MPI Potomac Committees

Diversity, Equity, and Inclusion: This committee provides support and resources to ensure DEI initiatives are weaved into all chapter activities and communications to uphold the chapter’s mission to create an inclusive community that best reflects the makeup of our members.

Industry Advocacy: This committee strives to advance the interests of the Potomac chapter through industry advocacy channels and will spearhead the chapter’s participation in events such as GMID (Global Meetings Industry Day).

Community Outreach: This committee aims to get MPI Potomac’s name out into the community through community service and volunteer efforts.

Leadership Development: This committee provides leadership training throughout the year, facilitates chapter leadership succession planning, provides resources and leadership tools for members at large.

Mentorship: This committee connects members who are interested in serving as mentors with members who are looking for mentors in the industry.

Emerging Professionals: This committee helps navigate student members and members who are new to the meeting/event industry a path forward by providing support and resources that meet their specific needs.

Educational Experiences: This committee curates and develops 4-6 educational experiences (known as e2s) and other learning programs throughout the year. Tasks include content development, speaker/panel engagement, program format, and onsite execution.

CMP Prep Courses: This committee is behind our renowned on-line and/or in-person study courses focused on preparation for the CMP exam and promotes those who earn their CMP’s certification through the program. They produce up to 4 CMP prep courses throughout the year by creating and publishing course schedules, coordinating instructors, and marketing to MPI Chapter as well as partnerships with MPI chapters around the world that are not currently offering CMP prep courses.

On-Demand Library: This committee coordinates with all stakeholders to ensure all recorded education sessions and CMP Prep Courses are cataloged and published in the On-Demand Library. The committee collaborates with the marketing committee to ensure proper marketing is pushed out to increase the general awareness and usage of this relatively new resource.
**Sponsorship:** This committee develops and delivers chapter revenue through paid partnerships, including year-long strategic sponsors, event sponsors, various sponsors/advertisers for chapter publications and other outlets. The committee is also responsible for sponsor care to ensure ROI for each sponsor is executed and actualized.

**Networking Events:** This committee plans and executes several non-educational, networking events that generate revenue for the chapter.

**Member Recruitment:** This committee develops and executes membership promotion and growth strategies throughout the year. Member Recruitment is a chapter wide responsibility, and this committee provides resources and specific strategies to ensure we are hitting all cylinders to create continuous membership growth.

**Member Retention:** This committee’s primary responsibility is an ongoing outreach campaign to members in advance of their renewal date. By coordinating efforts with Member Recruitment and Engagement committees, Member Retention committee follows the life cycle of the member and creates proactive communications.

**Member Engagement:** This committee ensures each member is getting their ROI from their membership once they become a member. The committee is responsible for member orientation activities, promoting committee involvement to maximize membership, and coordinating the Ambassador program at events to help connect newer and non-members with existing members.

**Member Recognition:** This committee promotes ongoing member volunteer service and activities through awards (star awards throughout the year and annual awards), chapter articles, and birthday/anniversary acknowledgements. The committee is responsible for planning and executing the chapter’s year-end annual awards event (known as the Evening of the Stars).

**Marketing:** This committee collaborates with all committees to plan and execute cohesive marketing campaigns for the promotion of chapter events and activities. This includes managing the marketing calendar, creating graphics for campaigns, overseeing the chapter’s social media strategies, and email marketing efforts in lock steps with all stakeholders.

**Website:** This committee collaborates with all committees to ensure information on the website is up to date and relevant. This includes creating new options on the site.

**E-Newsletters:** This committee oversees e-newsletter communications to the chapter and community. It includes collaborating with all committees to gather content for the e-Newsletter FYI to publish monthly and the outreach to the community for job opportunities to publish the bi-monthly Job Jot e-newsletter.