Chapter Toolkit:

MPI 50th Anniversary Video Submission Campaign

2022 marks MPI's 50th anniversary, and our chapters—YOU—are at the heart of it all!

Beginning in September, MPI will begin collecting members' stories to showcase on a dedicated page on mpi.org, celebrating the diverse, powerful history of MPI as an association, community and home for so many in the industry. And we need our chapters' help in getting the word out!

"Share Your Story" Campaign and Toolkit:

Launching mid-to-late September, this campaign will urge our members around the world to share their video-based testimonial stories about what MPI has meant to them throughout the years, the impact MPI has made to the meeting and event profession, and thoughts on where MPI is headed in the next fifty years. This toolkit will aid in these efforts.

This campaign will direct users to **mpi.org/mpi50**, where they will submit their videos. Only video submissions will be collected. Please note that there will be a committee vetting content submissions and only a select group of stories will appear on the website. We will "launch" the site showing members' videos in November during IMEX America, adding more stories as we collect them throughout the year and leading up to our showcase event during WEC San Francisco in June 2022.

NOTE: Please do not use this toolkit until late September, which is when the video submission site will be live. A launch communication will be sent to Marketing and Membership chapter leaders, once the campaign is ready to push live. *It's critical for these materials to remain shelved until a green light is given by MPI Global.*

This toolkit includes:

- Social media graphic assets to promote in 2021, with recommended post text and hyperlinks
- Power Point slide to use at chapter meetings
- MPI50 logo

Facebook and Twitter post graphic

MPI_50years_1200x630.jpg

Post text 1:
In 2022, MPI turns 50! We're celebrating by collecting YOUR stories and memories of what MPI has meant to you and your profession. Share your video stories today. #MPI50
LINK: mpi.org/mpi50

Post text 2:
50 years! You can celebrate MPI's golden anniversary by submitting YOUR stories and memories of what MPI has meant to you and your profession. Share your video stories today! #MPI50
LINK: mpi.org/mpi50

Instagram and Facebook post graphic

MPI_50years_1080x1080.jpg

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PPT Slide for Virtual Chapter Meeting

MPI_50years_1920x1080_PPT.jpg

Logos

MPI50_logo.jpg
MPI50_logo.png

MPI50_logo_circle.jpg
MPI50_logo_circle.png

Email Signatures:
For email signatures, please use MPI50_logo.jpg. *Do not use the circle version of the logo for email signatures.*

Which logo to use on different backgrounds:
We encourage you to primarily use the JPG files on white backgrounds. The PNG version has a transparent background and can be used on only very light or very dark backgrounds. Basic rule of thumb: if the logo gets lost on the background, don't use the logo or change the background.

NOTE: There is no white/reversed version of the MPI50 logo. In oder to preserve the "golden anniversary" concept, the logo can only appear with the golden texture.

If you have any questions about the MPI50 logo usage, please contact Jeff Daigle, MPI Creative Director at **jdaigle@mpi.org**