

MPI Türkiye Chapter Membership Achievement

2026



MPI Türkiye Chapter

Membership Achievement

Overview:

MPI Türkiye Chapter transformed the planning of EMEC Istanbul 2025 into a membership engagement strategy. Rather than limiting participation to current members, the chapter invited non-members, suppliers, agencies, hotels, freelancers, and emerging professionals into open planning meetings and working groups—allowing prospective members to experience the value of MPI before joining.

Objective:

Build membership and volunteer engagement by opening the planning of a major MPI event to the broader meetings industry, creating meaningful opportunities for participation before membership.



MPI Türkiye Chapter

Membership Achievement

Measurable Impact:

MPI Türkiye shifted the focus from recruiting members to creating meaningful opportunities for participation. By experiencing the value of MPI through planning and collaboration, participants developed stronger connections to the chapter and its global community—resulting in measurable membership growth and a model that can be adapted by other chapters.

- **28 new members** joined during the EMEC preparation period
- **17 industry professionals** engaged in recurring open planning meetings
- **12 volunteers** supported EMEC subcommittees, creating a pipeline for future chapter leaders
- **Recognized by MPI Europe and Global leadership** as a best practice for community activation



MPI Türkiye Chapter

Membership Achievement

