

MPI Greater New York Chapter Marketplace Excellence

2026



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Marketplace Excellence

Overview: MPI Greater New York Chapter developed and implemented a comprehensive Standard Operating Procedure (SOP) overhaul for its Marketing and Communications Committee. The initiative introduced a unified marketing request form and structured backend workflow, transforming how the chapter manages promotions, sponsorship fulfillment, and member communications.

Objective: Streamline and professionalize marketing operations by centralizing all requests through a single intake point; ensure sponsor commitments, event promotions, and campaigns are executed with accuracy and consistency; build a scalable system that reduces reliance on institutional memory.



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Measurable Impact:

- Social media interactions (likes, shares, comments, video views) grew year over year
- Email open rates and click-through rates showed measurable improvements post-implementation
- Event attendance benefited from clearer, more consistent pre-event communication
- Sponsors reported upgraded quality and consistency of contracted deliverables
- Members and sponsors noted improved branding, more dynamic content, and greater cohesion
- System is fully documented and transferable - any MPI chapter can replicate the framework
- Shift to video content and motion graphics reflects modern member consumption habits



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Resources:

- [SAMPLE form](#) - Please download & make a copy BEFORE using
- How To Slides - [How To Slides](#)
- How To Video - [How To Video](#)

