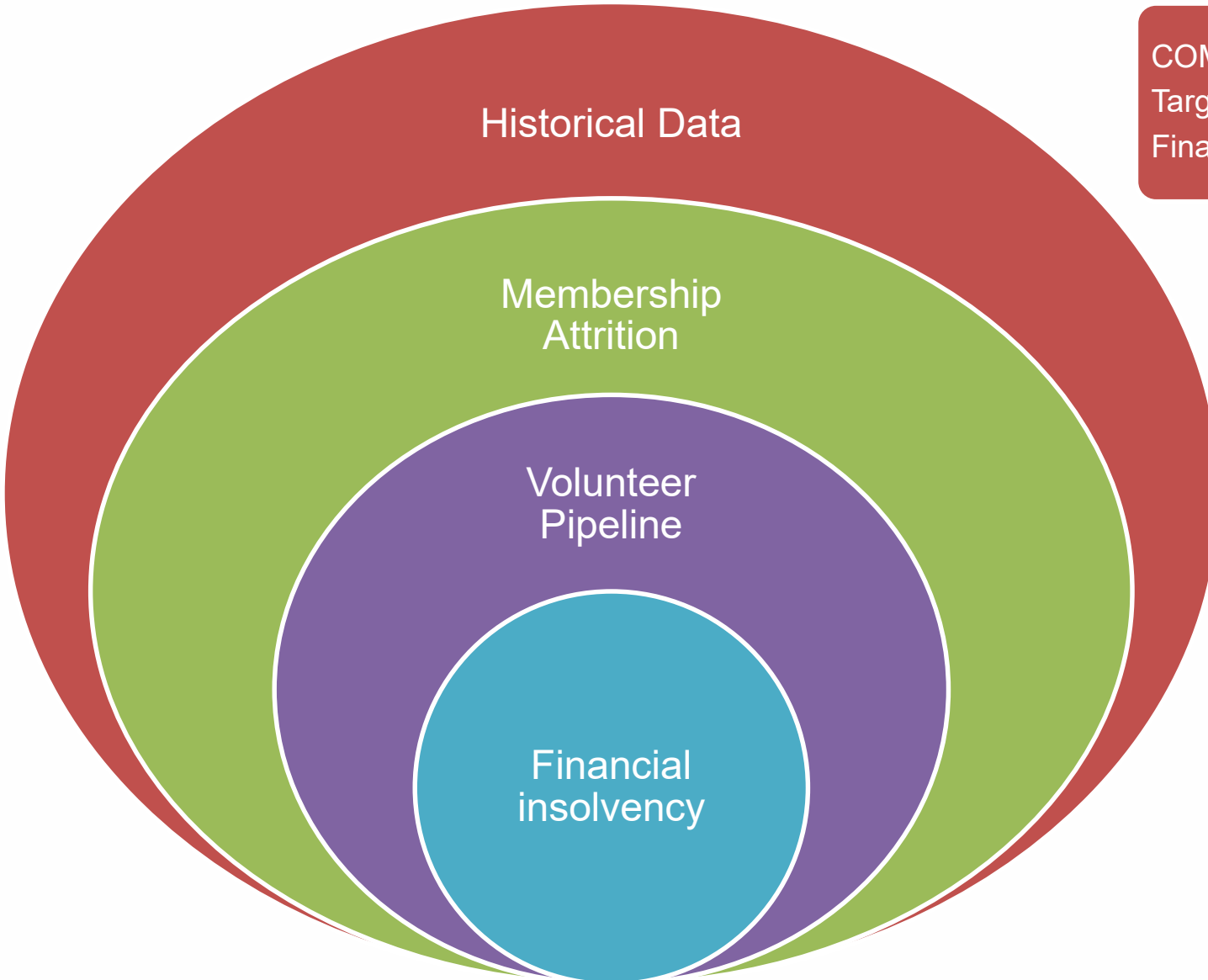
CHAPTER SUPPORT SOLUTIONS

Kristi Casey Sanders, CMM, CMP
Senior Director of Community Engagement
Meeting Professionals International



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CHAPTER WARNING SIGNS & SOLUTIONS



COM consultation & business plan
Targeted mentorship program
Financial relief

L1

Downgrade to Club
Regional satellite activation

L2

Hub & spoke chapter consolidation

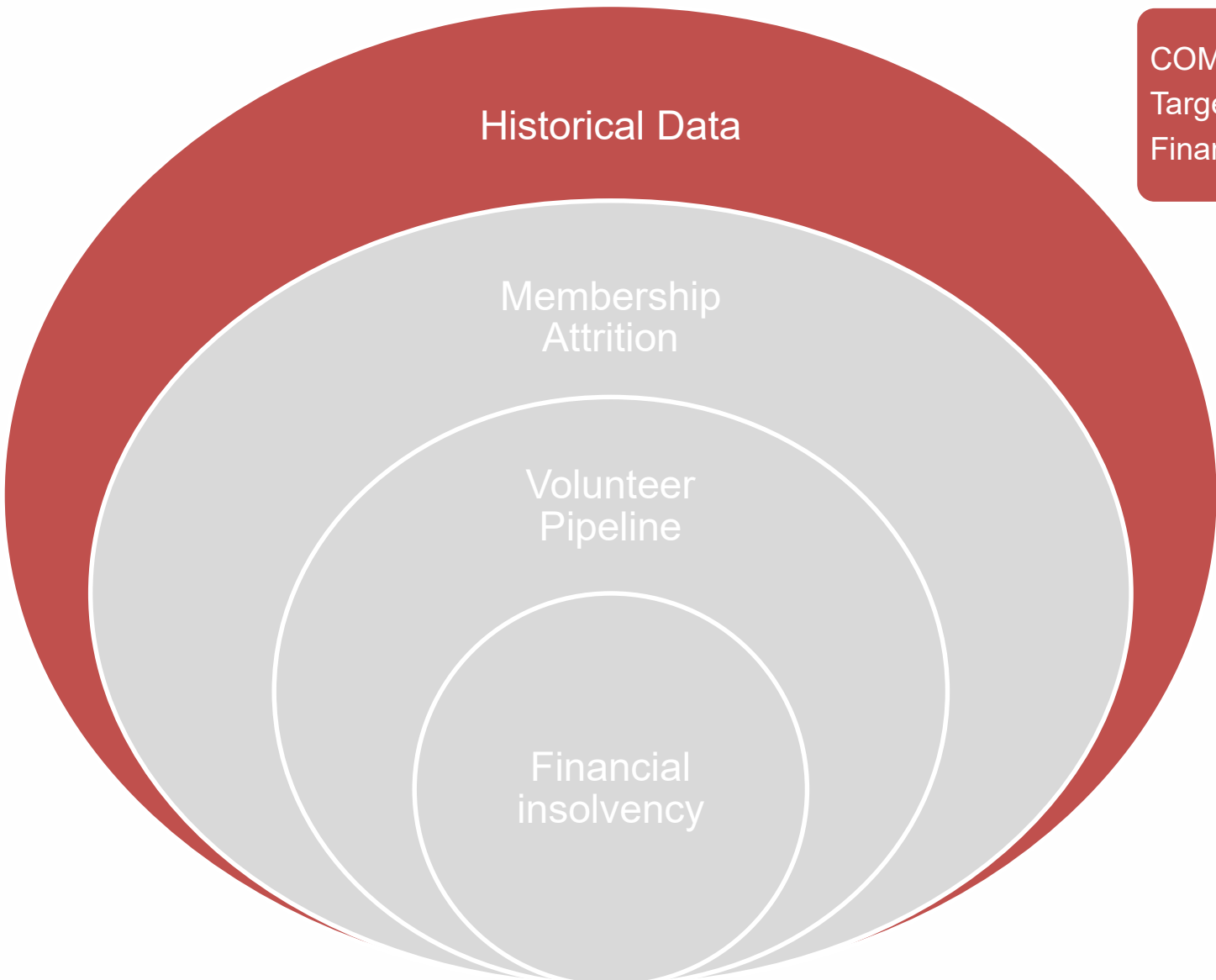
L3

Hub & spoke chapter consolidation

Chapter dissolution

L4

LEVEL 1 SOLUTIONS



COM consultation & business plan
Targeted mentorship program
Financial relief

L1

Downgrade to Club
Regional satellite activation

L2

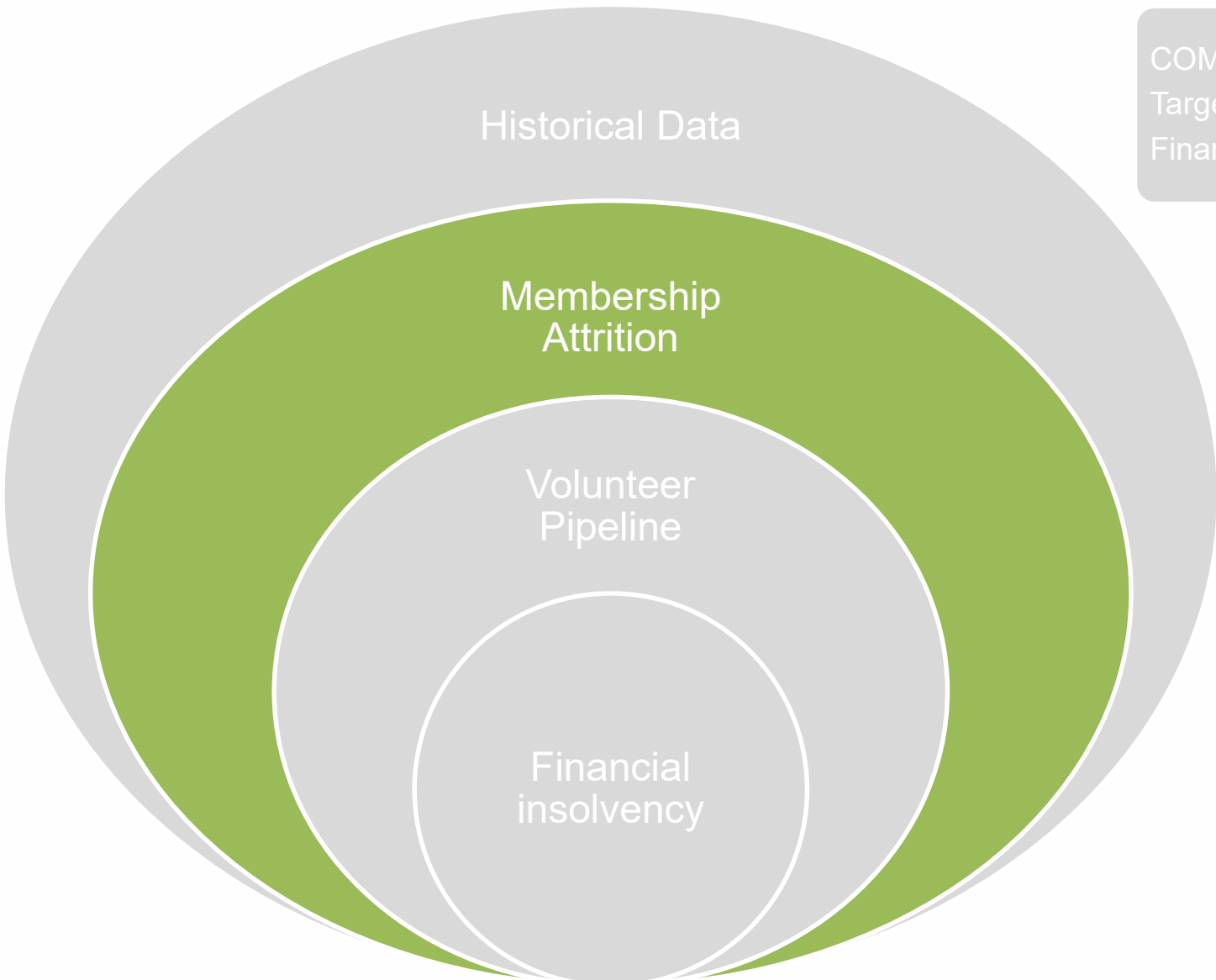
Hub & spoke chapter consolidation

L3

Hub & spoke chapter consolidation
Chapter dissolution

L4

LEVEL 2 SOLUTIONS



COM consultation & business plan
Targeted mentorship program
Financial relief

L1

Downgrade to Club
Regional satellite activation

L2

Hub & spoke chapter consolidation

L3

Hub & spoke chapter consolidation
Chapter dissolution

L4

LEVEL 3 SOLUTIONS



COM consultation & business plan
Targeted mentorship program
Financial relief

L1

Downgrade to Club
Regional satellite activation

L2

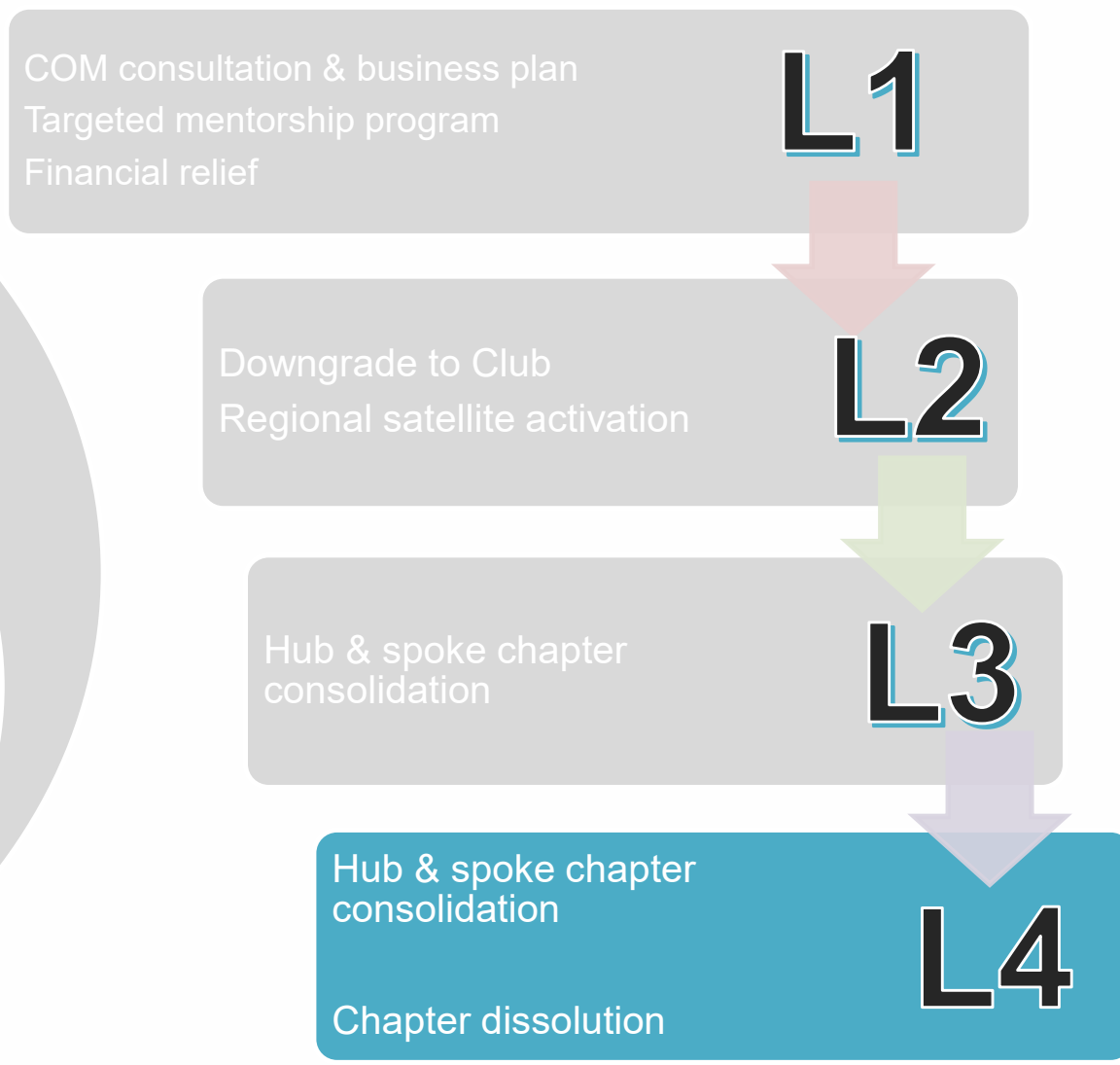
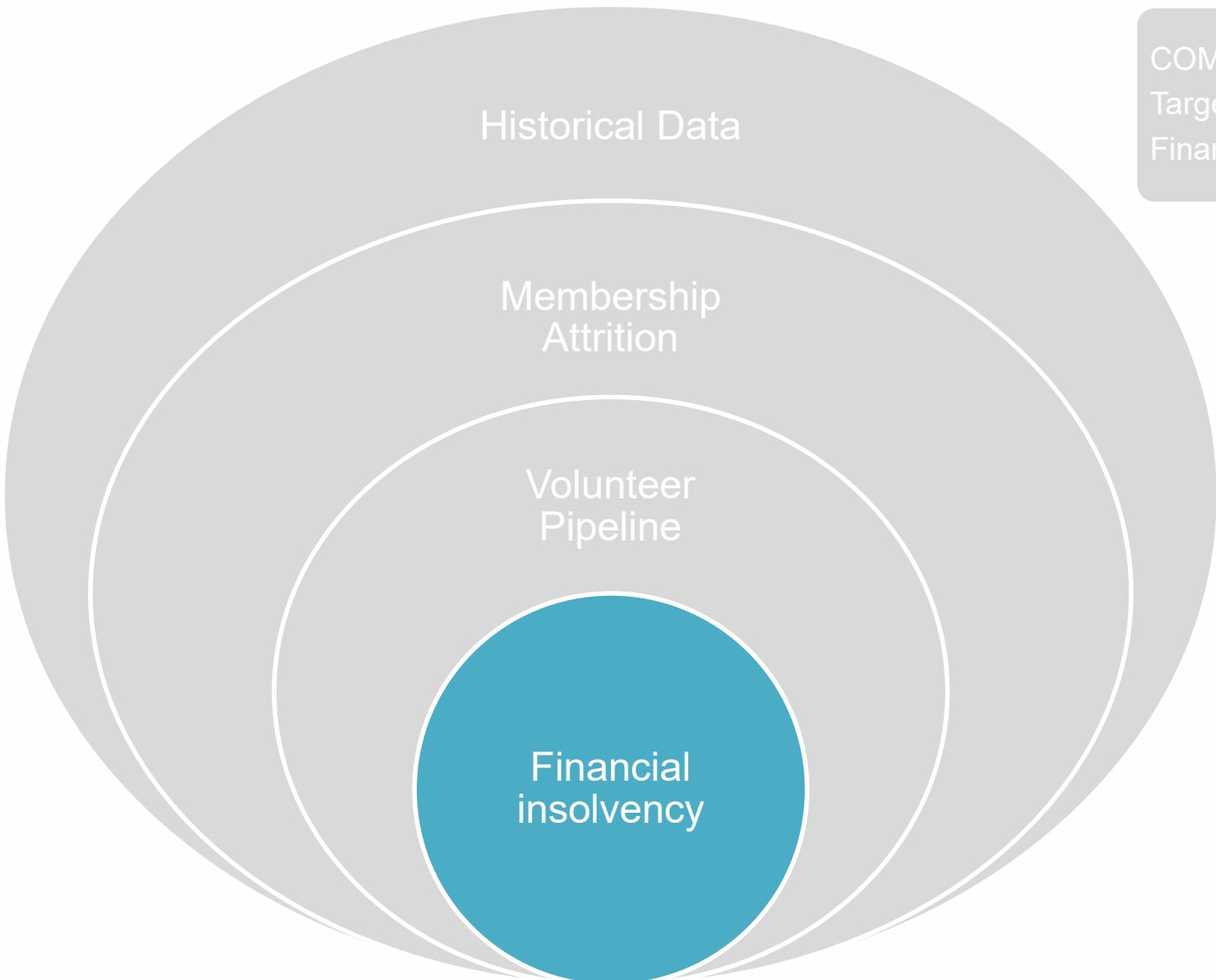
Hub & spoke chapter consolidation

L3

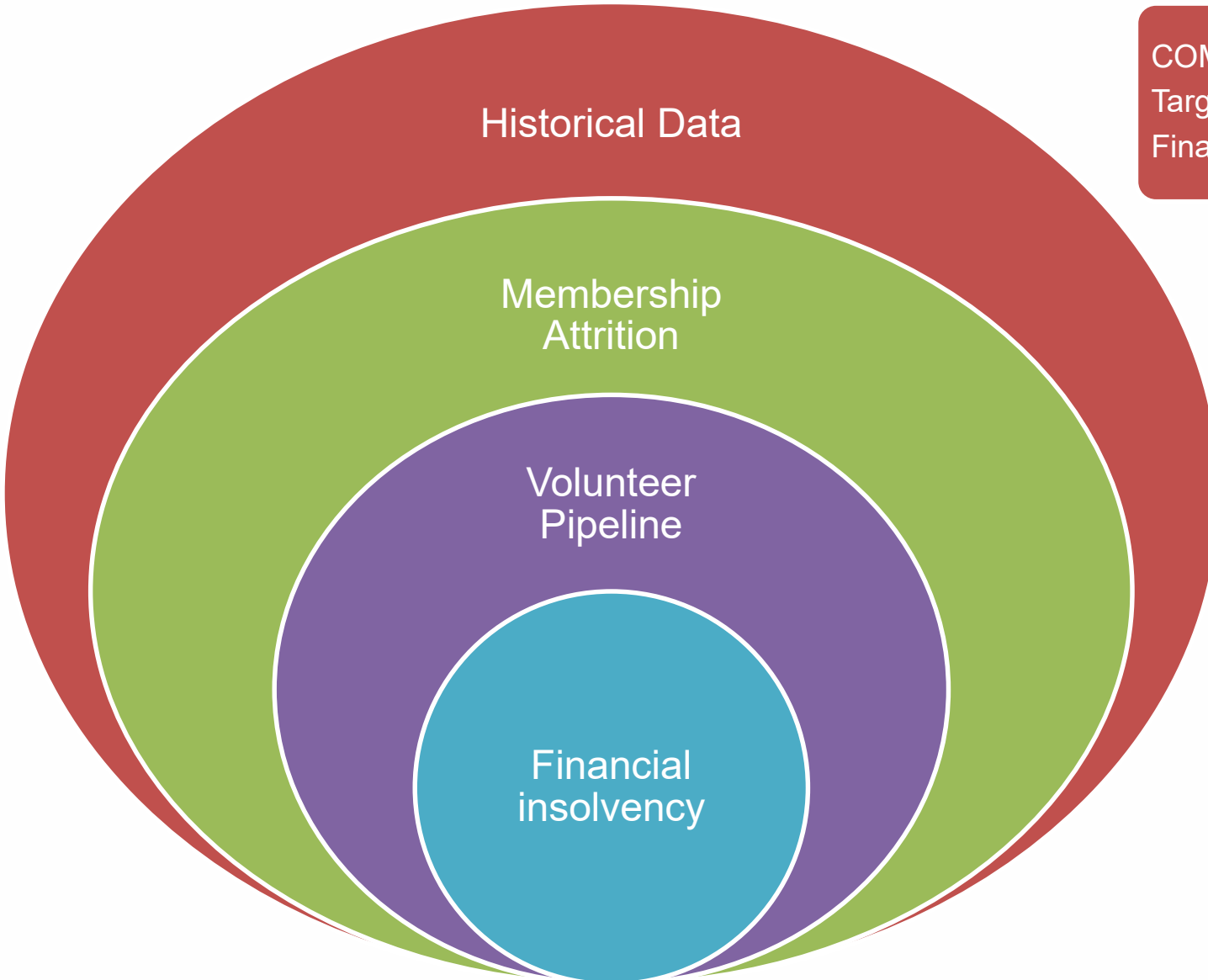
Hub & spoke chapter consolidation
Chapter dissolution

L4

LEVEL 4 SOLUTIONS



CHAPTER WARNING SIGNS & SOLUTIONS



COM consultation & business plan
Targeted mentorship program
Financial relief

L1

Downgrade to Club
Regional satellite activation

L2

Hub & spoke chapter consolidation

L3

Hub & spoke chapter consolidation

Chapter dissolution

L4

NEXT STEPS



We will review needs monthly, and progress on plans regularly.

START

Fill out Cash Flow Analysis Tool. Will you go negative after dipping into reserves before the end of the year?

All US Chapters: Apply for the EIDL SBA Loan

Update: New EIDL applications are frozen – we'll monitor this situation

Can you send your Cash Flow Analysis with a Bank Statement & Reserve Statement?

YES

NO

Are there other issues that might threaten the longevity of your chapter?

For example: shrinking chapter size, lack of member engagement, shrinking pool of leaders/volunteers, inability to meet minimum chapter standards, etc.

YES

NO

YES

NO

Consult with your COM on potential solutions. Create an action plan.

REGULARLY

Evaluate progress with COM. Celebrate successes. Recognize everyone who helped. If needed, modify the plan.

Consider offering assistance to other chapters – talk with your COM about options

THEN

THEN

ONGOING CHAPTER LEADER SUPPORT

Thursday & Friday drop-in Zoom rooms:

- Thursdays 5-6pm Eastern/
2-3pm Pacific
 - Zoom ID: 135-904-473
- Fridays 9-10am Eastern/
2-3pm Central European
Time
 - Zoom ID: 462-129-702

Tell us what topics you want
to discuss:

<https://bit.ly/mpiclchat>

On CLRP (ask COMs)

- Chapter Support Resource Guide
- 3-month best practices action plan
(by role) -> go over on Friday call
& in appendix of this PPT
- MyMPI (<http://www.u.mpiweb.org>)
-> Communities -> MPI Chapter
Leaders
- Cash Flow Analysis Tool
- Business Plan & Calendar
Templates for Annual Retreats
- Educational Sessions from
Academy that you can monetize
- Online Chapter Leader Training

A WORD ABOUT SPONSORSHIPS



You might not be meeting face-to-face right now, but your virtual events still have value.

Don't assume that they mean nothing to your sponsors. They need to stay visible. Now more than ever.



MEMBERSHIP UPDATE



Katy Baker
Director of Membership Analytics
and Strategy

MEMBERSHIP RENEWALS



General Toolkits/Documents



2020 Promo Calendar for Chapters (144 KB)



Chapter Sessions (1193320 KB)



COVID - Membership Renewal Toolkit (2178 KB)



Essential Upgrade Toolkit (104 KB)



GMID Acquisition and Trial toolkit (550 KB)



GMID Virtual - Chapter Toolkit (3328 KB)



Need help with your membership?

Contact help@mpi.org or call **972-702-3053**

MEMBERSHIP ACQUISITIONS



FREE
3-MONTH
MEMBERSHIP

OR

\$100 OFF
MEMBERSHIP
plus \$100 off Select
Certificate Course

General Toolkits/Documents



2020 Promo Calendar for Chapters (144 KB)



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Refer a Friend Toolkit (3221 KB)



When we **meet**, we change the world. SM

#WEWILLMEETAGAIN



3-MONTH BEST PRACTICES ACTION PLAN

By Chapter Leader Role

- Board calls every two weeks – can be a casual check-in with current and incoming board
- Check with incoming board on progress with Chapter Leader Training and transition status
 - Are there any new gaps to be filled?
- Board Leaders call all volunteers to help keep them activated and engaged
 - Assess what can be worked on and what's on hold
 - Do they have new contact information? Whose emails are bouncing back? Check CLRP member report for secondary contact information.
- Status updates from each board member
 - Where are they? (furloughed; laid off; are they an ISBO not working)
- Weekly/Bi-weekly Newsletter from Chapter providing chapter and global updates – from leadership
 - Make sure your members hear from you
- Identify and review fixed costs (EIC, marketing, registration tools, admins, etc.) and assess possible adjustments to reduce costs, if needed
 - Make sure you have required approvals, per bylaws and policies and procedures, before actions are taken
 - This is not a Global mandate, but a best practice

- Review budget for 19-20 & 20-21 fiscal
 - Review list of fixed expenses (only what's needed to keep the lights on)
 - Plan for the entire 20-21 year and update as needed
 - Determine the use of reserves – liquidity vs investments/other
 - Will require Board vote
 - Review of Accounts Receivable and Accounts Payable to assess what can be expected to actually be received/paid
 - Can they negotiate payables to be deferred?
 - What is the bad debt expense?
- Research available loans and grants in your region -> look at the links in the MPI Chapter Support Resource Guide on the CLRP

- Online offerings
 - VPs to create their own chapter educational calendar for virtual training
 - Ask for holds
 - Slate the year as if it were happening
 - Speakers may hold dates w/out commitments
 - Provide a disclaimer that includes a virtual event
- Offer something monthly

- Analyze delinquent and renewal reports. Communicate the Renewal Relief Plan -> Toolkit to promote is on the CLRP -> Chapter Toolkits -> General -> Covid Membership Renewal
- Engage nonmembers or new members who found MPI thanks to the GMID Virtual Event. Reports of who these nonmembers and new members are can be pulled from the CLRP Membership Reports area. Toolkit on how to promote membership offers and engage trial members is found on the CLRP -> Chapter Toolkits -> General -> GMID Acquisition and Trial Membership
- Split members contact info amongst the board to reach out to every member
 - Invite them to virtual meetings
 - Update members contact information

- Outreach campaign to find all members and obtain new contact info if applicable
 - Collect current contact info
- Promote whatever Education is doing
- Communicate global updates; share bounce-backs with board/OOP to identify new contact info
- Come up with a fun virtual community - a way to connect
- Connect with members at least every other week

- With Office of President and Finance team, review scope of agreement and adjust finances accordingly
- Help manage membership status report
- Share secondary contact information gathered with MPI Global

- [MPI Chapter Support Resource Guide](#)
- Chapter Leader Resource Page : Log into <http://www.mpi.org> -> click on your name in the top right-hand corner and then select “Chapter Leader Resources” from the drop-down list
 - Membership Reports: Member info like Renewals, GMID viewers, Community, etc.
 - Role-based buttons: Role-specific resources
 - Messages From Global: Past Town Hall and All Hands Call PPTs and recordings
 - Chapter Toolkits by month or “General”: Marketing/membership tools, instructions, etc.
 - VP Education -> Ready Set Meet -> Chapter Sessions: free education you can use for virtual events during this time
- MyMPI [MPI Chapter Leaders](#) Online Forum (email ymoreno@mpi.org if you need access to this forum for chapter leaders’ idea exchange). Must be logged in to view. Links to our weekly calls, uploaded videos for chapter events and more are uploaded here as a back-up to the CLRP
- Online [Chapter Leader Training](#) (must be logged in to view). Email ymoreno@mpi.org if you need access or need to add a new board member throughout the year.