

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JANUARY- MARCH 2023



February 27-28, 2023

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Define is the official publication of the Ohio Chapter of Meeting Professionals International. It is published quarterly as a benefit of membership and circulated free of charge to MPIOH members.

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MPIOH Mission Statement:

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

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President's Column

Hello to our MPI Community Friends!

Let's talk about being in the room where it happens! I am beyond excited for the success of the **Navigate Conference** in February. This was MPI-Ohio first in-person conference since the "P" word. Yay!!

I cannot thank everyone enough, who chaired, served on committees, sponsored and participated to make it happen. You gave so much of your time and energy for the victory of this so important conference! I am confident, everyone that attended have wonderful take-aways from the stellar line up of speakers. I do hope you enjoyed re-kindling your relationships when meeting your old and new friends. Yes- It has been way toooo looong!

As we **Navigate** forward, we have lots more to come! I hope you can attend and participate in all MPI-Ohio has to offer. We have several great education events this year including upcoming exciting chapter meetings this spring and **Ignite** education day this fall. Plan on nominating an industry leader and attending the **Elevate** recognition event in June. Our board and committees are busy working on some amazing networking "fun" events this summer. Keep an eye on the website- you will not want to miss a moment.

MPI- Ohio values your success. Thank you for all you do to keep our industry strong!

Warmly,

Joan



Joining Together to Improve the Meetings and Events Industry



A summary by Anna Ryan, CMP

MPI Michigan, MPI Tennessee and MPI Ohio hosted a multi-state webinar on January 18th . This unique event provided opportunity for event professionals to learn from Quinn Conyers. Quinn, provided attendees with the tools and insights needed to jumpstart events in this new year.

What are your goals for 2023? Are you ready to change your communication style from discount dialect to luxury language? Are you using language in your event marketing and promotions that are sophisticated and elevated? Do you often use the word “help” when promoting your event or describing what you do?

During the session we were taught key language tips to help us communicate more effectively. One tip that resonated for me, was dropping the word “help” and replacing with empower, assist, elevate or advance one’s events and promotions.

Program planning can sometime become a rinse and repeat process, Quinn provided attendees 6 Q-tips to ignite attendees processes.

- Review your speakers, are you hiring disruptive and diverse super-star speakers? This includes looking at the benefits of adding an EMCEE to help jump start your event, provide consistent communications and dynamic transitions.
- Move the crowd with Layered Learning
- Interact and involve your audience
- Leverage luxury language on all event marketing and promotion
- How staying in touch transforms your event into an epic experience

Make sure to check out Quinn Conyers LinkedIn and website for more information about her keynote and EMCEE offerings.



5 Steps to Creating an Event Theme to Remember

Want attendees to talk about your event for months to come? Commit to a theme. Excellent logistics and seamless production are important factors in event planning, of course — they keep things moving smoothly, ensuring that your guests won't remember your event because of hiccups or missteps. When logistics and production go well, they're actually quite unmemorable, which is exactly what you want. But when it comes to remembering a gathering for the right reasons, a strong theme will keep your event on their minds long after they walk out the doors.

When themes are done well, a company's message is solidified in the mind of every guest. Marketing agencies can help companies create what matters without a single word from the platform — all by creating a masterful theme that keeps the event's goals front and center.

When you hear the word “theme,” think less about high school prom decorations and more about purpose. Every aspect of your event planning should point to the same place, from messaging to aesthetics. It's so much more than a cohesive color palette! Ready to plan an event your guests will always remember? This five step process will get you there.

1. Start with the end in mind.

As you sit down to plan your event, imagine each guest leaving after the gathering ends. What do you hope they'll know about the company? How do you hope they'll feel? What action steps do you want them to take? By answering these questions, you'll get a clear path toward the purpose of your event. A gathering inviting donors to participate in a new initiative will have different goals than a conference designed to educate corporate employees or a social hour celebrating the efforts of nonprofit volunteers.

Once you've established the purpose of your event, create a measurable system to define its success. What are your KPIs?

What would make this event a success? You'll need to have all of this information in hand to select a theme with purpose.

2. Know your guests.

To select a winning theme, you'll need a firm understanding of your target audience. Who will be attending this event, and what will they expect from you? Ask questions like:

- Does this event include fundraising? Will donors or investors attend?
- Is this event for staff or employees only, or will they bring guests?
- What's the average attendee age? Are children invited?
- Will participants need to travel?
- What do attendees like? What will they enjoy?
- What message do they want or need to hear from you?

As you build a complete picture of your guest profile, you'll also get valuable information about potential themes. After all, every event is hosted for the people who attend it — so creating a gathering that's custom-made for their interests and needs will go a long way in making it a success.

3. Tailor trends to your brand.

Now that you've established your goals and gotten to know your audience, it's time to get inspired. As you build your event theme, look for inspiration online — Pinterest is a great place to source ideas. You should also look into similar events hosted by other marketing agencies and event planners. You can learn a lot from their ideas. Consider which elements worked, and which ones did not!

As you gather inspiration, though, remember to stay true to your brand identity and event purpose. It's often easy to get lost in eye-catching aesthetics or interesting elements that will not actually serve your specific purpose or audience well. You don't need to copy anyone else's ideas; just gather inspiration and then come back to the table to dream up something that's entirely your own.

4. Know your limits.

As you select elements that serve your event theme, make sure they fit into the established parameters. Selecting a venue is one of the first steps in planning any event, so make sure it serves your purpose well, not to mention offers a space your attendees will love. After you've determined your location, make choices that fit well into that space — and your budget.

When you bring all of your theme ideas to the table, it can be hard to winnow them down into your budget and space constraints. But remember: a successful event theme doesn't necessarily mean the biggest and best of everything. Instead, it means evoking the right reaction in your attendees, offering a clear message, and hitting your goals. This can be done in countless small ways, not just big and bold ones!

5. Commit to the details.

You have your event theme established. Hooray — you did it! Now it's time to conceptualize the details, infusing your big picture and purpose into every choice. Consistency matters! From committing to a cohesive color scheme to making sure your messaging is consistent across all platforms, every detail should work together to create a seamless experience for your guests.

A quick note: committing to the theme doesn't mean overdoing it with every detail. Striving for consistency is important, but too many matching aesthetic details or a tagline plastered in too many spots can start to feel a bit cheesy. When you think about "consistency," think of consistency in your purpose more than anything else.

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7 Marketing Trends to Watch in 2023

In recent years, marketing trends have shifted dramatically along with the changing climate. Pandemic protocols forced countless events online and turned retail browsers into curbside pick-up and online shoppers. Additionally, changing cultural values and saturated markets have businesses re-evaluating how to connect with customers and market well in a variety of ways.

Great marketing remains one of the most important indicators of a business's success. When it's done well, it builds brand recognition and relevance, stokes customer relationships and loyalty, and brings new audiences into the fold. Marketing investments are worth their weight in gold — as long as you're investing in marketing that works in today's climate. As marketing professionals, we must learn to track and implement these changing trends into our own strategies, because marketing will always be a foundational tool in the long-term success and progress of our companies.

Want to keep your business relevant in a rapidly evolving culture? Here are 7 trends marketing agencies should keep an eye on in 2023. Implement a few of them into your future strategies to hit your KPIs, grow your customer base, and solidify your brand's relevance in this new world.

What would make this event a success? You'll need to have all of this information in hand to select a theme with purpose.

1. Automated Marketing

Over three quarters of all companies reported using automated marketing in 2021 — so if you're not already on this trend, it's definitely time to invest in some marketing solutions that help you work smarter, not harder. Of course, some marketing aspects will always require a personal touch, but setting up workflows to reach potential customers across multiple platforms and channels at once simplifies your marketing process tremendously. With automated marketing, you can set up customer journeys across email, text, and social media platforms, promoting your latest product launch, event ticket, or flash sale. It's one of the simplest ways to reach people with a few clicks.

2. Artificial Intelligence

AI marketing use has exploded in recent years, helping companies automate processes that used to require human involvement or interaction. Artificial intelligence may seem like something straight out of a sci-fi film, but in reality, it's much less otherworldly. AI is used in lots of marketing strategies today, from chatbot software that solves customer service issues to algorithmic ad development that gets the right eyes on the right campaigns. There are even AI solutions to social media — Lately uses AI to study your social media audience and curate the content they appreciate most. No need to fear the robots; let them handle your marketing.

3. Virtual Reality

Since 2015, consumers have become more familiar with VR technology, leading brands to steadily increase their implementation of it in marketing strategies. Many virtual reality worlds have started to refer to themselves as “the metaverse,” but let potentially unfamiliar language cause you to ignore VR opportunities. Virtual reality market revenue is expected to reach \$12.9 billion by 2024, so becoming an early adopter could make a serious mark on your company's bottom line.

So who is using VR, and how? Brands like Sephora and Lowe's offer virtual reality “try-ons,” allowing customers to see how a blush shade would look on their cheeks or how a couch would fit in their living room. The Marriott brand offers a similar option for event planners, helping them design a gathering in a space they've never stepped foot in. TOMS has even harnessed the power of VR to make a social impact, offering a Virtual Giving Tour to show customers where their donated shoes may end up. If you want to invite consumers into an experience without requiring them to visit a brick and mortar store, this is technology you'll want to try.

4. Experiential Marketing

As pandemic restrictions lift, experiential marketing is coming back full-force. Consumers are itching to leave their homes and immerse themselves in an experience they won't soon forget — and this offers an incredible opportunity for your audience to interact with your brand in the real world. Experiential marketing is often associated with major interactive events, like Bumble's pop up coffee shop at SXSW in 2019 or Truth Initiative's "treatment box" that shone a light on the opioid crisis. However, you don't need a massive performance art installation or pop-up store to create an experience your customers will remember.

Micro-experiences are the latest marketing trend, providing customers with a shorter, smaller interaction that still leaves a lasting impression. Some examples? Try hosting a limited number of VIP experiences for your customers at an existing event, concert, or conference rather than creating your own event. Or take a page from L'Occitane's book, creating a gorgeous "rain shower" sink in a store that lets customers try products, and wash them off, in a unquestionably unique setting.

5. Video Production

We've all noticed the social media shift from static images to video content. Now, more than ever, video is king when it comes to marketing, so it's time to wholeheartedly embrace the shift. And video reaches far beyond short-form, low-production social media clips. Consider creating a short film, set to premiere at a conference or virtually on YouTube. Incorporate luxury, high-production video ads into your marketing campaigns, or use real, "regular" videos from real customers to build your brand's credibility. A 2020 study found that videos increased web traffic for 87% of marketers surveyed, and 80% of them claimed that their sales increased due to video content, too. With numbers like that, you can't go wrong incorporating video into your 2023 marketing strategy.

6. Influencer Marketing

Speaking of social media, influencer marketing has never been more important — and you don't have to reach out to big names for brand partnerships. Micro-influencers, or accounts with 1,000-10,000 followers, often have higher ad engagement than larger accounts. In all the ways celebrity endorsements can feel inauthentic, influencers with smaller accounts feel genuine to their followers, which makes them more likely to buy.

7. DEI Emphasis

No matter what marketing methods you employ next year, make Diversity, Equity, and Inclusion (DEI) an integral part of your strategy. Customers have shifted their support from brands who deliver great products to brands who do that along with holding reputable values. In fact, a 2020 study showed that up to 61% of customers would be willing to switch name brands or even choose a white labeled product if that company aligned with their values. Gone are the days of tokenism — customers want to see measurable change in the way brands model diversity and inclusion. No matter what you're marketing in 2023, make sure that DEI is at the heart of it.

YOUR NEXT GREAT EVENT AWAITS

It's all good in
Greater
LIMA

Visit Greater LIMA

For Event Planning Assistance
visitgreaterlimaohio.com

REAL AMERICAN
STYLE

A woman with long dark hair, wearing a purple and black floral dress, stands in front of a backdrop with the Greater Lima logo. The backdrop also features the text 'YOUR NEXT GREAT EVENT AWAITS' and 'It's all good in Greater LIMA'. A QR code is visible in the bottom left corner, and a red circular logo with 'Visit Greater LIMA' is in the bottom right corner. The text 'REAL AMERICAN STYLE' is also present.

MPI Navigate Recap

Barbara Burgie, 20-year member



Barbara Burgie

As the former chair of the MAC conference, I was saddened to learn that like so many other events during COVID-19 it had to be canceled. But as a member I could not be prouder of how our Chapter took this opportunity to create a new and amazing way to educate and invigorate us as members.

I recently attended the 2023 Navigate Conference and was blown away by the quality content and opportunity to reconnect with those in our industry. You could tell that those who worked on the conference were thoughtful and carefully crafted a tremendous event.

Everyone in the room even enjoyed how we had to pivot to engage in some unplanned networking during a sudden tornado warning. It reminded us just how much we have been through over the past three years and the importance of being together in person makes everything better.

I personally, took away three key lessons from Navigate.

1. Don't be quick to anticipate what comes next. Chad Willet in his educational breakout taught me that often I am quick to complete someone's thoughts in conversation. Or, as a parent, jump in to assume what my son's going to ask. However, taking the time to listen and not anticipate what may be coming next leads to a very different outcome. I have practiced this daily since I left the conference.
2. In the meeting and events industry, being as good as your word is critical. Keynote Alex Sheen helped to reinforce so many reasons on how this can help us not only change our work life but our world.
3. Finally, and the most important lesson I learned is that by attending and being with my peers I felt refreshed to go back to the grind of what the lies ahead this spring. The opportunity to connect and be with the very special people of MPI filled me up to better be able to do my work and live my life.

Be sure to save the date for next year's conference. It is an event you will not want to miss.



Welcome to Our New Members!

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Great Ohio Lodges

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Caesars Entertainment Inc.

Emily Bell
Experience Columbus

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Sheila Fox
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Mark Your Calendar!

APRIL 19, 2023
CHAPTER MEETING

Football Hall of Fame
Museum - Canton, OH

MAY 17, 2023
CHAPTER MEETING

Champion Mill Conference Ctr. @ Spooky
Nook Sports – Cincinnati, OH

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Vitria on the Square - Columbus, OH

AUGUST 24, 2023
CORNAMENT NETWORKING EVENT

Cincinnati, Columbus, Toledo, Cleveland

**All dates and locations are subject to change*

Host the Next MPIOH Chapter Meeting!

Spotlight your hotel, property or meeting space by sponsoring an MPIOH Chapter luncheon! In addition to gaining immediate exposure to meeting professionals attending the event, your hotel will receive exposure to MPI Ohio Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Jane Lee, Director of Strategic Partnerships, to secure your date at education@mpioh.org

NEW MEMBER SPOTLIGHT

Let's all give a #MPIOH welcome to a few of our newest MPI Ohio members. We are excited that they have become a part of our organization and look forward to helping them grow and reach their goals.

Here's some information about them – and if you get a chance introduce yourself the next time you see them!



EMILY MCELROY
PROCTER & GAMBLE

Email: Mcelroy.e@pg.com

Who are the most important people in your life?

My husband (biggest cheerleader and support system), my family and my close girlfriends.

Who do you work for and what is your role?

I am the Executive Meetings Manager at Procter & Gamble.

What is the best thing about your job?

I love to travel and this job provides me with the opportunity to experience a lot of places I never thought I would travel to.

What are the 3 most important skills you use at work?

Delegation- the ability to realize that I can't take everything on myself and there is a team of people willing and able to help me execute the event.
Passion- In this role, hours can be long and demanding, but my passion for planning and executing successful events is what keeps me going.
Organization- The foundation for any great event is being organized. It allows the group to work together more efficiently and the event to operate according to plan. Quick thinking/adaptation- No matter how much we plan, something unforeseen always pops up! The ability to quickly pivot and change course when this happens is key.

What one piece of advice would you give to someone beginning their career in the Meeting Industry?

Network, network, network!! As someone who is only a few years post-grad and shaping my path in the event industry, almost all my opportunities have come from forming relationships. It is also great to meet people who have more experience than you in the industry. The feedback and advice they can offer is invaluable!

What super-power would you love to have to help you do your job better?

The ability to see into the future. Fast-forwarding to the event would help plan my time better and plan and anticipate challenges before they arise.



Annual Recognition / Appreciation Event &
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Get all the up to date info on **Nominations,**
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2022

OVERALL EXCELLENCE



2022 CHAPTER AWARD

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