

Navigating 2021

Important lessons learned in 2020 will help us visualize what our new normal looks like as a new year begins. We also look back at the roller coaster year tracked each quarter in our *Meetings Outlook* research, hear what MPI's incoming volunteer leaders Stephen Revetria and Todd Marinko envision for 2021 and celebrate some successful milestones and people who made a difference.

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CONVENE WITH CONFIDENCE.

Here at MGM Resorts, we know that no matter the size or format of your meeting or event, health and safety is your number one concern. It's our concern, too, which is why we have worked closely with a team of experts to create a detailed and comprehensive seven-point safety plan.

We are proud to be partnering with CLEAR to introduce Health Pass — a revolutionary technology — so that if you choose, enhanced safety measures around your event can be added, including on-site, rapid molecular COVID-19 testing with real-time results, a COVID-related health questionnaire and temperature checks via integrated kiosks.

To view our full plan, please visit mgmresorts.com.



Austin

Convention Center



Gigabit-rated facility with complimentary Wi-Fi to accommodate over 20,000 wireless devices connecting simultaneously

The four-story, LEED® Gold-certified Austin Convention Center is an accredited Global Biorisk Advisory Council® (GBAC) STAR™ Facility and a leader in the convention and meeting industry. Spanning six city blocks, the facility is located in the heart of Austin's downtown business district. With five column-free exhibit halls totaling 247,052 square feet, the flexible building has two ballrooms that range up to 40,510 square feet in size. There are 54 meeting rooms and show offices and two parking garages that provide 1,700 spaces.

CHECK OUR TECH

Rated one of the most technologically advanced convention centers in the country, the gigabit-rated facility moves voice, video and data at over 1 billion bits per second. In-house services include complimentary Wi-Fi, redundant high-speed Internet II access, plug-and-play capabilities and 24/7 network support.

Top 5 Reasons to Meet in Austin

- 1 Premier facility covering six city blocks
- 2 Located in the heart of Austin's downtown business district
- 3 More than 42,000 hotel rooms citywide, with 11,000 located downtown
- 4 Complimentary wireless access that can accommodate over 20,000 wireless devices simultaneously
- 5 New video walls, plug-and-play capabilities and onsite technical staff

CONTACT

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EMPOWERED BY PURPOSE TO
**MAKE YOUR VISION
OUR MISSION.**



OUR TEAM

Our Team has remained actively engaged behind the scenes, preparing daily to host your next event. We understand the current state of affairs has likely affected your event plans, but rest assured that we'll be ready when the time is right. The Austin Convention Center staff is continuing to make improvements to our facility, working diligently to make sure we remain the most well-prepared event space in the country. So much so, in fact, that we achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. We can't wait to show you what we've been working on!

AUSTIN
CONVENTION CENTER



CHECK US OUT AT: [f](#) [@](#) [v](#) WWW.AUSTINCONVENTIONCENTER.COM

Hosting a Colorado

Meeting During COVID-19



The Aspen Historical Society led walking and biking tours.

Maximizing the Outdoors & Local Resources

How do you successfully present an annual event during COVID-19? Working in tandem with Aspen Chamber Resort Association, Destination Colorado held its Customer Appreciation Event (CAE) Oct. 7-8, 2020, with every detail carefully curated to ensure safety and a memorable experience for the nearly 50 guests.

The hosts outlined all Aspen is doing to keep people healthy and included a buff and face mask in the welcome bag. Attendees were required to e-sign a liability waiver prior to arrival, have their temperature taken at registration and wear a face mask.

The fall foliage was at its finest, and amazing temperatures allowed nearly all activities to be held outdoors. The Marble Garden at Aspen Meadows Resort was an ideal gathering spot for a property tour and welcome reception before attendees departed on walking and biking tours led by the Aspen Historical Society. The four groups reconvened at Hotel Jerome for an evening reception/dinner in the property's spacious courtyard. The next morning, attendees headed out for pre-registered activities including hiking, a Jeep adventure, a food tour and plein air painting before lunch at Limelight Hotel Aspen.

Will formats be different? Absolutely. Is creativity needed? Certainly. But Colorado is up to the challenge so groups can meet in person again, and Destination Colorado stands ready to assist with RFPs and linking planners to suppliers across the state.

Top 5 Reasons to Meet in Colorado

- 1 Year-round activities in nature
- 2 Numerous outdoor venues
- 3 Dynamic communities, mountain resorts and attractions
- 4 Friendliness and beauty of the West
- 5 Innovative meeting professionals

DESTINATION DETAILS

- 300** days of sunshine annually
- 26** ski resorts and **4** national parks
- 10** scenic and historic railroads
- Nearly **100** guest ranches
- 29** hot springs attractions

CONTACT

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destinationcolorado.com

a great state for meetings... naturally

Destination Colorado is your
statewide resource for
great meeting destinations.

destinationcolorado.com



DESTINATION **COLORADO**

Central Florida's

Polk County



Florida's Sweetest Spot for Safe Meetings

Ensure your attendees know that their health and safety is your top priority by booking your next meeting or event in Central Florida's Polk County.

Our wide-open spaces, plentiful outdoor activities and quaint walkable communities are just the start of the many distinguishing features that make Florida's Sweetest Spot a safe and inviting place to visit.

No sharing the conference center with other events. Venues like the RP Funding Center are large enough to promote social distancing, but small enough to ensure exclusivity for your conference or meeting.

Customized safety programs ensure peace of mind. Our team provides each conference and event with a customized health and safety program that is more thorough than the social distancing standards required by the American Hotel & Lodging Association, the State of Florida and the CDC.

Are you offering virtual or hybrid attendance to your event? We offer a plan for that as well. Our network of vendors is capable of providing meeting packages that allow you to stream your event to attendees across the globe.

Top 3 Reasons to Host Meetings in Polk County

- 1 Extraordinary venues and unforgettable adventures
- 2 Located within 45 minutes of two International airports
- 3 Close to all the attractions but far enough away that they are not a distraction

FINANCIAL ASSISTANCE WHEN YOU NEED IT MOST

The Visit Central Florida Meeting Incentive Program is capable of assisting you with stretching your budget. We do this by offsetting costs of virtual and hybrid meeting production, audiovisual services, food and beverage costs, sanitation supplies, transportation and other meeting costs.

CONTACT

Al Snow
Convention, Meeting and Event Representative
Visit Central Florida
(863) 551-4718 • Al@VisitCentralFlorida.Org
www.MeetCentralFlorida.com

We look forward to hosting your safe and successful meeting.

SAFE EVENTS CALL FOR A GRAND SPACE.



RP Funding Center



Winter Haven Field House
and Conference Center



Lakeside Lodge at
Streamsong Resort and Spa

From our 100,000+ sq. ft. RP Funding Center to more than 7,000 hotel rooms, Central Florida is the perfect location for your next meeting, no matter the scale. Once adjourned, you can start to enjoy everything else Central Florida has to offer, including our incredible eats, epic outdoor adventures and nearby access to top Florida attractions.

Start planning your next major event today at MeetCentralFlorida.com

Rosen Hotels & Resorts

Return to Rosen



Three Ideal Orlando Convention Hotels

Three superior hotels with a combined 3,635 guest rooms and more than 700,000 square feet of meeting/event space with indoor and outdoor options for every budget and size, offering plenty of room to roam. Experience visionary new refurbishments from tech upgrades including state-of-the-art RFID security systems to the latest in contemporary decor and luxurious, modern furnishings. Award-winning catering and responsive conference services are topped only by owner Harris Rosen's personal commitment to your planning goals—free guest room Wi-Fi, never a resort fee and ultimately no red tape when negotiating contracts and onsite requests, as well as an unsurpassed commitment to guest safety and security. Visit [RosenHotels.com/RosensTotalCommitment](https://www.RosenHotels.com/RosensTotalCommitment) for details.

For more information, contact Leslie Menichini, vice president, sales and marketing for Rosen Hotels & Resorts, at (407) 996-4890 or lmnichini@rosenhoteles.com. Visit [RosenHotels.com/ROI](https://www.RosenHotels.com/ROI).

Top 3 Reasons to Meet at Orlando's Rosen Hotels & Resorts

- 1 Rosen's Total Commitment™, an unrivaled dedication to cleanliness, safety and the well-being of guests and associates.
- 2 The Rosen Difference, unprecedented flexibility and personalized service championed by iconic hotelier Harris Rosen.
- 3 The latest in innovative tech integrations and sophisticated modern refurbishments throughout three convention hotels.

DESTINATION DETAILS

Rosen Plaza: 800 chic guest rooms/suites and 60,000 sq. ft. of meeting/event space ideally connected to the Orange County Convention Center (OCCC); pool; fitness center; 7 dining options include 3NINE, a one-of-a-kind, turnkey entertainment venue.

Rosen Centre: 1,334 luxurious guest rooms/suites and 150,000 sq. ft. of refined meeting/event space connected to the OCCC; 9 dining options include Everglades; pool; full-service spa and fitness center.

AAA Four Diamond Rosen Shingle Creek: everything under one roof—1,501 guest rooms/suites; 524,000 sq. ft. of inventive meeting/event space; golf; spa; fitness center; 4 pools; outdoor sports; 15 dining options and more.



Rosen Plaza



Rosen Centre



Rosen Shingle Creek

*When you need every standard raised
and expectation met.*

IT HAS TO BE ROSEN.

If you are meeting in Orlando, it can only mean a Return to Rosen. A portfolio of three independently owned convention properties, each one committed to delivering the highest standards of cleanliness, safety and well-being. Offering over 700,000 sq. ft. of terrifically transformed flexible meeting and event space, as well as 3,635 guestrooms and suites.

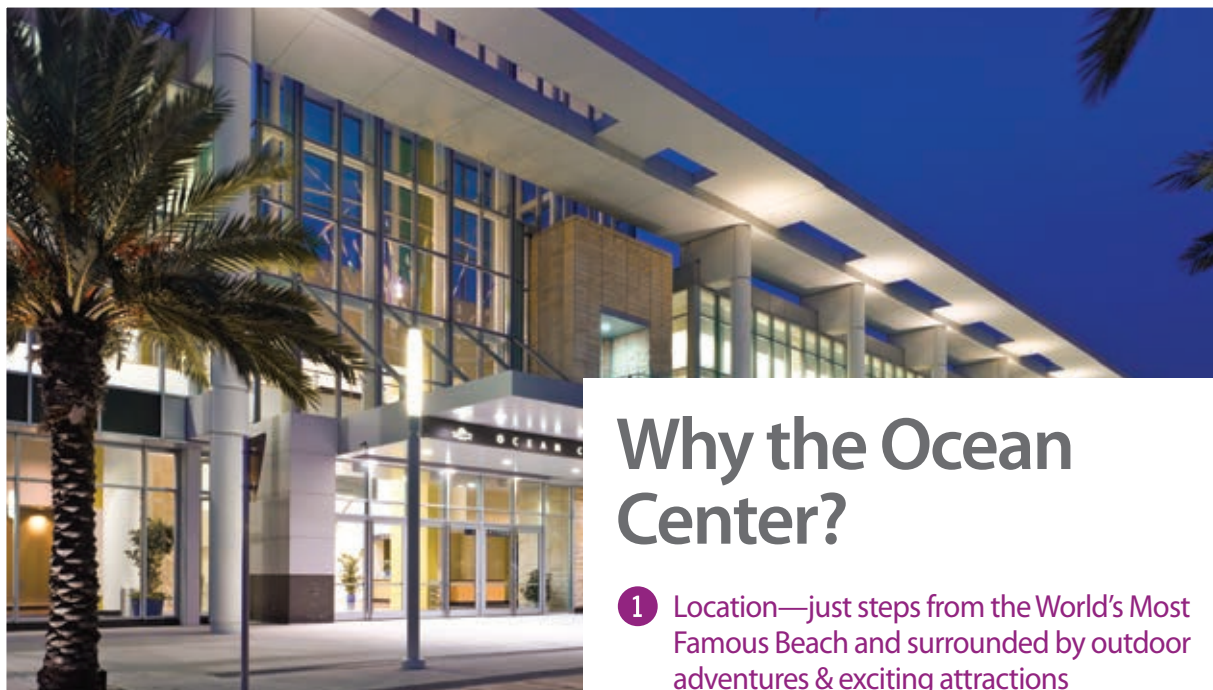
That is the Rosen Difference.



WeAreOrlando.us | Sales@RosenHotels.com | 407.996.4890
No Resort Fee | Complimentary In-Room Wi-Fi | RFID Key Locking System

The Ocean Center

Go Beyond Expectations



Ocean Center-Daytona Beach Offers First-class Service

The Ocean Center-Daytona Beach is a contemporary facility that offers planners the space, features and service they need to exceed expectations. With over 200,000 square feet of flexible space, the convention center is the perfect place to host meetings of all shapes, sizes and needs.

Thanks to an incredibly attentive staff, every event feels like a big deal. Unlike competing convention centers, the Ocean Center makes even the smallest meetings feel like the center of attention. We pride ourselves on providing a high level of personalized service others can't offer.

And the Ocean Center knows that staying safe as the world navigates COVID-19 is crucial. Safety protocols and ample space provide a safe environment for all attendees. And with endless outdoor entertainment, attendees can take advantage of the many safe activities the destination offers.

No matter what you're planning, the Ocean Center's state-of-the-art technology, ample and unique spaces and attentive staff will ensure your event is the most important thing happening in Volusia County. Book today and let our team make you the center of attention!

Why the Ocean Center?

- 1 Location—just steps from the World's Most Famous Beach and surrounded by outdoor adventures & exciting attractions
- 2 Attentive staff—we make every event feel like a big deal
- 3 Convenient—minutes from the airport, hotels and attractions

DESTINATION DETAILS

Total square footage: **200,000+**

Venues: exhibit hall, arena, ballroom & meeting rooms

Food service: award-winning catering and executive chef

Travel: minutes from Daytona Beach International Airport and the intersection of Interstates 4 and 95

Surrounded by: hotels, shopping, restaurants and scenic outdoor activities

CONTACT

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 (386) 254-4525 • lhines@oceancenter.com
www.OceanCenter.com

GO BEYOND

EXPECTATIONS

THE BEACH SERVICE SAFETY

Located mere steps from the world-renowned sun and sand of the world's most famous beach, the Ocean Center in Daytona Beach is a state-of-the-art facility that offers events the space, features, and dedicated service they need to exceed expectations. From an arena capable of holding more than nine thousand attendees to a 93,028-square-foot exhibit hall, as well as multiple meeting rooms and ballrooms, find the space to host events of all shapes, sizes, and needs. And thanks to an incredibly attentive staff, each event feels like a big deal no matter its size. Book today and let our team make you the center of attention.



OCEAN CENTER
DAYTONA BEACH

OceanCenter.com



The Palm Beaches

The Best Way to Meet in Florida®



Open for Meetings, with Open Palms and Open Spaces

With year-round accessibility to walkable meeting and entertainment districts and reimagined outdoor spaces, The Palm Beaches is poised to host meetings when more social distancing-friendly space is a priority, and continues to push further to build trust and confidence among the industry.

Receiving GBAC STAR™ accreditation requires facilities to undergo a rigorous, 20-element training and implementation process, and the destination-wide commitment in The Palm Beaches ensures consistent health and safety protocols are strictly adhered to across many of our most important meetings locations, from the airport to the convention center, hotels and attractions.

While safety remains our top priority, Discover The Palm Beaches' Sales and Destination Services teams are ready to execute on your next virtual, hybrid or in-person event by customizing local, immersive experiences and accommodating every taste and budget. With over 200 diverse hotel products offering flexible promotions and our Destination Champions—a pool of local talent including guest speakers and volunteers—we are ready to give your meeting The Palm Beaches' personal touch!

Top 3 Reasons to Meet in The Palm Beaches

- 1 West Palm Beach is the first city to have its Airport (PBI), Convention Center and connected Convention Center hotel GBAC STAR™ Accredited.
- 2 Two diverse, vibrant and walkable meeting districts with expansive open-air spaces and over 1 million sq. ft. of flexible meeting space.
- 3 Complimentary, customizable planning services for in-person, hybrid and virtual meetings.

DESTINATION DETAILS

Guest Rooms: **17,000**

Meeting Space: **350,000** sq. ft. (PBCCC); **150,000** sq. ft. (Mizner Center)

Restaurants: **3,200**

Cultural Venues: **200**

CONTACT

www.ThePalmBeaches.com/meetings

Meeting with Open Palms



Plan a Meeting in The Palm Beaches and **DISCOVER:**

- Financial Support Dollars and Special Hotel Offers to assist in offsetting the overall cost of your meeting
- GBAC STAR™ Accredited Airport, Convention Center, hotels and attractions destination-wide
- Diverse hotel and venue options with expansive open air spaces to provide memorable experiences
- A dynamic, award-winning Destination Sales & Services team, ready to provide innovative solutions for your hybrid, in-person, and virtual events



DISCOVER
THE PALM BEACHES
The Best Way To Meet In Florida

ThePalmBeaches.com/Meetings
Sales@ThePalmBeaches.com
Meetings & Conventions | 877.722.2821

The Palm Beaches is proud to support a destination-wide commitment to pursuing GBAC STAR™ Accreditation. Visit our website to learn more.



Navigating 2021

(Good Riddance, 2020)



By and large, this has been a year that most meeting professionals would probably like to forget. Yet, there are important lessons to glean from the collective trauma throughout the pandemic as we look ahead and visualize what this new normal looks like.

BY MICHAEL PINCHERA

All year long, dread and cautious optimism have flip-flopped along with variable waves of viral spread and the latest, sometimes seemingly contradictory, pre-print scientific hypotheses. The meeting and event world has also fluctuated, going from a dead stop to embracing virtual events to precaution-laden, smaller face-to-face and hybrid gatherings, including MPI's own World Education Congress (WEC) last month, which gave 1,100 online participants a robust, all-live digital WEC experience for the first time ever, along with more than 600 attendees learning and networking onsite with stringent safety measures.

So, what will meetings and events look like in 2021? That's the billion-dollar question. The world continues to deal with a surging pandemic while the Northern Hemisphere is moving into the winter flu season—yet, simultaneously, the coronavirus clouds are thinning and increasingly transparent with each headline heralding a seemingly successful and safe vaccine. That's the

end-game hope, but it won't come overnight. Until then, meeting professionals will have to adapt—easier said than done, of course—as virtual and hybrid formats take center stage.

"Screen-glued plucks of participants wondering why 2020 was such a shift and to some such a big deal." That's a 2021 potentiality that Switzerland-based Rudd Janssen, CMM, DES, CED (MPI France-Switzerland Chapter), co-founder and managing partner of the Event Design Collective, expects, along with a winter that will be tougher than the virus' initial run in the spring. "We'll also see further buildout of home studio setups and venues scrambling to get their hybrid act together."

Pre-pandemic, Janssen was no stranger to meeting online, utilizing Zoom for digital classroom discussions with globally dispersed event design students.

Virtual

JANUARY



THE
MEETING
PROFESSIONAL
MPI

Eric Vaughn
MPI Southern California Chapter



MPI and the American Society of Association Executives (ASAE) collaborate to share education and best practices

FEBRUARY



MEETING
PROFESSIONAL
MPI



Most industry pros appear to be expecting a meetings landscape that's increasingly virtual, hybrid, outdoor and/or smaller.

"We have started to see meetings taking place with new protocols to ensure distancing. I would expect this to continue to slowly ramp up through the first quarter and am hopeful with recent vaccine announcements that we will see even more in Q2," says Michael Dominguez (MPI Southern California Chapter), president and CEO of Associated Luxury Hotels International. "Hybrid will be a component of most meetings taking place."

Despite that meeting professional urge and need to meet face to face, the greater population—all of our attendees and

partners—may well be slower to embrace IRL gathering. In the summer *Meetings Outlook* survey,

DIGITAL

most respondents reported being uncomfortable with any form of air travel and 84 percent felt the same about attending a large indoor conference. If internal stakeholders don't feel safe at face-to-face events, it'll be difficult to convince attendees to show up. According to a November MPI poll, the majority of respondents don't expect to offer face-to-face meetings until at least the second half of 2021. Certainly, there'll be a healthy uptick in this level of comfort as vaccines and therapeutics fend off the devastating effects of the virus, but the extent to and speed with which that change in the zeitgeist will happen remains to be seen.

"Even if we were to have a vaccine, I don't see people getting on planes in droves or being super comfortable sitting with one another in a ballroom," says Andrea Driessen, chief boredom buster for No More Boring Meetings. "So, the future I see is hybrid at best. I think we're still going to see a ton of online events. If there's any hybrid component, it will be slight. Hopefully, a year from now, we'll see an increase in hybrid, but there's much anxiety about being around other people—I think we're only beginning to see what the impact is going to be on us, psychologically, being

physically next to each other."

Embracing virtual is neither organic nor without concern for many in our industry. In fact, 63 percent of respondents to MPI's fall 2020 *Meetings Outlook* survey expressed concern that face-to-face events will suffer, even post-pandemic, because so many have become comfortable with and/or realized benefits with going virtual.

"For some, the opportunities of the omnichannel approach to live online events can seem overwhelming to consider," Janssen says, anticipating less resistance to digital meetings in 2021 as organizers and participants become more experienced. "To others who have been at this for a while, this all evolves quite naturally."

Driessen, an industry veteran who runs a successful speakers bureau and has become a professional speaker and facilitator in her own right as well as writing *The Non-Obvious Guide to Event Planning (For Kick-Ass Gatherings That Inspire People)*, believes industry pros may find themselves surprised with their own tech adoption next year.

"This will be through a combination of how we get used to virtual and also how we get better at it—and perhaps to the extent



Carina Bauer
MPI U.K. & Ireland Chapter

More than 300 industry professionals convene in Seville, Spain, "Pushing Boundaries" at MPI's European Meetings and Events Conference (EMEC)



MPI partners with the National Coalition of Black Meeting Professionals for collaborative education and sharing of member benefits

that we can't even imagine what life was like before," she says, expecting there will be realizations as to how virtual or hybrid help check a lot of boxes, can broaden registration and even boost revenues. "It's great if we can get better at this and find a way to build more value into the virtual experience in a way that is compelling enough for people to pay more for."

Until COVID-safe meeting and event best practices are widespread, expect "virtual, virtual, virtual," according to Anne Thornley-Brown, MBA, president of Toronto-based Executive Oasis International.

TECHNOLOGY

"We're going to be in and out of lockdowns, but there will be some hybrid meetings with a small group, face to face but socially distanced," she says.

It's being able to provide value to your organization and participants through virtual or hybrid that's holding some back.

"The industry is at a crossroads in my opinion; what I have seen migrate to the virtual and hybrid space has been something that I was concerned about in face to face: a sea of talking heads with shorter and shorter sessions, and no depth," Thornley-Brown says. "We need to get back to the drawing board, figure out what value we provide, and we need to deliver interactive content that's engaging and that has more depth. Give people value and relevance—if we can do that, we can be partners with our clients and we can survive. If we don't do that, we're in deep trouble."

Dominguez agrees that this tech shift will require a slight change in strategic focus.

"We are understanding how technology can expand an audience and ensure that we are inclusive with participation," he says. "The ability to use technology will put a greater emphasis on identifying the objectives of a meeting and whether face to face is necessary or the best option."

Hearing the variable perceptions of delivering virtual and hybrid events from a cross-section of individuals in various roles

and niches may make it seem as though there's a disconnect. Don't think of it like that. Instead, meeting pros should be leveraging this diversity in thought to learn from their peers as well as non-industry minds that could shed light on creative solutions going forward.

Sourcing the Skills

"I design and facilitate executive retreats, team building and meetings to help teams perform more effectively and generate solutions to deliver bottom line results. That's what I do. All of that was face to face over the last 20 years," Thornley-Brown says. "I had been avoiding virtual meetings—I was terrified of them, because my worst nightmare is a client pays me to deliver virtually, and then there are technical problems. I have been forced to go virtual. I have also been forced to compress my sessions and make them shorter. And that is a complete re-engineering of my face-to-face programs."

That shift to a digital-first approach—building an experience that can perhaps only be had online—may well be the greatest challenge for professionals in the strategic execution of events in 2021.

"We can't try to shove the square peg of real life into the round hole of virtual—we'll have to do something uniquely digital that is so compelling people will pay admission for it," Driessen says. "And I just think event professionals who are willing to step up and really go all out with something creative are going to win."

To that end, Thornley-Brown's tech-skills growth has been a baptism by fire. This summer, she did a Mastermind program with Paul Carrick Brunson during which she learned countless digital platforms.

"I was going nuts and Zoomed out, but I had no choice," she says. "It was either learn or don't have a business."

Following that, she and some of her program cohorts continue to meet online and help educate each other.

"I've coached them on things like MailChimp or editing with Movie Maker, and they've coached me on Zoom, Canva and Slack," Thornley-Brown says, noting that peer coaching thrives in the meeting industry, and giving a shout out to Geocaching

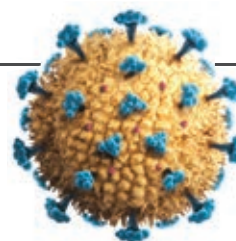
MARCH



THE
MEETING
PROFESSIONAL
MPI

Donald Contursi
MPI San Diego Chapter

The MPI Academy's Coronavirus Dialogue Series debuts, available at no cost to MPI members and non-members, offering dozens of exclusive sessions throughout the pandemic



EVENTalks podcast debuts



CEO John Chen, who has been holding Zoom sessions for peers to practice with the platform. “If we don’t coach and help each other through all of these challenges, we’re going to have a really rough time. I wouldn’t have learned to do all of this stuff on my own. Not a chance.”

For the technical aspects, she also recommends reaching out to local students who are also struggling in the pandemic economy—they need work and opportunities in the real world, too. Her son recently returned home and has been able to school her on some tech issues (“He’s a young person, he can learn this stuff more easily than me”). She says smart planners and organizations will also investigate leveraging instructional design professionals to help provide engaging experiences.

Another view on the changing skills needed by meeting pros in 2021 and beyond comes from Bob Bejan, head of global events at Microsoft, by way of Driessen.

“He says that some meeting professionals will, in our unemployment, go to film school,” she explains. “I think that that could be a really good pivot, because it’s going to require more skills to effectively build and tell a story online—whether all digital or hybrid.”

There’s a lot that can be borrowed from digital production and even screenwriting to this end.

Gems from a Garbage Year

It’s too simple to just label 2020 a nightmare. Logically, with everything bad, some good arises. Through what is likely to be the most destructive time we’ll ever experience in the meeting and event industry, we’re still learning and growing. That growth may be different than it was in 2019, but with such a



flexible and creative group of professionals, it’s happening.

“Think about the ability to collaborate and design creatively and consciously with new and added restrictions of health and safety,” Janssen says, pointing out strengths in our community. “Or the eagerness to explore and exploit and relentlessly

experiment every day to learn and improve.”

Driessen has experienced the awe of her own adaptability this year, thinking, “Wow, I’m so much better at handling uncertainty than I thought.” We’re all capable of a lot more than we realize, she says. “Life is really precious. It sounds so cheesy but, you know, it can be over in an instant. We are all learning that every day.”

Echoing the intent of 2nd-century Greek philosopher and skeptic Sextus Empiricus—“Absence makes the heart grow fonder”—Dominguez is hopeful that in 2021 we’ll all have a renewed appreciation of the value of meeting in person.

“There is an aching need to connect in a face-to-face envi-

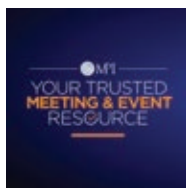
HYBRID EVENTS

ronment—it is in our DNA as fellow human beings,” he says. “I am hopeful that we will all show a bit more grace and we will appreciate all face-to-face engagement even more. We truly don’t appreciate something we love until it has been taken away from us.”

If we can learn from the lessons of 2020, we can emerge as richer individuals and organizations while executing better events.

“It doesn’t have to kill us or beat us down,” Thornley-Brown says. ■

“Your Trusted Meeting & Event Resource” page debuts with essential and regularly updated articles, white papers, surveys, best practices and data to help industry professionals stay up to date during the coronavirus pandemic



MPI Academy temporarily opens up all on-demand education at no cost to members and non-members to aid meeting pros while out of work or stuck in lockdown



MPI Academy offers the first-ever digital CMM cohort

Charting the 2020 Business

Meetings Outlook, MPI's award-winning, signature original research, has charted the ups and downs of the industry—and the individuals within it—throughout the coronavirus pandemic and its crippling disruptions.

Exploring the quarterly results one at a time provides a snapshot of what meeting professionals are experiencing; looking at trend lines for key data points across the full year, meanwhile, is simultaneously heartbreaking and showcasing some optimism.



BUSINESS CONDITIONS

Overall business condition projections took a great, positive leap up at the end of the year—significantly improved over the dire summer outlook. Thus far, there's only been that one quarter suggesting a positive business shift. If this continues with the February 2021 edition of *Meetings Outlook*, it'll be easier to suggest and envision industry recovery.

	Winter 2020	Spring 2020	Summer 2020	Fall 2020
Favorable	52%	47%	36%	58%
Neutral	25%	18%	5%	8%
Negative	23%	35%	59%	34%

PROJECTED BUDGET/SPEND

As meeting and event business languishes, near-future financial support is also weakening. It's exceptionally difficult to grow a business while minimizing spend significantly. Organizations investing in their future are likely to see the rewards as the industry's recovery progresses.

	Winter 2020	Spring 2020	Summer 2020	Fall 2020
Favorable	46%	37%	7%	15%
Flat	29%	34%	15%	21%
Negative	25%	29%	78%	65%

APRIL



Paul Van Deventer
MPI President and CEO



Nearly 11,000 meeting professionals join MPI's 12-hour-long live virtual broadcast for Global Meetings Industry Day—more than 20 times as many attendees as in 2019

MPI Academy launches Virtual Event & Meeting Management certificate in partnership with Event Leadership Institute



Roller Coaster

ATTENDANCE FORECASTS

Live attendance projections appear as though they may be creeping back up from an all-time low as 27 percent of respondents now envision favorable in-person numbers over the next year. Virtual attendance projections, of course, remain incredibly strong. As with the business conditions data, how attendance forecasts trend in the next *Meetings Outlook* survey should provide a better window into the industry's recovery.

Projected Live Attendance

	Winter 2020	Spring 2020	Summer 2020	Fall 2020
Positive	46%	42%	11%	27%
Flat	30%	17%	4%	4%
Negative	24%	42%	86%	69%

Projected Virtual Attendance

	Winter 2020	Spring 2020	Summer 2020	Fall 2020
Positive	52%	55%	87%	83%
Flat	42%	37%	5%	7%
Negative	6%	9%	8%	10%

WHOSE MARKET?

This year saw an incredible market shift as the pandemic raged and face-to-face events were cancelled. As more progress is made against the coronavirus, expect a major shakeup in these results.

	Winter 2020	Spring 2020	Summer 2020	Fall 2020
Buyer's Market	33%	32%	75%	74%
Balanced Market	21%	28%	14%	14%
Seller's Market	46%	40%	11%	13%

MAY

The Meeting Professional magazine becomes digital-only



MPI receives Global Eventex Award for its World Education Congress (WEC) in Toronto—the second consecutive WEC to receive the award



She Means Business keynote during PlanetIMEX EduMonday, created in partnership with *tw tagungswirtschaft* and supported by MPI, attracts more than 1,200 digital attendees

Coming Back Strong

A conversation with Stephen Revetria, 2021 chair of MPI's International Board of Directors.

BY RICH LUNA

Stephen Revetria (MPI Northern California Chapter) is president of Giants Enterprises in San Francisco, has been an MPI member for 27 years and has been involved in the meeting industry since 1992. He has served on the International Board of Directors (IBOD), the Global Board of Trustees (including as chair) and on the RISE Awards and Board Development committees. He co-chaired the 2003 and 2015 World Education Congress (WEC) Host Committees when the event was held in San Francisco.

Revetria was recognized by MPI as an Industry Champion in 2016, an honor bestowed upon those who make contributions with their time, financial support and resources in efforts to support and share the future of the industry.

What will be your No. 1 priority as IBOD chair?

Perhaps of highest priority in 2021 will be personalizing the individual journey, with the word "individual" being key. We are investing in technologies that incorporate machine learning, emotional intelligence and artificial intelligence to help understand the needs and wants of every individual so we can customize the MPI experience down to their precise need. Working with our board, MPI staff and a consultancy group throughout 2020, we established transformative strategic initiatives that will drive MPI through 2025, ensuring the organization's relevance and growth in this ever-changing environment. My primary goal is to accomplish those must-win battles that lie immediately ahead of us while helping MPI create that framework for the entirety of our plan.

What has helped prepare you to manage through this very difficult time?

I have immense confidence in our industry and its recovery based on our proven resiliency, and in MPI to lead that path forward, as they did with WEC Grapevine and its innovative 100 percent live hybrid format.

What message would you like to send to meeting professionals right now?

Sadly, so many of my colleagues have found themselves jobless or furloughed. We have been through crises before—terrorist attacks, economic crashes and more—and we come back strong. This particular hurdle is a significant one, obviously, but the optimism, fight and adaptability from our industry shows its perseverance to overcome challenging times.

What will you do to reinforce the values of diversity, equity and inclusion within MPI and within our industry?

I am proud of what MPI has accomplished, creating resources, both educational and actionable, to help fight systemic racism and bring equality to the forefront of every conversation. That said, there remains a lot of work to be done. Our words must become our actions.

How will MPI be a leader in helping the industry recovery?

Seeing how proactive this organization became was nothing short of remarkable. It started with putting an enormous amount of effort



JUNE



More than 450 MPI volunteer leaders gather online for the first-ever digital Chapter Business Summit, a two-day event providing leadership education



behind resources that members and non-members needed to relearn, reskill and reconnect, despite being isolated. Global Meetings Industry Day was a great example—we had nearly 15,000 people registered. We also provided education resources, much of them complimentary, to almost 40,000 professionals. Perhaps what I am most proud of was the financial support that MPI has offered to over 1,700 members (and counting) to ensure they could retain membership; and it's critical to call out both the MPI Foundation and IMEX Group for having provided that incredible support.

How did you get involved with MPI?

I joined right after college in 1992/1993. I was told by my boss at the time that if I ever wanted to advance my career, I would need to join MPI. The rest is history.

What has been the most gratifying aspect of serving on the IBOD?

I have never been prouder of the MPI community than now. It has been amazing to see our goals of re-imaging live events, merging into a fully live, in-person and digital experiences. This would have not happened without commitment and an extraordinary amount of effort. WEC is an example where we took significant risks to show the industry how it can be done.

What's the best advice someone gave you?

Help create a world where we live like we play. Sport, in its simplest form, is one of the most extraordinary of human activities. Sport imposes rules that point to a fair contest, equal opportunities for all, entertainment and enjoyment. Sport provides participants with the opportunity to stretch their physical and mental limits while sharing common values and experiences.

What advice would you give someone considering a career in meetings and events?

Only enter this industry if you believe that you can find joy in it. It can be challenging for many to find balance and adapt to the lifestyle and hours required. If you are not passionate about the work, find another career.

What are you most passionate about outside of your career?

In an age where the focus seems increasingly to be on the final out-

come rather than the journey, I would like to be a voice for honesty, inclusion and acceptance. Sport for Humanity reminds all of us that whether in sport or life, what is important is how you play the game, not whether you win.

2021 MPI International Board of Directors

Executive Committee

MPI Chair of the Board: Stephen Revetria, Giants Enterprises

Chair-elect: Bonnie Carlson, CDME, Bloomington CVB

Vice Chair Finance: Michelle Allgauer, CAE, CMM, CMP, Financial Services Institute

Immediate Past Chair: Steve O'Malley, HMCC, CTP, Maritz Global Events

Board Members

Rob Adams, Bishop-McCann

Cleo Battle, CDME, CASE, Louisville Tourism

Jason Carroll, CMP, On|Point Events Group

Julie Coker, San Diego Tourism Authority

Janet Dell, The Freeman Company

John Ehlenfeldt, CDME, CMP, Visit Huntington Beach

Michael Guerriero, Digitell Inc.

Kerry Lambert, CMP, MTA, The Freeman Company

Leslie Menichini, Rosen Hotels & Resorts

Chris Meyer, George P. Johnson

Miguel Neves, CMP, Miguelseven.com

Tammy Routh, Marriott International

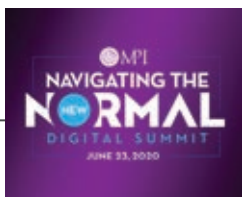
Michel Wohlmuth, Creatividad

Ex-Officio: Paul Van Deventer, MPI

Legal Counsel: Artoush Varshosaz, K&L Gates LLP

Chair, MPI Foundation: Todd Marinko

"We're Here to Help" recovery campaign sees MPI joining forces with the Events Industry Council, Experiential Designers + Producers Association, International Association of Exhibitions and Events, International Association of Venue Managers, Meetings Mean Business, Northstar Meetings Group and Professional Convention Management Association



"Navigating the New Normal Summit" attracts more than 2,000 meeting professionals to learn about and brainstorm best practices for the eventual return to face-to-face meetings

MPI Academy holds first-ever digital CMP Master Class



Enjoy the Gift of Giving

A conversation with Todd Marinko, 2021 chair of MPI's Global Board of Trustees.

BY RICH LUNA

Todd Marinko (MPI Dallas/Fort Worth Chapter) is a marketing, sales and business development executive with more than 20 years of experience, including a decade with PSAV. He has served on the MPI Global Board of Trustees (GBOT), which has oversight over the MPI Foundation, since 2017 and is also an executive board member for the Corey Kluber Family Foundation and the Travis Frederick's Blocking Out Hunger Foundation.

What will be your No. 1 priority as GBOT chair?

Accessibility. The focus for the coming year will be to provide heightened visibility, connectivity and opportunities for members, chapters and organizations to access support and contribute to the Foundation in a number of ways.

What has helped prepare you to manage through this very difficult time?

I'm unsure if anyone was truly prepared for the pandemic, especially the devastating impact it's had on our industry. That said, for years I've observed and aligned with, "Yes is the answer, what's the question?" which is quickly understanding a situation, assessing options and providing an immediate solution. I feel the industry has gifted me with an ability to be resilient, lean into challenges, adapt and work quickly towards a resolution.

How have you been impacted by the events of 2020?

Having been personally affected with changes to my work status, like many others, I wrestled with "what now" and the fluid emotions within

a day. But surprisingly, it's been an opportunity to step back, breathe and refocus. The respite has allowed for reprioritization and to be in a better position to contribute and lead the MPI Foundation in 2021.

What is the message you would like to send to meeting professionals right now?

Stay strong. You're not alone, but part of a large community with people and programs. Leverage your network—the human spirit and willingness to help is shining bright.

What will you do to reinforce the values of diversity, equity and inclusion in our industry?

The Foundation represents a diverse spectrum of our membership. That is not new. It has been part of the DNA of our GBOT roster and our pursuit of funding. Second, DE&I initiatives allow Foundation volunteers to pursue specific funding to support MPI Academy programming for our chapters. Finally, as Foundation chair, I also sit on the International Board of Directors. That's by design, allowing committees, like DE&I, to share their efforts and needs while quickly amplifying their communication across a broad group. My intention is to ensure the GBOT understands the effort and can pursue potential donors.

How can the MPI Foundation be a leader in helping the industry recovery?

The Foundation provides support, not only to the MPI community, but also to pan-industry initiatives. We are stronger together and will con-



JULY



2020 RISE AWARDS RECIPIENTS

Cassie Poss, CMP (MPI Dallas/Fort Worth Chapter); Bryan Quinan, CMP (MPI Southern California Chapter); Sherry DeLaGarza, CMM, CMP (MPI Dallas/Fort Worth Chapter); not pictured: MPI Mexico Chapter (Marketplace Excellence); MPI Caribe Mexicano Chapter (Membership Achievement); MPI Potomac Chapter (Industry Advocate); MPI Netherlands Chapter (Innovative Educational Programming)

MPI's Anti-Human Trafficking Committee launches resources page to help meeting pros combat trafficking

Raise Awareness. End Human Trafficking.

tinue to provide appropriate support and leadership where necessary.

How did you get involved with MPI?

As a supplier to the industry, MPI was an ideal way to connect with planners and the broader industry to understand needs and challenges. That customer curiosity opened my eyes to the MPI community and the value it provides.

How has the association impacted you?

Community. It's expanded my professional network, resulting in personal growth, education and business opportunities. MPI makes me more effective and I know there's always someone at the other end of a phone that's more than willing to share their experiences and provide counsel.

What has been the most gratifying aspect of serving on the GBOT?

Connecting with scholarship/grant recipients and understanding their story of how the Foundation has made a positive impact on their lives.

How important is volunteerism in our industry, especially during this time?

Volunteerism is the lifeblood of MPI and the Foundation. As the saying goes, "Many hands make light work." There are many opportunities to volunteer from the chapter level, advisory boards, U.S. and international councils and boards. This also extends to pan-industry bodies like the Events Industry Council and U.S. Travel/Meetings Mean Business. This is a critical time for our industry; it takes volunteers to rally and create a single voice to raise awareness and action.

What's the best advice someone gave you?

Enjoy the gift of giving. This was formulated at a young age by the happiness brought to our family through actively volunteering and contributing in our local community.

What advice would you give someone considering a career in meetings and events?

The industry is currently losing talent, but will come back and need to scale quickly. Have a hunger to learn and leverage the education available to be prepared. Huge opportunities will be available. It's an

amazing industry, fun and diverse, which positively impacts people and organizations every day.

2021 MPI Foundation Global Board of Trustees

Executive Committee

Chair: Todd Marinko

Chair-elect: Gary Schirmacher, Total Hospitality Industry Solutions

Vice Chair Programs: Gina Samci, Marriott International

Vice Chair Finance: Jennifer Beatty, Tourism Calgary

Vice Chair Business Development: D. Bradley Kent, Visit Dallas

Vice Chair Chapters: Sarah Soliman, DES, Soliman Productions Inc.

Immediate Past Chair: Chandra Allison, Venetian Resort & Sands Expo Convention Center

Board Members

U.S. Council Chair: Lisa Messina, Caesars Entertainment

EMEA Council Chair: Krzysztof Celuch, CMM, CITE, CIS, HMCC, CED, Vistula School of Hospitality

Canadian Council Chair: Candace Schierling, Tourism Saskatoon

Brad Dean, Discover Puerto Rico

Antonio Ducceschi, CMM, CHBA, Starhotels

Darren Green, Los Angeles Tourism & Convention Board

Gerylyn Horan, Hilton Worldwide

Sharon Jarrett, Odyssey Media

David Kliman, The Kliman Group Inc.

Mary Kreins, Disney Meetings & Events

Julie Krüger, Freeman Audio Visual Inc.

Vince LaRuffa, Universal Orlando Resort

Joe Marcy, CMP, Monterey County CVB

Joey Nevin, Giants Enterprises

Ernest Stovall, Mandalay Bay Resort & Casino and Delano|Las Vegas

Susie Townsend, Visit Indy

Yumi Yasuda, Chiba Convention Bureau & International Center



Debut of MPI's Equality and Justice resources page

AUGUST

THE
MEETING
PROFESSIONAL
MPI

Monica Grinage-Prince, CMP, CMM
MPI Houston Area Chapter



MPI Academy signs educational partnership agreement with the American Marketing Association

Who We Are

In every edition of *The Meeting Professional*, we introduce you to an industry peer through the Who We Are spread. Here are the professionals to grace those pages in 2020.



**JANUARY
DERROD MCKINNEY**
MPI SOUTHERN CALIFORNIA CHAPTER

"The most important thing I've learned about the industry: Communication is key. There aren't many obstacles that can't be overcome if all parties involved are willing to communicate clearly and partner on solutions. That goes for co-workers and customers."

**MAY
CATHERINE KALAMIDAS**
MPI NETHERLANDS CHAPTER

"I think we are the hardest working industry out there, with touchpoints across so many other industries. We are an added value to every enterprise because our people are incredibly skilled problem solvers who are able to work across cultures. I love the energy, the creativity and the exuberant intention to make the world go 'round by bringing people together."



**APRIL
MAJBRIIT SANDBERG**
MPI SCANDINAVIA CHAPTER

"I strongly believe in lifelong learning, and I hope that I still continue to be inspired and curious about developing both my personal and professional leadership and engagement in the industry. I am very extroverted and love to engage in different projects, and I have a special place in my heart to mentor young entrepreneurs."

**FEBRUARY
GÉRARD RÉUS**
MPI FRANCE-SWITZERLAND CHAPTER

"I advocate for the global value and recognition of events. I am convinced that events and professional meetings can change the world and are the best creators of social links that allow individuals to exchange ideas in unexpected and effective ways. Before creating financial or human capital, organizations should rely on relational capital."



**SEPTEMBER
KATHY GRAU**
MPI NEW JERSEY CHAPTER

"This is a rewarding but stressful career. Trying to find the time for work, my family and me is always a struggle. As I get older, I get better, but during busy times, it is almost impossible to juggle it all."



**JULY
MELISSA L. MILIONE**
MPI NORTH FLORIDA CHAPTER

"There's great satisfaction in delivering a flawless event! When all the pieces fall into place and the guests have a wonderful experience, it fulfills me. I love the variety of events we get to bring to life!"



SEPTEMBER



**THE
MEETING
PROFESSIONAL**
MPI

Katie Bohrer, CMP
MPI Dallas/Fort Worth Chapter



MPI Academy launches Pandemic Meeting & Event Design certificate in partnership with Event Leadership Institute

IMEX Group donates \$250,000 to the MPI Foundation to aid members facing financial challenges; Carina Bauer and Ray Bloom awarded Industry Champion honor



**MPI Academy
educational
partnership
with hospitality
networking and
jobs site Hosco**

OCTOBER
JAN HENNESSEY
MPI NORTHERN CALIFORNIA CHAPTER

"Event professionals are perfectly suited to lead in this time of disruption. We're used to adapting to change quickly, so I am excited to be working on large all-digital events for the first time and learning how to create unique experiences. Having said that, I love in-person events and I continue to be focused on helping my company get back to face-to-face/hybrid events as soon and as safely as possible."



DECEMBER
JONATHAN HOWE
MPI LEGAL COUNSEL 1974-2020

"I have so many friends in the meeting industry on all sides and it's all been very personally rewarding. I never advertised. Most of my business has come from word of mouth and that's from the personal and professional networking as a result of my involvement with MPI. That's what's made a difference, no ifs, ands or buts."

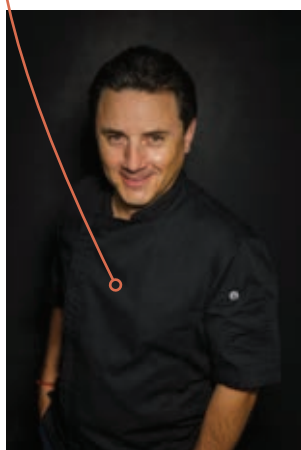


NOVEMBER
STEPHANIE GUNN
MPI HEARTLAND CHAPTER

"I am a huge believer that in-person meetings are the best way to network, relay information, educate and entertain. I am currently working to book live meetings for 2021 with the understanding that some people will be more comfortable not meeting in person. With that, we are focusing on the best way to offer hybrid meetings."

MARCH
FEDERICO A. LÓPEZ
MPI CARIBE MEXICANO CHAPTER

"I am passionate about getting to know people—their culture, the way they see the world—and learning about this beautiful planet and its gifts through traveling."



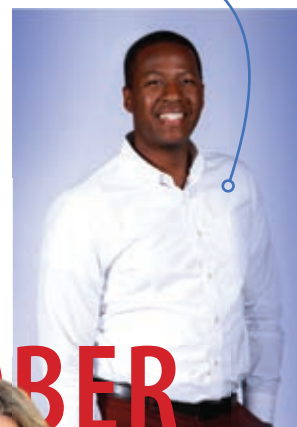
AUGUST
YUMI YASUDA
MPI JAPAN CHAPTER

"I love meeting colleagues from all over the world who share the same passion and skillset. It establishes an opportunity to learn from others and vice versa; it's a never-ending cycle of social global development and intercommunity."



JUNE
CHRIS BONNETT
MPI GEORGIA CHAPTER

"I love connecting attendees at in-person meetings through technology, food and conversations. I enjoy timelines, a detailed plan and efficient communications that help to deliver an amazing event for our clients."



OCTOBER

MPI Foundation launches One Million to Meet campaign to raise \$1 million to help meeting professionals worldwide recover from the pandemic



Inaugural Contract and Negotiation Specialist and Sustainable Event Strategist certificate courses debut



Heidi Hughes, CMM
MPI British Columbia Chapter



MPI Committees Shine in 2020

MPI committees are populated by volunteers who devote countless hours to making MPI and the industry they love better. Here are just a few highlights from 2020.

BY RICH LUNA

The mission of the **MPI Diversity & Inclusion Committee**, co-chaired by Zoe Moore (MPI Northern California Chapter) and Tanida Mullen (MPI Texas Hill Country Chapter), was to raise awareness to the value of diversity, equity and inclusion (DEI); to educate other professionals; and to hold industry leaders, including MPI, accountable for results. Their 2020 accomplishments include the following.

- Incorporating DEI into the annual Chapter Business Summit
- Advocating for the return of demographic questions in the *Member Chapter Satisfaction Survey*
- Incorporating questions regarding DEI experiences for MPI International Board of Directors (IBOD) and Global Board of Trustees applicants
- Creating dialogue with MPI chapter presidents on how to set up DEI task forces
- Developing webinars for MPI members
- Launching a robust resource page

"The committee's work produced a huge array of tools and resources that will help our members and the industry produce events that will help to create a more just, equitable and verdant world," said Steve O'Malley, MPI IBOD chair, who presented the committee with the MPI Chair Award during the World Education Congress in November.

The first public release of work from **MPI's Anti-Human**

Trafficking Committee is Raise Awareness. End Human Trafficking. This robust resource page was launched in July to coincide with the United Nations' World Day Against Trafficking in Persons and breaks out sections on education and training, facts and information, guides and resources and calls to action.

"Once you hear about human trafficking, you can't un-hear it," said committee Chair Cindy Wallace (MPI Oregon Chapter). "It will stick with you forever, and I think that's a good thing. The more we educate others, the more chance we have of helping people."

The **MPI RISE Awards Committee**, chaired by Erin Lucia (MPI Dallas-Fort Worth Chapter), is tasked with recognizing individual members and chapters from the MPI community based on their work's influence, transferability and innovation within the MPI community and/or the industry at large. They must decide on the best of the best in an industry chock full of high achievers.

Bryan Quinan, the 2020 Member of the Year, was diagnosed with stage 3 colorectal cancer during his year as president-elect of the MPI Southern California Chapter. He reassessed his commitments to family, work and MPI to find the right balance.

"I'm much more patient, deliberate and take more time to give thanks to people in my life," he said. "As a board volunteer, sometimes you have to do most of the work required to get a project done. Being a volunteer, a cancer patient and a chapter president at the same time forced me to learn how to ask for help, and ultimately how to accept needing to be helped."

NOVEMBER



MPI Diversity & Inclusion Committee Members: Zoe Moore (MPI Northern California Chapter); Tanida Mullen, CMP (MPI Texas Hill Country Chapter); John Ehlenfelt, CMP, CDME (MPI Southern California Chapter)

First-ever hybrid World Education Congress (WEC) recharges more than 1,900 meeting professionals in-person and online, including a 100% live digital experience



MPI's Diversity & Inclusion Committee receives the 2020 Chair Award at WEC

EXCELLENCE

Three MPI chapters receive the Overall Excellence Award: Heartland Chapter, Middle Pennsylvania Chapter and North Florida Chapter

The following are the most-viewed MPI blog posts and *MPI*tv videos from 2020, representing a glimpse into the industry news and best practices that most garnered your interest.

Top 10 Stories of 2020*

1. Does Your Force Majeure Clause Cover the Coronavirus?
2. A Message from Leaders of the Meetings and Events Industry
3. Event Cancellation Insurance and Preparing for the Next Coronavirus
4. Entertainment and Wellness Break Ideas for Virtual Events
5. 9 Tips: How to Best Spend Your Time During the Pandemic
6. Being Proactive and Planning for the Future During a Pandemic
7. The State of the Industry: Future Event Prep, Wellness and F&B
8. MPI Moves WEC Grapevine to November
9. Meeting Professionals React to New WHO Event Guidance
10. When FAMs Go Virtual

*Through November 2020.

Top 10 *MPI*tv Videos of 2020

1. Final highlights from MPI's WEC Grapevine
2. Reunite for Recovery at WEC Grapevine
3. WEC Grapevine duty of care
4. The WEC digital experience
5. Lawyer Joshua Grimes on crafting force majeure clauses
6. MPI members discuss the coronavirus and how we move forward
7. WEC Grapevine: Showing how safe in-person events are possible
8. EMEC 2020 Day 3 closing activities
9. EMEC 2020 Day 1 Opening General Session
10. Paul Van Deventer interview at EMEC 2020

Staying Up to Date

This year, MPI's digital newsletter game was expanded to more regularly deliver the latest news and content to our members. *NewsBrief Weekend*—a Saturday “best of” compilation of the week—debuted, we increased the frequency of *MPIpulse Europe* and we rebranded *MPIpulse Canada*.

IN MEMORIAM



Durwood Gould, Jr.
30+ year hotelier



John Graham IV, FASAE, CAE
16+ year ASAE president and CEO



Doug Heath, CMP
MPI's first full-time CEO and 48-year member



Jennifer Kist, CMP
17-year MPI member



DeWayne Woodring
30+ year Religious Conference Management Association CEO

MPI EVENTS

MPI Keeps Live Events Going

Despite immense challenges, MPI successfully executed its two main annual conferences. The European Meetings and Events Conference (EMEC), February in Seville, Spain (with more than 300 participants), and the World Education Congress (WEC), November in Grapevine, Texas (with more than 800 onsite attendees and more than 1,100 logged in for the event's first all-live digital experience).

DECEMBER



MEETING
PROFESSIONAL

Stephen Revetria
2021 MPI Board Chair



*MPI*tv produced approximately 100 videos this year, viewed more than 30,000 times



The MPI Foundation is on track to disperse more than \$700,000 this year across more than 2,200 scholarships for education, certification and membership—plus grants to MPI chapters

Michigan

Your next meeting home.



Your next destination? Michigan.

Michigan is changing the way we do meetings. Although we long for traditional events in a hotel ballroom or expo center, we have embraced our current environment. From hybrid and micro-meetings to drive-in and outdoor meetings, the creative opportunities in Michigan are endless.

From vibrant downtowns filled with shops and eateries to crystal-clear waters, countless trails and an abundance of golf courses and ski resorts, Michigan is ready to be the home for your next meeting, regardless of season.

To learn more and see what unique possibilities await you and your next meeting, visit MeetingsMichigan.com.

Top 3 Reasons to Consider Michigan

- 1 Affordable luxurious hotels and resorts, and new and renovated airports
- 2 Award-winning communities, beaches, forests, parks and the most public golf courses in the U.S.
- 3 100+ wineries and a top 10 craft beer state

DESTINATION DETAILS

We offer a way to connect with Michigan destinations through a one-stop-shop experience. Based on the goals and objectives of your event, we will help find the perfect destination.

CONTACT

Kim Corcoran, CMP
(734) 646-0791 • kim@destinationmi.com
MeetingsMichigan.com



Michigan is changing the way we do meetings. Although we long for traditional events in a hotel ballroom or expo center, we have embraced our current environment. From hybrid and micro-meetings to drive-in and outdoor meetings, the creative opportunities in Michigan are endless.

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To learn more and see what unique possibilities await you and your next meeting, visit MeetingsMichigan.com.

PURE MICHIGAN®

MEETINGS  MICHIGAN.

Meet in Grapevine

Texas



Rich History Gives Attendees a Vintage Texas Experience

Centrally located between Dallas and Fort Worth, Historic Grapevine, Texas, is the premier go-to destination when planning a meeting in North Texas! Grapevine provides attendees with more than 1 million square feet of meeting space and 11,000 guest rooms within 15 minutes. With more than 200 restaurants, unique boutiques and name-brand stores, visitors are sure to discover a new favorite. Climb aboard the Grapevine Vintage Railroad; unwind along the Urban Wine and Craft Brew Trail, featuring Texas wines at a variety of winery tasting rooms, a local craft brewery and handcrafted ciders; team build at one of a dozen escape rooms; explore the Public Art Trail, featuring more than 20 pieces of public art; be entertained at the newly opened Harvest Hall, part of Grapevine Main Station, which is attached to Hotel Vin, Marriott Autograph Collection, the first hotel on Main Street in 84 years; play 81 holes of golf; or enjoy 8,000 acres of recreation on Lake Grapevine.

Top 3 Reasons to Meet in Grapevine

- 1 CVENT Top 50 U.S. Meeting Destination.
- 2 Recognized as an International Festivals & Events Association (IFEA) World Festival & Event City.
- 3 Host to Dallas/Fort Worth International Airport with 1,800+ daily flights.

DESTINATION DETAILS

Total Square Footage: **1 million+**

Less than **10 minutes** from Dallas Fort Worth International Airport

1.8 million square feet of shopping at Grapevine Mills

CONTACT

Joe Thompson, Director of Sales, Grapevine Convention & Visitors Bureau
(817) 410-3552 • JEThompson@GrapevineTexasUSA.com
GrapevineTexasUSA.com

Interested in a \$12 Per Paid Room Rebate?
Contact us to see if your group qualifies!
Must book by December 31, 2020

IN GRAPEVINE, THE LIST GOES ON AND ON...

...and only in The Christmas Capital of Texas® will you find unique meeting venues like winery tasting rooms and a vintage excursion train. There are so many perfect places for creating amazing events.

Believe! Each amenity is like a little something extra in your stocking.

GRAPEVINE ★ **VINTAGE TEXAS**

- 11,000 area hotel rooms within 15 minutes of Historic Downtown Grapevine
- Over 1,000,000 sq. ft. of meeting space throughout the city
- More than 200 restaurants
- Boutique-style shops and well-known stores
- 81 holes of golf and tranquil day spas

All within 10 minutes of Dallas Fort Worth International Airport.

Discover the magic of meeting in the Christmas Capital of Texas! Contact Joe Thompson at **+1.817.410.3552** or **JThompson@GrapevineTexasUSA.com**

GrapevineTexasUSA.com or call **817.410.3185.**



Explore Branson

Meet with Confidence



Meet with Confidence When You Meet in Branson

The dynamic, walkable, waterfront convention package makes this Midwest meeting destination unlike any other—and planners want in on it.

From the modern, architectural gem that is the convention center to upscale meeting hotels and luxury lakeside resorts to the expansive outdoors amidst iconic Ozark beauty to world-class golf on legendary courses. From can't-miss attractions and extreme adventures to endless live entertainment—all surrounded by pristine lakes and picturesque mountain peaks. With a versatile range of meeting facilities, eclectic venues, team-building opportunities and crave-worthy restaurants, creating unique event experiences for your attendees has never been easier than in Branson.

Our continued support for the tourism, hospitality and meetings industry is reflected in our city's commitment to the health and safety of our guests and community by going beyond federal, state and county guidelines and creating community-specific peer-to-peer recommendations. Meet with confidence when you meet in Branson!



Samantha Gutting
Senior Vice President/
Chief Sales Officer

Top 3 Reasons to Meet in Branson

- 1 Dynamic, walkable, waterfront convention package
- 2 World-class golf, pristine lakes, outdoor adventures
- 3 Live show entertainment

DESTINATION DETAILS

Guest Rooms: **13,000**

Total Square Footage of Meeting Space: **300,000**

Venues: **100**

Nearest Airports: Springfield-Branson National Airport (SGF) and Branson Airport (BKG)

CONTACT

Samantha Gutting, Senior Vice President/Chief Sales Officer

Branson Lakes Area CVB

(417) 243-2104 • sgutting@bransoncvb.com

www.ExploreBranson.com

We Believe **SUCCESSFUL MEETINGS MAKE US ALL STRONGER**

In Branson, we believe in a few things. Like our success depends on yours.
Which is why we remain committed to continue delivering incredible
meetings and events. Branson, you won't believe it until you do.

Branson
MISSOURI
★

ExploreBransonMeetings.com



Meet in Mobile



Rediscover Meetings in Mobile

Interesting times call for interesting meeting destinations. In Mobile, Ala., you will discover a charming city boasting one-of-a-kind experiences, surprising scenery, convenient walkability and a city always ready to be your gracious host. The convention center overlooks the Mobile River and is conveniently situated one block away from unique retailers, galleries, world-class attractions and James Beard-nominated chefs and restaurants. We know there are many places to meet, but we believe Mobile should be at the top of your list. Located on the Gulf Coast and led by a team of seasoned professionals ready to help make sure your event goes off without a hitch, Mobile is the premier meeting and exhibition venue in the South.

Top 5 Reasons to Visit Mobile, Ala.

- 1 Walkability
- 2 Vibrant downtown entertainment district
- 3 Waterfront convention center
- 4 Award-winning hotels and venues
- 5 Special incentive packages

DESTINATION DETAILS

Citywide guest rooms: over **6,500**

Over **1,466** hotel rooms in downtown Mobile

317,000-square-foot waterfront convention center

Over **65** restaurants in downtown Mobile

Average daily high temperature: **77**

CONTACT

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