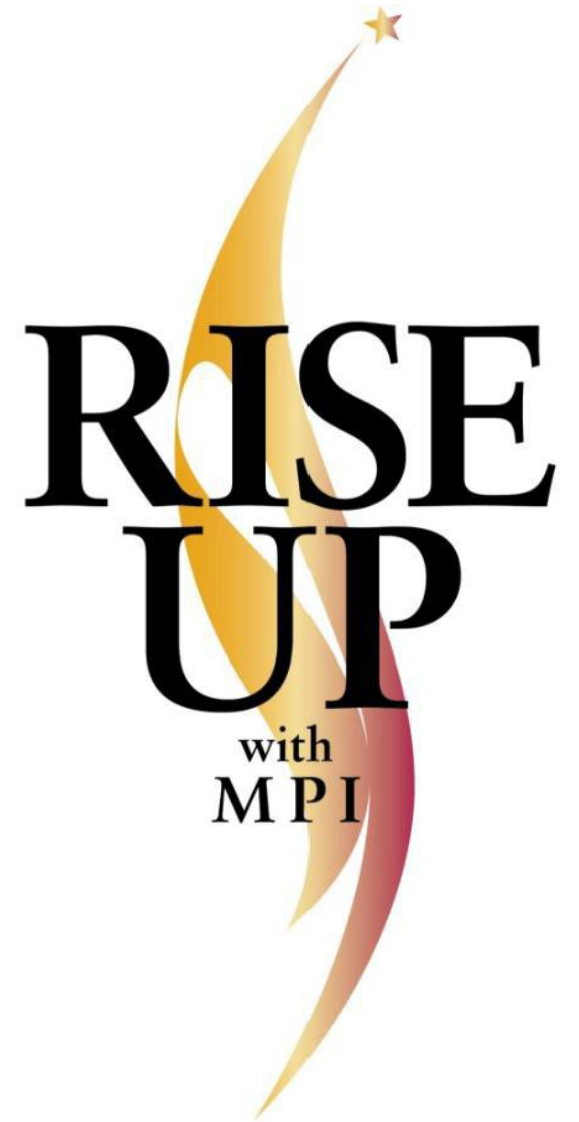


# MPI New Jersey Chapter Chapter Innovative Education

2022-2023



# MPI New Jersey Chapter

Chapter Innovative Education

**Overview:** Through a targeted survey, the board recognized a need post pandemic for connections and education which lead to a signature event named MEETS being created. MEETS is an acronym for Meetings, Events, Education, Travel, Sales which covers the desired audience that was identified.

By leveraging strategic partnerships with in-kind services such as the venue, transportation, A/V, photography and breakout speakers, the chapter was able to invest in well known keynote speakers to attract attendees.

In addition to education, this event offered networking the night before and throughout the day between sessions as well as a social outreach component by partnering with (3) local shelters.

**Objective:** To safely bring attendees together for quality education with plenty of networking time after having limited face to face time over the previous two years. The second objective was to not lose money.



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## Results:

- Exceeded the goal of 100 attendees by 37. Exceeded the goal to financially break even by making a profit of \$25K.
- Secured financial support from a wide range of sponsorships which allowed the chapter to keep the registration fee to just \$99.00.
- Sponsors were given exhibit tables to allow networking on extended breaks.
- Created co-op partnerships with other meeting industry organizations to help market the event which included a toolkit with marketing graphics and suggested text for social media.
- offered 6 continuing education credits through keynotes and breakouts presented by subject matter experts.
- Survey scores averaged 4.6 out of 5.
- Donated over 1,000 pairs of socks to (3) local shelters.
- Recognition in Mid Atlantic Events Magazine and Events Weekly.



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