



MPI Guide for Club & Chapter Formation

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PART I:

INTRODUCTION TO

CLUB & CHAPTER IN

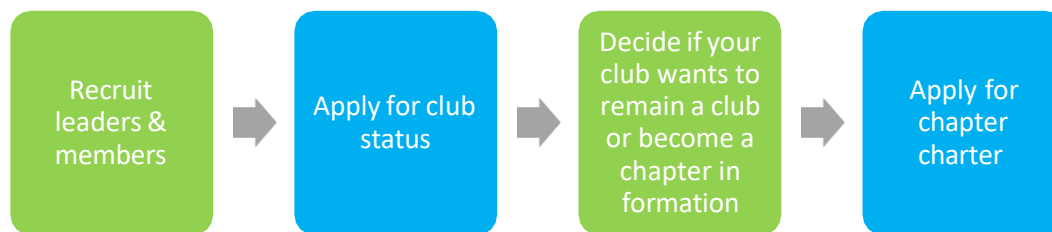
FORMATION PROCESS

MPI Club & Chapter Formation Manual

This manual describes the suggested steps taken to establish new Meeting Professionals International (MPI) Clubs and Chapters. These are guidelines and, except in specific cases (i.e., bylaws and minimum standards), should not be construed as absolutes. It is designed to help Regional Operations Managers and Directors (ROMs) supervise MPI Chapter Champions, who seek to expand MPI's Club and Chapter network. It can also provide more in-depth guidance to Chapter Champions about the steps required to establish new Clubs (normally the first step) and Chapters.

MPI Clubs and Chapters are self-functioning units of the global organization. A Club or Chapter exists for the same purposes and pursues the same goals as MPI, which means all its activities must be in alignment with the **MPI Global vision and mission**, and its members must adhere to the **MPI Principles of Professionalism**. The Club and Chapter's role in Meeting Professionals International is that of a conduit for information and a local or regional arm for support and propagation of MPI programs. Preferred and premier-level membership in MPI is dual with the international organization and the local Club or Chapter. If a member is not within reasonable travel distance from a Chapter, he/she is considered an "at large" or essential member. Clubs and Chapters provide networking opportunities on a local level and provide opportunities for representation on international boards, committees and councils.

This is the overall Club & Chapter formation process.





Club & Chapter Formation Manual

Although this guide outlines the full seven-step process of becoming an MPI Chapter, Clubs can opt to remain Clubs. Here are the ways in which Clubs and Chapters are alike, and how they differ.

MPI CLUB	MPI CHAPTER
Needs name, geographic boundaries & application to be approved by the IBOD	Needs name, geographic boundaries & application to be approved by the IBOD
Exists to fulfill the global MPI Mission & Vision	Exists to fulfill the global MPI Mission & Vision
Needs to adhere to MPI Global Club minimum standards as outlined in the MPI Policy Manual.	Needs to adhere to MPI Global Chapter minimum standards as outlined in the MPI Policy Manual.
Minimum 20 members. Two-thirds of the Club membership must reside within the primary location (main population source within determined boundaries) or as otherwise authorized by IBOD.	Minimum 40 members. Two-thirds of the Chapter membership must reside within the primary location (main population source within determined boundaries) or as otherwise authorized by IBOD.
Quarterly activities suggested.	Minimum 4 educational events/year.
USD\$1,000.00 start-up fund contribution after bank account has been opened.	USD\$1,000.00 start-up fund contribution after bank account has been opened.
Rebates may be available for the first two years. Consult your Regional Operations Manager for more information.	Rebates continue for lifetime of Chapter, unless otherwise determined by IBOD.
Adheres to local tax & legal nonprofit/NGO filing requirements.	Adheres to local tax & legal nonprofit/NGO filing requirements.
Do not use bylaws, a formal set of rules that defines an organization's operation. However, MPI Global provides a template Clubs can use to create proposed bylaws if they want to apply to become a Chapter.	All MPI Chapters must follow the Bylaws provided by Global and adopt any formal document request by applicable governments. Any name changes or territorial boundaries must be approved by IBOD, prior to being submitted to Chapter membership for approval.
Annual budget and quarterly activity reports filed with MPI Global. Templates for annual event calendar and business plan templates are available.	Annual budget, business plan, event calendar and compliance documents to be filed with MPI Global annually. Monthly financial reports need to be submitted by the 15 th of the following month.



Club & Chapter Formation Manual

<p>Receives the following forms of support from MPI Global:</p> <ul style="list-style-type: none"> • Assigned ROM • Chapter leader newsletter & invitations to leader calls • Marketing materials • Membership support • Chapter leader education • MPI logo • Website • Eligible for MPI Foundation grants 	<p>Receives the following forms of support from MPI Global:</p> <ul style="list-style-type: none"> • Assigned ROM • Chapter leader newsletter & invitations to leader calls • Marketing materials • Membership support • Chapter leader education • MPI logo • Chapter website • Directors and officer's insurance at cost • Chapter accounting platform with financial reporting tools • Eligible to earn Chapter incentives for high-performance • Eligible for MPI Foundation grants
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It is important for ROMs and Club & Chapter leaders to understand MPI's vision and mission, principles, governing bylaws and global policies because they can help settle most of Club & Chapter-level conflicts, disputes and questions.

The MPI International Bylaws are a description of MPI's structure and the governing rules. They were established by the membership and can only be changed by a positive vote of the membership. All Chapters must accept and adhere to the present bylaws and all subsequent changes. The MPI Global Policy Manual is documentation of governing regulations established by the MPI IBOD. The Policy Manual may be changed by a positive vote of the IBOD. All Chapters must accept and adhere to the present policies and all subsequent changes.

PART II: OUTLINE OF PROCEDURES

Step 1. **DETERMINE FEASIBILITY**

- A. Determine proposed geographical boundaries
- B. Determine current membership within geographical boundaries
- C. Determine potential membership
- D. Determine potential leadership

Step 2. **FORM STEERING COMMITTEE**

- A. Establish essential committees
 - a. Bylaws (needed for Chapters, not Clubs)
 - b. Membership
 - c. Education
 - d. Budget and Finance
- B. Develop short and long-term goals and objectives for committees

Step 3. **SUBMIT APPLICATION TO MPI'S INTERNATIONAL BOARD OF DIRECTORS (IBOD)**

Step 4. **HOLD FORMATION MEETING**

- A. Presentation of MPI's structure and purposes
- B. Presentation of proposed structure of Club or Chapter
- C. Presentation of committee goals and objectives
- D. Recruit volunteers for committees (including bylaws)
- E. Distribute membership applications and promotional materials to non-members

If the Chapter model is selected two additional steps will apply. Alternatively, you can refer to MPI Guide to Sustainable Club operation.

Step 5. **FILE APPLICATION FOR CHAPTER CHARTER**

- A. Proposed Chapter name and boundaries
- B. Proposed leadership
- C. Proposed bylaws
- D. Proposed long and short-term goals
 - a. Education
 - b. Membership
 - c. Budget and Finance
- E. Summary of current and potential membership

Step 6. **HOLD CHARTER MEETING**

- A. Presentation of Chapter charter
- B. Installation of officers and board members

Step 7. **CHAPTER OPERATIONS**

Refer to Section III of this guide for a list of resources contained in the Chapter Champion's toolkit, which can assist with this Club of Chapter formation process.

STEP 1

DETERMINE FEASIBILITY - It is important to determine that there is a **need** for an MPI Club/Chapter in the area. There must be a need for education of local professionals in the meetings and events industry. There also must be evidence of available people to provide the management of an organization which offers quality educational opportunities. Additionally, there must be sufficient members and potential members in the geographical area to support the formal structure of a Club or Chapter. Clubs require 20 members and a volunteer steering committee of at least five people. Chapters have a minimum of 40 members and five core board positions, with additional volunteer support from directors and committee members.

- A. Establish proposed boundaries of the new Club or Chapter. Keep in mind:
 1. Travel time to meetings
 2. Proximity of other MPI Clubs and Chapters or other Industry Associations.
 - i. If there is an established MPI Chapter nearby, it may act as a “hub” Chapter to mentor the developing “satellite” region until it’s ready to apply for Club & Chapter recognition.
 - ii. If the proposed Club or Chapter overlaps an existing Chapter’s boundaries, any affected Chapter leaders need to agree on whether to support the development of this satellite region as an independent Club or if it should remain part of the existing Chapter, with a regional steering committee to oversee activities.
 3. MPI’s International Board of Directors must approve any proposed boundaries for Club/Chapter recognition and must approve any change thereafter.
- B. Determine current membership in your area by asking MPI for a list of members and prospective members within the proposed boundaries.
- C. Determine potential membership by collecting the name, title, affiliation, address, telephone number and e-mail address of qualified meeting

professionals from the following sources: (*Note: Abide by existing data privacy regulations in the collection and use of contact lists*)

1. Convention and Visitor's Bureau/National Tourist Office planner listings
 2. Local hotels and national sales office lists of local professionals. (This should be handled in strict confidence by professionals only.)
 3. Chamber of Commerce lists of corporations in the area
 4. Lists of associations in your area
 5. Other regional specific organizations
- D. Determine potential volunteer leadership by asking potential members to rate their level of interest in forming a Club or Chapter, and their interest in involvement as leaders and committee members.

STEP 2

FORM STEERING COMMITTEE: This committee should include people who understand the purpose of MPI and the rules and regulations governing the organization. It usually is comprised of five (5) members, a chairperson and the chairpersons of the bylaws, membership, education, and budget and finance committees.

- A. Select interested people (they don't need to be members - but should become members before the Club is formed or Chapter is chartered) who have the appropriate ability for any committee. Consider their availability (time and commitment) and their areas of expertise. Committees include:
 - a. Governance Committee (Clubs don't use bylaws, but Chapters do)
 - b. Membership Committee
 - c. Education Committee
 - d. Budget/Finance Committee
- B. Describe their responsibilities (see following descriptions)
- C. Ask for their commitment
- D. Prepare a timetable for completion of committee responsibilities

- E. Comply with MPI brand standards when promoting benefits of membership and your local activities. The Chapter Operations Team can provide you with current marketing collateral.
- F. Meet with MPI Community Engagement Team to track progress

STEP 3

SUBMIT CRITERIA: Complete the criteria for Evaluating Potential MPI Club or Chapter application and create a formal presentation to share with the Chapter Operations Team. The Chapter Operations Team will then share the application and presentation with the MPI International Board of Directors (IBOD). If approved by the IBOD, the applicant will become an officially recognized MPI Club or Chapter.

STEP 4

HOLD FORMATION MEETING: Upon approval by the International Board of Directors, plan a formation meeting.

- A. Prepare an agenda for the meeting (see example on next page)
- B. Select date, time and location
- C. Confirm that involved people can attend
- D. Send out invitations (including to media and government officials)
- E. Hold meeting

The formation meeting is an opportunity to publicly celebrate the Club's or Chapter official beginning. Introduce the steering committee leaders (Club) or Board (Chapter) and recruit for additional volunteers, including a governance committee. If the majority of potential members are unaware of the types of programs MPI offers, you might consider offering a prototypical MPI Chapter meeting. Schedule time at the end of the meeting to explain the purpose of MPI and its benefits.

If the Chapter model is selected two additional steps will apply. Alternatively, you can refer to MPI Guide to Sustainable Club operation.

STEP 5

FILE APPLICATION FOR CHAPTER CHARTER – Fill out the Application for Chapter Charter. Send to the Chapter Operations Team for submission to the MPI International Board of Directors. Upon IBOD approval, the applicant will become a provisional MPI Chapter, subject to achieving Chapter minimum standards to maintain its charter, as per MPI Global Policy.

STEP 6

HOLD CHARTER MEETING - Upon receiving written approval from the International Board of Directors, plan a Chapter charter meeting.

- A. Prepare an agenda for the meeting (see example on following page)
- B. Select date, time and location
- C. Confirm that involved people can attend; ensure visitation by an MPI official or staff member
- D. Send out invitations (including to media and government officials)
- E. Hold meeting

It is now time to choose your first officers and board members. Consult the Leadership documents in the Chapter Champion Toolbox to help you prepare Nominating Committee letters and job descriptions. Review Chapter bylaws for qualification, term of office and other requirements. Review the responses from membership questionnaires to find potential volunteers. Determine which of the people interested have the skills and abilities to fulfill the responsibilities of each office and directorship. Contact those people and get a written commitment to serve.

STEP 7

CHAPTER OPERATIONS: Once the Chapter has been chartered, the following procedures must be followed:

- A. Apply for a Tax ID number, if required by your local government, and abide by local/region tax reporting guidelines and regulations.
- B. Submit Articles of Incorporation, if required by your local government, to form a nonprofit organization (equivalent to a US 501(c)(3) nonprofit).

- C. Connect Chapter bank account to MPI Global Chapter Accounting Platform.
- D. Secure Directors & Officers insurance through MPI Global or local insurance broker for International Chapters outside US.
- E. Set up MPI Chapter website through MPI Global.
- F. Meet Chapter minimum standards as outlined in MPI Global Policy.
- G. Keep Chapter monthly dashboards and financial records current.
- H. Regularly convene the board of directors to measure progress against goals and adjust strategy and budgets, as needed.
- I. Attend MPI Global calls and keep current with Chapter Leader Newsletters and other global announcements.
- J. Work with the Chapter leadership team to create an inclusive and welcoming environment that empowers and encourages all members to become potential Chapter leaders, to keep your leadership pipeline full.
- K. Design experiences and activities that bring the MPI mission and vision to life by encouraging and empowering members to learn, innovate, collaborate and advocate together as local representatives of a global community.

Part III:

Chapter Champions

Toolkit

Chapter Champions Toolkit

Step 1:

- Sample Letters for MPI Chapter Champions
- Sample Questionnaires for MPI Chapter Champions
- Top 5 Reasons_Faculty
- Top 5 Reasons_Meeting Managers
- Top 5 Reasons_Students
- Top 5 Reasons_Suppliers
- MPI Membership Postcards

Step 2:

- Committee Roles and Responsibilities
 - Committee Roles and Responsibilities
 - Conflict of interest
 - Principles in Professionalism
 - Consent Agenda Sample
 - Chapter Leader Job Descriptions
- Budget-Finance
 - Finance - Year End Statements
 - MPI Chart of Accounts
 - Finance Documents
 - Budget Template
 - Cash Vs. Accrual Accounting Tips
- Bylaws
 - Chapter Policy Manual
 - Chapter Bylaws
- Education
 - VP of Education Toolkit
 - Educational Event Checklist
- Leadership
 - MPI Succession Planning Tips
 - Recruiting Board Leaders

- Recruitment Tips
- Sample board applicant interview
- Sample board application
- Sample board application cover
- How to build an agenda
- Membership
 - ~~Membership brochure French~~
 - ~~Membership brochure Spanish~~
 - Membership Goals Tips
 - Membership Strategy Tips
 - MPI Ambassador Program
- Communications/Marketing
 - Building a Prospect list
 - MPI Chapter Logo Standards
 - MPI logos

Step 3:

- Application for Club or Chapter Recognition

Step 4:

- Sample Formation Meeting Agenda
- MPI Guide to Sustainable Club Operation

Step 5:

- Chapter Charter Application
- Sample Board Applicant Interview Questions
- Sample Board Application

Step 6:

- Chapter Charter Meeting Prep
- How to Lead a Meeting
- Handling Motions

Step 7:

- Chapter Operations Form
- Succession Planning Tips