

MPI Potomac Chapter Social Impact

2026



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Social Impact

Overview: The MPI Potomac Chapter transformed WorldPride 2025 into a platform for meaningful impact — championing LGBTQIA+ inclusion, advancing equity, and creating lasting connections across the global meetings and events community. Through educational programming, community celebrations, a worldwide Instagram takeover, and sponsorship support for attendees from countries where LGBTQIA+ identities remain criminalized, the initiative demonstrated that events can inspire both belonging and change.

Objective: Harness the global platform of WorldPride 2025 to educate, inspire, and create meaningful impact by delivering thought-provoking programming on inclusion, sustainability, and event security; mobilizing member volunteers; strengthening community partnerships; and expanding access to the WorldPride Human Rights Conference for attendees from countries where LGBTQIA+ identities are criminalized.



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Measurable Impact

170 industry professionals from **12+ states** participated in two WorldPride educational experiences, extending the initiative's reach well beyond the Washington, DC region.

Delivered exceptional attendee experiences, earning **satisfaction scores of 4.92 out of 5** (the highest MPI Potomac education rating since February 2023) and **4.73 out of 5**.

54% of registrations across three WorldPride events were driven directly through **strategic email marketing**, demonstrating highly effective audience engagement.

Generated strong digital visibility through **14 LinkedIn posts**, achieving **80–661 impressions per post** and **engagement rates ranging from 3.7% to 47.9%**.

Expanded global awareness through an **MPI Global Instagram Takeover**, featuring **13 curated stories** that showcased the chapter's WorldPride initiatives to an international audience.

Invested **\$1,000 to help sponsor attendance** at the **WorldPride Human Rights Conference** for individuals from countries where LGBTQIA+ identities are criminalized, extending the initiative's impact beyond the local community.

Ensured a lasting legacy by transforming both educational sessions into **evergreen resource toolkits** and a **podcast episode**, allowing the learning and conversations to continue long after WorldPride concluded.



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POTOMAC CHAPTER

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MPI Potomac Chapter Event Toolkits

DE&I EVENT CHECKLIST 2023

EVENT PLANNING FOR SOCIAL IMPACT: A TRAINING GUIDE FOR PURPOSE-DRIVEN PLANNERS

LEADING LARGE-SCALE EVENT PLANNING: STRATEGIES FOR SAFETY, INCLUSION & COMMUNITY IMPACT

