



CHAPTER LEADER NEWSLETTER

March 2021



Read Annette Gregg's letter [here](#).

Membership

TOTAL MPI MEMBERSHIP

12,844

MPI MEMBERSHIP RETENTION



61.38%

*excluding student
members*

64.80%

*including student
members*

The new MPI Career Center toolkit

We are excited to announce the launch of our new Career Center which has been redesigned to better meet the needs of our community. The new site includes a more intuitive interface and richer member-only features. Our awareness campaign will further reinforce the benefits that being a part of the MPI community has to offer. Download the toolkit [here](#).

May "Local Chapters Keep Us Globally Connected" toolkit

As a continuation of the April Membership campaign, the May campaign reinforces the value of our localized, regional MPI chapters, with messaging centered around how the cumulative impact of our chapters creates a powerful, global meeting and event industry network. Download the toolkit [here](#).

Education

Earn \$\$\$ Promoting MPI Certificate Programs

The MPI Academy has launched a new program through the end of May that will enable your chapter to earn money for every person you get to register for select upcoming MPI Academy digital certificate deliveries. **For every person who registers using your chapter promo code, you will earn \$50 with no strings attached. Your code users will also receive 10% off the course fee!** Use the money for anything chapter related. Certificates offered through the end of May as part of this program include [Basics Boot Camp](#), [Emergency Preparedness](#) and [Meeting & Event Strategist](#). NOTE: The codes only work for course deliveries through the end of May, so be sure to promote specific classes. Find promotional slides, social images and verbiage, email language and your chapter's distinct code on the Chapter Leader Resource Page under [Marketing](#). You will also find an FAQ about the program.

GMID 2021

The schedule for Global Meetings Industry Day: Virtual is live: <https://www.mpi.org/events/gmid21>. Please send Lori Pugh Marcum, lpugh@mpiweb.org, any photos of your chapter celebrating GMID and any chapter accomplishments from the last year that you would like us to mention on air.

March Certificates

MPI Academy has some great programming scheduled for March, including the next part in our How We Did It series focusing on Digital Event Strategy & Considerations. Remember, this program is free for all members and non-members.

Meeting & Event Strategist 3/18

<https://www.mpi.org/education/certificate-programs/meeting-event-strategist>

Stop Human Trafficking

The 2021 Anti-Human Trafficking (AHT) Task Force is dedicated to providing educational programming to our MPI community. We are offering Chapter Leaders resources to assist with creating an Anti-Human Trafficking educational program for your chapter, a Mentor for your chapter and/or help in creating an AHT web page on your MPI website. If you are interested in one or all three offerings please contact AHT Task Force Chair, Cindy Wallace at cindywallace@oregoncc.org. We hope to hear from you!

FREE! Chapter Education from Encore

Our friends at Encore are excited to offer FREE! Education that Chapters can monetize for your members. Delivered virtually, this education will focus on learning more about the future of Hybrid Meetings. The education is available NOW and chapters are encouraged to reach out directly to Encore to arrange scheduling for your chapter. Contact directly by email: **John Rissi, (He, Him, His)** Encore SVP, Customer & Industry Relations. John.rissi@encoreglobal.com

Business Exchange

Digital Exchange Series - Corporate Planners 3/31

At MPI's Hosted Buyer [Digital Exchange Series: 2021 Road to Recovery](#), you will experience a digital event created specifically for your community! Participating as a planner in the MPI's Hosted Buyer Digital Exchange Series: 2021 Road to Recovery allows you opportunities to meet with suppliers, network and build lasting relationships, and contribute the insight needed to push the industry towards recovery.

Attend and you will be automatically entered into the raffle for one (1) Complimentary World Education Congress Vegas (WEC Vegas) Live Registration.

This event is FREE for MPI members and \$30.00 for non-members. Email mpiexchange@mpi.org with any questions.

Marketing and Communications

New! EMEC 2021 Toolkit

MPI's European Meetings and Events Conference (EMEC) is going virtual this year and will take place before WEC Vegas begins on June 15, 2021. Learn more about the event and promote it with our toolkit. Download it [here](#).



Make your future at WEC Vegas

Through an open-source programming approach, live on-site collaboration and a fluid, nimble mindset, WEC Vegas will provide ways for all participants to design their future. And there's no better place to do it than at the brand-new Caesars Forum! [In-person registration is now open](#) and through March 15th registrants can save up to USD\$210.

This discount does not apply to Chapter Leaders who have your own special registration rate here: <https://cvent.me/2KPonn>

If you are interested in participating in our fully redesigned Hosted Buyer Program, apply [here](#). If accepted, you'll be hosted at WEC Vegas and get access to the perfect blend of business meetings and experiential opportunities.

Make *your* future with us at WEC Vegas!

GMID toolkit

In celebration of Global Meetings Industry Day on Thursday, April 8th, 2021, MPI will be hosting Global Meetings Industry Day: Virtual, a free, 12-hour live broadcast featuring education and activities worth 12 clock hours. Share assets in this toolkit to show your members and prospective members that you are committed to the success of Global Meetings Industry Day:Virtual and spread the word about GMID! Download the toolkit [here](#).

Leadership and Engagement

Revenue Generating Idea!

As we get back to in-person meetings, now is a great time to implement new ideas and strategies to generate revenue for the chapters like the **MPI Mexico Chapter's Planner Sponsored Tables program** which won the RISE

Marketplace Excellence Award last year. By creating VIP zones at educational events and selling those to sponsors, allowing the sponsor to select the planners they would like to invite to sit in their VIP area. This concept gives control to the sponsor as to who can sit in their VIP section so they can spend that time getting to know new or targeted planners. The chapter promotes as a free event for planners to increase the planner attendance. This model helps to engage the attendees and utilize the limited amount of time at a chapter event in a way that is beneficial for everyone, creating deeper connections right from the beginning instead of attendees having to find their way, they are matched with sponsors. First time planner attendees will feel immediately welcomed as a VIP which will lead to an increase in membership. Please review the award-winning package and see how you can make it successful in your own chapter. You can find it in the Chapter Leaders Resource Page: **CLRP > RISE Awards > Implementing Award Winning Ideas > Marketplace Excellence - RISE UP MPI Mexico Chapter 2019**



\$500 for your Chapter - Thank you Cvent!

One of the missions of our MPI Chapter + Community team is to encourage chapter leaders to assess technology to be more productive in their roles. And no secret, MPI has been partnering with Cvent to enhance chapter operations platforms as a means of compliance and audit.

Around the new year holiday, amid all the craziness, something special happened! Cvent donated \$20,000 to MPIF. Why? You ask... Simply stated; it's a great example of MPI partners helping chapters, help themselves.

If your chapter utilizes the Cvent platform and has a partnership agreement, you are eligible for U.S. \$500. If your chapter doesn't but would like to get more efficient, you can also get U.S \$500. You can use the \$500 however you want. Let me say that again. You can use the \$500 however you want! BTW, the funds are available first-come, first-served. Simply, reach out to Rachel Marion at rmarion@cvent.com to learn about how you can qualify. These funds are limited!

On behalf of our entire Global Board of Trustees, our sincere thanks to Cvent for such a generous donation and if you are a Chapter Leader, don't wait!

Learn more [here](#).

AMS - Association Management System Advisory Committee

Thank you to all who put your name in the hat to participate in our AMS Advisory Committee. We received an overwhelming response to our call for volunteers. This is an exciting indication of how passionate you are about MPI and your local chapter. So, thank you for that! Of course, we would love to include everyone who volunteered; however, for the committee to be effective we had to limit the number of spots. Our final AMS Advisory committee is comprised of Chapter Leaders and Chapter Administrators representing chapters of all sizes from all over the world. [Click here](#) to see committee list and please don't hesitate to reach out to any member of this committee to voice your questions and concerns. YOUR VOICE MATTERS! Again, THANK YOU for raising your hand. We will keep you informed as this exciting project develops.

Chapter Business Summit Registration

Attention President-Elects and Chapter Administrators – please note that an email invitation will be sent out the week of March 15th, to all eligible 2021-2022 board members asking them to register for CBS which will be taking place on April 15th and 16th. If you have not done so yet please submit your board slate before March 15th to ensure your incoming board members receive the invitation to register. Please use the board slate submission toolkit saved in the CLRP [here](#).

European calls

Presidents and P. Elects / 24 March and 28 April

VP Membership and Administrators / 13 April

European events calendar: [European Calendar \(mpi.org\)](https://www.mpi.org/european-calendar)

MPI II Foro Hispano

Our four Spanish speaking Chapters are organizing the second edition of II MPI INTERNATIONAL HISPANIC FORUM.

More information [here](#). #MPIFOROHISPANO

Congratulations 2021 RISE Awards Finalists

Industry Advocate

MPI Caribe Mexicano Chapter

MPI Italia Chapter

MPI Southern California Chapter

Innovative Educational Programming

MPI Caribe Mexicano Chapter

MPI Mexico Chapter

MPI Belgium Chapter

MPI Italia Chapter

MPI Dallas-Fort Worth Chapter

MPI California (Group)

MPI Southern California Chapter

Marketplace Excellence

MPI Orange County Chapter

MPI Greater New York Chapter

MPI Caribe Mexicano Chapter

MPI California (Group)

Membership Achievement

MPI Tennessee Chapter

MPI Italia Chapter

MPI Northern California Chapter

Meeting Industry Leadership

Pawntra Shadab, CTA, CIS, CITP

Greg Elam

Valeria Serrano, CSM

Paige Mejia

Member of the Year

Kate Copeland, CMP, CMM, CED

Shannon Jones, CMP

Nicole Coon, CMP

Erica Shonkwiler, CMP

Mary-Anne Urbanovich, CMP - HC

Young Professional Achievement

Elizabeth Buhl

Zaman Ishad, CED, CMP, DES

*All finalists scored 80% or higher in the application review round.

Administration & Finance

WEC Vegas - Digital Attendance - Special Rate for Chapter Administrators

Calling all Chapter Administrators! REGISTER [HERE](#) TO ATTEND WEC VEGAS
Use this special code "CHPADMWEC" for Chapter Admins to get WEC DIGITAL
at the Chapter Leader Rate USD \$100. (Code is not valid for in-person
attendance).

New! Volunteer Leader Agreements

Just a friendly reminder that there are new Volunteer Leader Agreements this
year. They can be found in the CLRP [here](#).

Foundation Corner

The Gift of Giving

It's hard to believe it's been 12-months since COVID-19 brought our industry to a screeching halt. But what's not hard to believe is how quickly the MPI Foundation sprung into action then, and how it continues to aid hundreds of distressed members one year later. Although each story is uniquely complex, they all share the commonality of being human. The MPI Foundation has documented a glimpse of some of these stories. Take a moment to watch this heartfelt video to truly feel the impact your contributions have on fellow MPI members.

[MPI Foundation Gift of Giving](#)

Although it's been 12-months of suffering, loss, stress and financial hardship, it's also been 12-months of generosity, kindness and selflessness. The gift of giving is more exposed now than ever before and we *need* to keep the momentum going. As we approach Global Meetings Industry Day (GMID) on April 8th, we are asking our chapters to encourage all members to donate \$10 each to help meet our one-day goal of \$50,000.

If you're looking for other ways to get your chapter engaged, plans are already well underway for WEC Las Vegas and the MPI Foundation is accepting donations for our auction. Please share the link below in your chapter communication to encourage members to donate what they can.

<https://www.mpi.org/about/foundation/auction-intake-form>

While we're on the topic of WEC, limited scholarships are available and applications are due by March 16th. Please share [this link](#) with members to submit applications.

https://tools.eventpower.com/speaker_management/initiate/21MPI-SCH

Thanks in advance for your contributions! Your chapter is truly what makes MPI such a special place for meeting professionals across the world.

Toolkits & Forms & Quick Links

[WEC VEGAS PAGE](#) | [CHAPTER LEADERS RESOURCE PAGE](#)

[GMID TOOLKIT](#)

[WEC Vegas toolkit](#)

[May toolkit](#)

[MCSS toolkit](#)

[COVID-19 Membership Chapter toolkit](#)

[Refer a Friend toolkit](#)

[April toolkit](#)

[Equality and Justice toolkit](#)



© 2020 Meeting Professionals International All rights reserved.

2711 LBJ Freeway, Suite 600 Dallas, TX 75234

<http://www.mpi.org> | [Unsubscribe](#)