

MPI Southern California Chapter Innovative Educational Programming

2026



MPI Southern California Chapter

Innovative Educational Programming

Overview: The MPISCC Roadshow was a reimagined, city-to-city educational series built around the theme “Game On,” timed to Southern California’s preparations for the 2026 World Cup and 2028 Olympics. Instead of requiring members to travel to one location, the chapter brought education directly to them across multiple local markets.

Objective: Increase member accessibility and engagement across a geographically dispersed region; deliver destination-specific intelligence via DMO “Scouting Reports”; equip members with future-ready skills through live AI coaching; and build regional alignment ahead of major global events.



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Measurable Impact:

- **Attendance nearly doubled** compared to the prior year's single-location format
- **Majority of registrants lived within 15-20 miles** of each local Roadshow stop
- Over 90% of survey respondents rated **local accessibility as 'valuable' or 'extremely valuable'**
- **Email open rate: 34% (above chapter average);** click-through rate: 12%
- Combined social media impressions: 9,500+ across platforms
- Live AI coaching received exceptionally positive feedback for **real-time, actionable value**
- Multiple DMOs expressed interest in continued partnership for future Roadshow editions
- Plans underway for 2026 & 2027 editions



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ROADSHOW 2025. GAME ON.

9.09 | FAIRMONT BREAKERS - LONG BEACH
9.10 | AC HOTEL - PASADENA
9.11 | THE BEVERLY - LAS VEGAS
9.12 | COSM - LA

REGISTRATION OPEN!

FROM CITY STREETS TO NEON LIGHTS: MEET THE VENUES POWERING THE 2025 ROAD SHOW



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LOS ANGELES CLOSED THE LOOP, BUT THE MOMENTUM IS ONLY BEGINNING. CONSIDER THIS YOUR PREVIEW.



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