



MPI@50 Chapter Activation Toolkit

The MPI@50 celebration activities and events will take place throughout the calendar year 2022, with the reveal and kick-off at IMEX America in November 2021. Each Chapter will determine how they will incorporate the anniversary celebration into their Chapter events. The focus should be on the *evolution of the meetings and events industry over the past 50 years*. The hope is that your Chapter will embrace the MPI@50 celebration to highlight the meetings and events industry in your area with a local focus on our global organization.

Personal stories are powerful messaging tools and a toolkit for these submissions can be found in the CLRP with recommendations on length, video format, etc. Please plan to promote this at the Chapter level so that you are represented.

There is a list of Community of Honorees for MPI. This list is comprised of founding members, charter members, award winners and Chairs of the Foundation and International Boards of Directors. You can access the list via the membership reports in the CLRP so that you can honor them at the local level.

This is meant to be an idea starter -

- a) Share the 50th anniversary video with your members. (video to come)
- b) Recognize your Community of Honorees (COH) members
- c) Ideas to Recognize the COH - newsletters, social media, from the podium at an awards program, videos, 1:1 interviews (reflection of what got them on the COH list, then and now focus, photos), interviews with family members of the deceased, include names and photos in your monthly program PPT
- d) Ideas for Events to Celebrate the 50th – GMID, Chapter or Joint Chapter Conference, Awards Gala, Education Day, Holiday Event, Panel with the Honorees or Past Presidents/Rock Star Volunteers/Impressive Initiatives at the Chapter Level

e) Fundraising/Sponsorship Ideas

1. 50 Sponsors @ \$500
2. Offer In-kind Sponsorships to incorporate logos in Anniversary functions i.e. hotel rooms, airline tickets, transportation, suppliers of materials and technical support, CVB's, International Companies
3. \$50 Each Member donation with a 50th Anniversary Recognition for the donation

f) Misc. Chapter Ideas

1. \$50 off a Conference or Large Chapter Event
2. \$50 off membership new or renewal
3. 50 scholarships for the year
4. 50 free monthly program scholarships (maybe volunteers only)
5. The first 50 get ...
6. Only 50 raffle tickets at a larger amount for a big prize