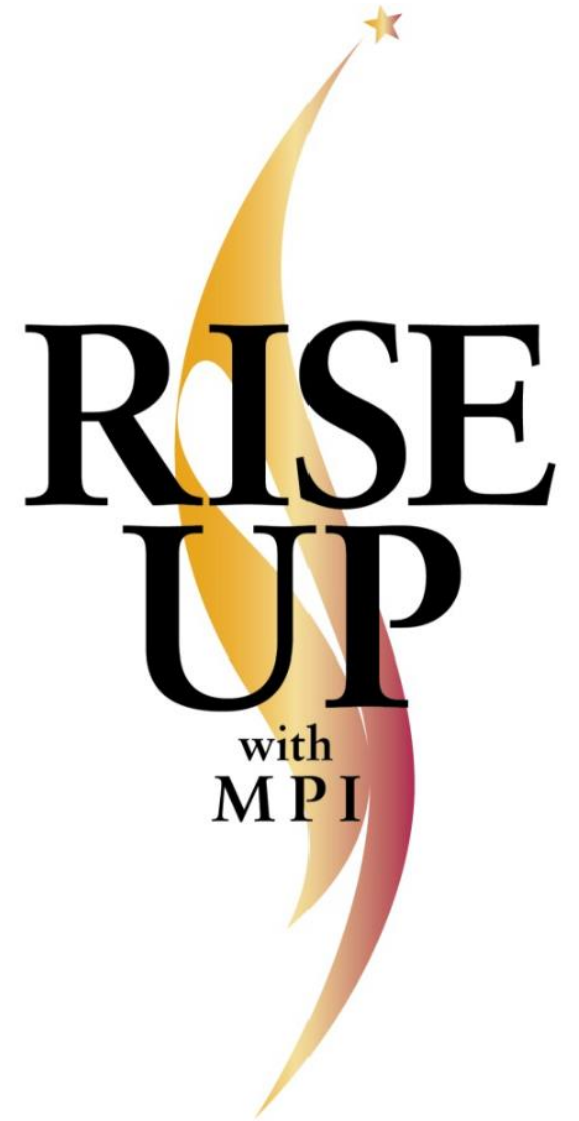


MPI Tennessee Chapter Innovative Educational Programming

2024



MPI Tennessee Chapter

Innovative Educational Programming

Overview:

The MPI Tennessee Chapter held its annual Connect Educational Conference and Tradeshow on February 15, 2023. The event, named Connect TV, was designed to provide an immersive and innovative educational experience by transforming the conference into a TV network theme. Each educational session was styled as a popular TV show, ensuring attendee engagement and diverse participation. The event aimed to attract a broad audience, raise funds for the MPI Foundation, and maintain high attendance.

Objectives:

The primary objectives of Connect TV were:

1. To energize the educational program by making it immersive and innovative.
2. To provide quality educational content that would attract a diverse audience.
3. To engage new vendors in the tradeshow.
4. To raise awareness and funds for the MPI Foundation.
5. To offer a unique and memorable learning experience by blending industry trends with entertainment.



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Results:

- The conference was highly successful, achieving record-breaking attendance and generating significant industry buzz.
- Facilitated increased member engagement and attracted new members.
- The innovative approach was well-received, with positive feedback from attendees highlighting the engaging format and diverse speaker lineup.
- Attendee feedback and post-event surveys indicated high satisfaction, ensuring the event's concepts would be replicated in future conferences.
- \$2.00 from every registration went to the MPI Foundation.



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