



Communications Best Practices
from
2018 Chapter Rise Award Winners

Best Practices #1 - Create a microsite for marketing an event

Chapter: Chicago Area Industry Advocate

Objective: Market an event and communicate importance.

How: Each association that wished to advertise on the microsite was given a template for advertising so that the event marketing remained consistent with each association's branding. Example of microsite available here:

<http://www.cvent.com/events/mpi-cac-industry-xchange-2019/event-summary-dce60d66fc3d4887b466077a70e834a8.aspx>

Why: To promote an event and Global Meetings Industry Day to MPI members and non-members. The microsite also communicated the importance of GMID and raised awareness around the day.

Best Practices #2 - News blogs

Chapter: Chicago Area Industry Advocate

Objective: To create a buzz around past events and showcase the event.

How: Work with supplies and MPI to post news blogs showcasing recent events and outlining their key takeaways. See examples below:

<https://www.mpicac.org/index.php?src=news&refno=190&category=Chapter%20News>

<http://www.olcevents.com/blog/olc-blog/2017/04/27/key-takeaways-chicago-industry-xchange-2017>

<http://avchicago.com/news/recapping-2017-global-meetings-industry-day>

Why: To increase the passion around the events and work you are creating. Also, to let others know what your chapter is doing.

Best Practices #3 – Video clip promotion

Chapter: Southern California Innovative Education Programming

Objective: The goal of the video was to tell the story of (We)Con (annual 'camp' for meeting professionals).

How: The video is shot at the event for use for future promotions. The video showcases what is happening at the event to create a buzz. An example of the video can be found here: <https://vimeo.com/205333631>

Social media was used to focus on out of the box educational content and speakers. As well as the unique aspects to the various destinations the event has been held. Unique images and slogans were used and received a higher viewing and "like" rate than normal posts.

Why: The use of these out of the box marketing techniques grabbed member's attention.

Best Practices #4 - Cross-promotion communication partnership & sponsorship

Chapter: Southern California Innovative Education Programming

Objective: To increase sponsorship by offering incentives to sponsor more than just one event in a short time span.

How: By partnering with multiple chapters, you are able to offer suppliers more opportunities for sponsorships and higher benefits at each event. In this case, there were three events within a 10-day time span and qualifying sponsors for all events were part of the Triple Crown Sponsorship.

Why: Packaging your event with other chapter's events creates more incentives and opportunities for sponsors.

Best Practices #5 - New member welcome email

Chapter: Tennessee Membership Achievement

Objective: To provide new members with volunteering options and contact information.

How: When a new member joins the chapter a new member welcome email is immediately sent out. Part of the email outlines volunteer opportunities with the chapter and contact information for committee leads. Then speak about volunteering at luncheons and during all new member orientations. During new member orientations, have a one on one discussion about new member wants and what is available. *See attachment A.*

Why: This one on one approach to new members gets them anxious to join and get involved. It's important for new members to know that they can volunteer with something that lies within their skill set or for something they've always wanted to learn under someone more experienced in that role. The one on one connection leads to a higher volunteerism rate.

Best Practices #6 - Survey members for feedback and suggestions

Chapter: Tennessee Membership Achievement

Objective: To receive higher and more positive survey responses.

How: Remind program attendees to fill out the surveys and explain to them why they matter. In the chapter's monthly newsletter, highlight feedback and provide a response from the Board of Directors so that attendees know their thoughts are read and the chapter is taking the time to analyze how they fix any issues. *See attachment B.*

Why: The key to making members happy is to ask them what they want and implementing the changes they request.

Best Practices #7 - Volunteer recognition events

Chapter: Tennessee Membership Achievement

Objective: To thank valued volunteers for their efforts.

How: Host two events a year for volunteers to thank them for their hard work. Ideally, these events are fully sponsored which allows room in the budget to purchase giveaways and raffle items for attendees. *See attachment C.*

Why: These celebratory events show members how much the chapter appreciates volunteers efforts, which in turn helps with retention and recruitment when they tell their contacts about the chapter.

Best Practices #8 - Promotion of programming through various platforms

Chapter: Tennessee Membership Achievement

Objective: To provide the most visibility for all programming.

How: Promote programs through the use of Cvent email invitations and utilize LinkedIn and Facebook for social media promotion. Onsite at events you can use a Photo Booth approach and have attendees record or live stream a message directly to social media and remind users of their involvement and engagement with the chapter.

Another form of promotion is through video messaging that is embedded into newsletters, social media and played at in person meetings. Examples can be found here:

<https://www.youtube.com/channel/UCIpcmpspveeRagX-01LevZg>

<https://www.youtube.com/watch?v=ZlvOeVMMKhE>

Programming should also be announced at in person monthly education meetings. *See attachment D.*

Why: To increase open rates and visible responses at meetings and therefore increase attendance at events you are targeting. The Photo Booth approach during an event targets prospective members and turns them into new members due to these interactions.

Attachment A – New member welcome email

Subject: Welcome to the MPI Tennessee Family

Dear Alexa:

Welcome to the MPI Tennessee family! We are so glad that you are part of the family, and we can't wait to show you all MPI Tennessee has to offer for personal and professional growth. As your VP of Membership, I am committed to making sure you get everything you need from your membership.

I would like to introduce you to your Membership team leaders.

Anita Akers - Director of Recruitment, aakers@whitedoorevents.com

Her role is to help grow the MPITN membership to increase networking opportunities for all members. She can assist you with details on membership benefits for you and any of your colleagues that may be interested in joining the MPITN membership.



Natalie Norris, CMP, CMM

Don Osborn - Director of Member

Retention, don.osborn@wildhorsesaloon.com

His role is to keep members happy!! He reminds members to utilize their membership benefits and network to get the most from their membership. Members get as much out of their membership as they put into it.



Anita Akers

Desiree Wooldridge – Director of Leadership & Professional Development, mpitn.leadership.pd@gmail.com

Her role is to assist members with opportunities to grow their Professional Development through education that is provided by Belmont University Meetings program and the CMP study sessions. She also assists the board with placing volunteers into committees that are a good match for them. She can help you get involved in any committee to assist in building leadership skills.



Don Osborn, CHS

Please feel free to reach out to us or any of the board members with questions or concerns. A list of board members is attached to this email. More information about MPI Tennessee can be found on our website, www.mpitn.org. Please also follow us on social media ([Facebook](#) & [Twitter](#)) for important information and extra MPI Tennessee tidbits. We're so glad you're here!



Desiree Wooldridge, CMP, CMM

Sincerely,
Natalie Norris, CMP, CMM –
MPI Tennessee VP Membership
natalie@meetingsandmoreinc.com

Want to get Involved?

It's a fact: You realize more benefits from your MPI membership the more time and effort you put into it! When you give your time and skills to MPI Tennessee, you're investing in your personal and professional growth.

Want to get a jump start on volunteering?

Reach out to Desiree Wooldridge, CMP, CMM, or feel free to contact a Committee Leader below!

Finance Committee – Jill Kopecky - mpitn.finance@gmail.com

Membership Committee – Natalie Norris, CMP, CMM – natalie@meetingsandmoreinc.com

Communications Committee – Kayce Kiningham – mpitn.communications@gmail.com

Education Committee – Cory Brooks, CMP - mpitn.education@gmail.com

Special Projects Committee – Melanie Blanche - mpitn.specialprojects@gmail.com

Operations Committee - Michael Elizabeth McQuillen, CMP, mpitn.operations@gmail.com

Strategic Alliances Committee – Katherine Page - mpitn.strategicalliances@gmail.com

West Region Committee – Tiffani Wilson - mpitn.west@gmail.com

Introduce Yourself!

As a new member of MPI Tennessee, we want to spotlight you in our upcoming newsletter! Please introduce yourself to our membership by filling out the new member questionnaire. Don't forget to upload your picture!

<https://form.jotform.us/72064813476156>

Upcoming Meetings & Events

Go ahead and mark your calendar now! Many of the MPITN events fill up quickly so don't delay in registering.

Membership 101

TopGolf

May 21, 2019

5:00 p.m. – 7:00 p.m.

This event will be an orientation for new members as well as a networking and benefits refresher for current members. We will cover scholarships, award nominations, using the membership directory as a resource and how to showcase yourself and your company to the global MPI community. Come get the most out of your MPI Tennessee membership.

Please RSVP to Natalie Norris at natalie@meetingsandmoreinc.com.

Natalie Norris, CMP, CMM

MPI Tennessee, VP of Membership

Meetings And More Inc.

e: Natalie@MeetingsAndMoreInc.com

p: (615) 599-5599

f: (866) 599-9590

Attachment B – Monthly newsletter highlighting member feedback

SEPTEMBER 2018


MPI
TENNESSEE
CHAPTER

Plan-It Newsletter

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PRESIDENT'S MESSAGE

Happy September MPI Tennessee! I can almost see Fall on the horizon, and what an exciting season we are entering for the chapter. I've had the chance to sit in on a lot of meetings with the leadership and volunteers in the last month, and I have to tell you, great things are on the horizon! If you don't want to miss any of them, make sure you follow the chapter on Instagram ([@mpitnchapter](#)), Facebook ([@mpitn](#)) and our LinkedIn page ([@mpitn](#)). If you take pictures at a chapter event, or have a fun idea for a video, please pass it along to our communications team, and they'll work to share it across our platforms. Speaking of, our BRAND NEW website launched this month, and it's easier than ever to find info on volunteering, upcoming events and more at www.mpitn.org.



Who attended that KNOCK OUT of a meeting with Shawna Suckow last month?! We got great feedback from both sides of the supplier/planner aisle, and we're hopeful you are able to implement some new strategies in your industry relationships. This month we're looking forward to our MIX event and a "state of the industry" panel. We're also hopeful to cross the 400 member threshold and give away the coveted titles of Mr./Ms. 400 AND Mr./Ms. 400 Referral, complete with a MIX VIP prize package and some other fun surprises.

I can't wait for our members to see some of the new programs, plans and strategies that are in store, but even more so am looking forward to your feedback. Here's to all of you!

MPI EVENT SURVEYS

Have you ever wondered if anyone reads your surveys when you attend our industry events? I normally get one after I attend an MPI monthly function or some other industry function. Typically, if I'm busy, I may pass it over and delete it like most of you do. But a few months ago, I decided to click the button and fill it out.

I had attended an MPI luncheon and speaker event recently. It was very nice and the speaker was great, but the food bothered me a bit as there were no options labeled gluten free for those of us with dietary restrictions. In fact, every time I register for an event, I check the gluten free box on the dietary restrictions form. But most of the time, I'm not sure what I can eat that's safe for me as food items are not labeled. So, I typically guess and move forward and eat. So, on my survey, I decided to mention this issue at our MPI events to see if there might be someone reading our surveys and see what would happen.

Much to my surprise, our President, Erika Biddix, emailed me personally and thanked me for my feedback and assured me that there would be changes moving forward! How great is that and so thoughtful. So, the next MPI event I attended, Erika greeted me and showed me the buffet line set up by our caterer. I was so happy that each food item was labeled with the dietary restrictions such as gluten free, dairy free and so forth. Wow!! What an improvement for those of us trying to figure out what we could eat. And there were plenty of choices for us to eat as well.

So next time you want to improve our events, fill out a survey. They do read them!

Thanks Erika and MPI Tennessee for making me feel important!

Angela Mills
Corporate Sales Manager

Attachment C – Invitation to volunteer recognition events

You Make the Magic Happen



Tuesday, February 20 | Kona Grill | Franklin, TN

[Overview](#) [Agenda](#) [Attendees](#) [Sponsors](#) [Parking](#) [My Registration](#)

Join MPI Tennessee for a mixer celebration as we thank you for being a valued MPI volunteer. Without you, we couldn't make the magic happen! There will be games, magic tricks, giveaways and more.

This event is being fully sponsored by Visit Franklin and is free for all MPI Tennessee volunteers to attend.

Please note that this event is by invitation only.

THANK YOU TO OUR SPONSORS



WHEN

Tuesday, February 20, 2018
3:00 PM - 6:00 PM

 [Add to Calendar](#)

WHERE

Kona Grill
1914 Galleria Blvd
Franklin, Tennessee 37067
615-606-3310


 [Get Driving Directions](#)

PLANNER


[MPI Tennessee Chapter](#)


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[t](#)
[in](#)
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Attachment D – Screenshot of Facebook page with an upcoming event promotion through a Cvent link

 **Meeting Professionals International Tennessee Chapter** May 28 at 10:32 AM

Join us on June 12th from 11:00AM-1:00PM at Wellspire to learn and converse with Becca Stevens, founder of Thistle Farms
This is a fantastic opportunity to learn about "Our Role as Hosts", as she offers insight on why it matters how we source things for our events and programs.
Register by June 5th for EARLY BIRD pricing at this link below





Our Role as Hosts

Our Role as Hosts

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