

MEETING PROFESSIONALS INTERNATIONAL

DEFINE



THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APRIL - JUNE 2023



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The Official Newsletter of MPI Ohio Chapter

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 MPI Friends!

As someone who doesn't like to back up or make U-turns it has always been difficult for me to reflect..... Until now.

My journey as President of MPI-Ohio is coming to an end and I will soon be joining the past presidents club. I would like to reflect on my journey with you.

Entering this role, I had stars in my eyes, the sky was the limit and the need to over achieve was felt more than ever. Have you ever been there?

Soon life happened- some of our board member friends were forced to make difficult choices due to family, jobs, moves out-of-state and leave the board. Our membership was feeling the pain of never having enough time, concerns of over-extending commitments, never mind trying to volunteer. This was all due to the continued unknowns for our industry. I felt the momentum starting to stall. My realization was the chapter was still in survivor mode and things were going to be a little different. Our industry is different, my position is different. Life IS different! UGH!!

For almost 20 years as a member, my MPI community has always been a shining star. This year proved it more than ever. This amazing Board, and Past-Board members jumped into action. We hosted our Navigate Conference in February- this was the first in person conference since the "P"-word. Once the Conference team took charge there was no stopping them. Navigate was a great success! Planning for 2024 is already underway.

Current Board members increased their roles to take over where they could. Members have joined committees and played a large part in the continued success of this amazing chapter. Our members are hearing the call and volunteering while enjoying all the benefits of engagement. We are having **FUN** again!

I am very excited for the next year - I cannot thank the MPI-OH Board enough for **all of your dedication**. I appreciate everyone's hard work, positivity and love for our community. I cherish each and every one of you. Your support and friendship have been the best part of the past year. I would also like to take this opportunity to welcome the new board- I am thrilled for your journey.

Thank you to Regina Piercefield for stepping jumping in with both feet when Jessi Konnagan, our adored admin for 10 years, started the next page of her career. Regina has been incredible!

Thank you to Adriane Cesa, Past-President and Jason Linscott Incoming-President. I could not have asked for a better Office of the President to serve this term together. I am very confident Jason will take the chapter to the next level and thrive!

Thank you to my husband, my family, and friends for all of your amazing support and love.

Thank you MPI Ohio members - I continue to learn so much from you! The chapter could not bring you the education and networking opportunities without your support. YOU keep our industry and community strong!

My hope is this chapter is impactful to YOUR journey, where- ever you are in your adventure.

Happy trails!

Joan



***Always work hard and have fun in what you do because I think that's when you're more successful.
You have to choose to do it. - Simone Biles***



Event Music Licenses: Why They Matter and How to Get Them

Whether you're hosting a swanky social event or a week-long corporate conference, chances are, music will be pumping through the speakers at some point. There's nothing better than finding the perfect soundtrack to your event — so it's important that those tunes are being played legally. Event planners should always be aware of music licensing requirements to ensure that those fun playlists don't come with some unintended consequences.

Who owns music, anyway?

Just like any creative work, compositions belong to their creators. Songwriters, composers, and publishers have the right to play their music publicly through what's known as the "performing right," but the rest of us have to pay to play. You have a moral and legal obligation to get permission to use someone's song. Not to mention, music can be an incredibly valuable part of event production, which is why it's so important (and well worth it!) to obtain a music license.

Copyright law states that any time music is performed, played, broadcasted, or otherwise communicated to the public, a license is required. As you can see, this goes far beyond what we might consider "public performances" or live artist events — from walk-up music at sporting events to the background song in your conference video to playlists on the dance floor, when music's playing through the speakers, having the right license matters.

Who provides music licenses?

Music licenses typically come from one of three major Performing Rights Organizations (PROs). These organizations offer licenses, and use those proceeds to compensate artists and publishers for their work. Almost any song you can think of will be covered by one of these three options. They are:

- ASCAP (American Society of Composers, Authors, and Publishers)
- BMI (Broadcast Music, Inc.)
- SESAC (Society of European Stage Authors and Composers)

All three of these organizations run standard schedule fees, but they're each calculated differently. BMI Fees are calculated by multiplying the number of events and attendees by their per-song rate, which requires a bit of math. ASCAP and SESAC are a little more straightforward, calculating their fees based on attendees and event length, respectively.

Do I need all three licenses?

The short answer? Maybe. Technically, you could look up the writers, artists, and publishers for songs you plan to use and determine which PROs they're affiliated with — and then purchase the licenses you need for those specific tracks. This can be a great idea if you're using a single song at your event, but if you plan to play multiple playlists or need music in the background for hours on end, it's simplest to just pay for each license. That way, you're legally covered for anything you decide to play, and those in the music industry are being fairly compensated for that airtime, which is what we'd call a win-win.

Who's responsible for obtaining music licenses?

The end user is required to get the license — which essentially means that the person playing the music (as an event planner, that means you, taking the responsibility off of your client's plate) is who's on the hook for making sure those songs are being broadcast legally. What that means: even if your event is booked in a facility with its own license, you'll be required to get one, too. This is true for any kind of commercial event, regardless of size, scope, and whether or not it's open to the

general public. And one more thing — even if you pay for a paid streaming subscription, you'll need a license to stream that music commercially. It's a totally separate fee from your Spotify or Apple Music membership. Our suggestion? When in doubt, obtain the license.

What could happen if I don't get a music license for my event? Nothing good! If you ignore the obligation to obtain the right licenses for your upcoming event, you could be looking at a whole list of consequences, including:

- Court appearances
- Owing up to \$150,000 in legal damages
- Paying the legal fees of the copyright owners
- Other criminal sanctions

Trust us on this one — it's easier to just get the license, and it's more ethical, too. To ensure that your events are above board and to make sure that creatives are compensated for their work, grab the licenses you need and let your event attendees dance the night away without a worry in the world!

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Neuroscience in Marketing and Events

In a sea of events, every marketer wants to create an experience that lasts in the memory of every attendee for years to come. If you're seeking to bring unique experiences to life, you might not need a bigger budget or better venue. Sometimes, all it takes is a little bit of science.

To design an engaging and memorable experience, you'll need to cater to the five senses, of course, but you'll also need to incorporate neuroscience in your marketing and execution. After all, our brains are the primary place we process new information, a wide range of emotions, and hold lasting memories. Using neuroscience in your planning, design, and marketing ensures that your event will stand out in any crowd — or any brain.

These same principles apply to all kinds of content, not just live events. Even if you're not planning an upcoming gathering, neuromarketing can be a powerful tool in your content creation and, ultimately, in the success of any campaign.

What does neuroscience teach us?

Well, as it pertains to events and marketing, developments in neuroscience have taught us that emotions are one of our most powerful tools for memory and engagement. If we want our

events and our marketing campaigns to be long-lasting in the minds of our audiences, we have to evoke emotion, not just share facts. According to Forbes,

"Emotions act like superglue by making certain events stickier. As a result, emotional events are readily prioritized by the brain. Whether good or bad, if something is important enough to arouse your emotions, the brain assumes it is significant and, therefore, should be remembered."

Essentially, emotions wave a flag that tells our brains, "Hey, remember this. It's important." We're inundated with facts and information constantly — we could never remember everything we take in with our five senses. But the things

Neuromarketing 101

To achieve greater engagement and connection in our event planning and campaign management, we must engage in neuromarketing, a process that combines the brilliance of science with tried-and-true marketing principles that will lead to consistent success. Understanding how the human brain works will actually boost sales and customer engagement — we've seen that to be true time after time. So how can we leverage neuroscience in marketing and events?

1. Keep it simple.

Overly complex marketing efforts often confuse their intended audience. Neuromarketers know that for an idea to be “sticky” in people’s minds, it has to remain short, sweet, and straightforward. There’s a reason so many companies have kept the same catchy slogan for decades — they hold powerful brand associations, and they’re easily remembered. When you think of Nike, Ford, or Allstate, you probably immediately think, “Just do it,” “Built Ford tough,” and “You’re in good hands.” Want to create a successful marketing campaign, for anything from an event to a product launch? Keep it simple.

2. Invoke the five senses.

Our brains immediately latch onto anything that we can see, smell, taste, touch, or hear — and the more of those five things an experience has, the more likely we are to remember that experience. In your marketing, remember to offer a sensory experience whenever possible. This doesn’t have to be overly complicated! It can be as simple as a local treat at every place setting during a conference, branding your storefront or office with unique scents from scent marketing experts like AromaTech, a textured element to print materials,

or a catchy jingle in an ad. Give your audience multiple ways to engage with what you’re offering, and it’ll pop back into their minds time and time again.

3. Stir up the right emotions.

As we mentioned earlier, emotional manipulation is never the right way to market. We don’t want people to just feel anything, we want them to feel the right thing. Whether you’re seeking to educate your audience, inspire them to care about a good cause, or invest in a product that will improve their lives, emotion will take them from curious to completely bought in. Great marketing makes memories, and well-timed emotional prompts make for great marketing.

Want to raise your audience engagement, sell out your next event, or boost your new product with a fail-proof launch campaign? Neuroscience can help you get there — and the best part is, you can incorporate it into your marketing through small changes, no massive overhaul needed. Think about simple sensory elements that would be easy to include. Change your ad language to inspire the right feeling at the right time. And don’t overcomplicate it — just keep your main objective front and center, and appeal to the humanity of your audience as you do.

Mark Your Calendar!

AUGUST 24, 2023
CORNAMENT
NETWORKING EVENT

Cincinnati, Columbus,
Toledo, Cleveland

SEPTEMBER 15, 2023
MPI / OSAP JOINT EVENT
Columbus, OH

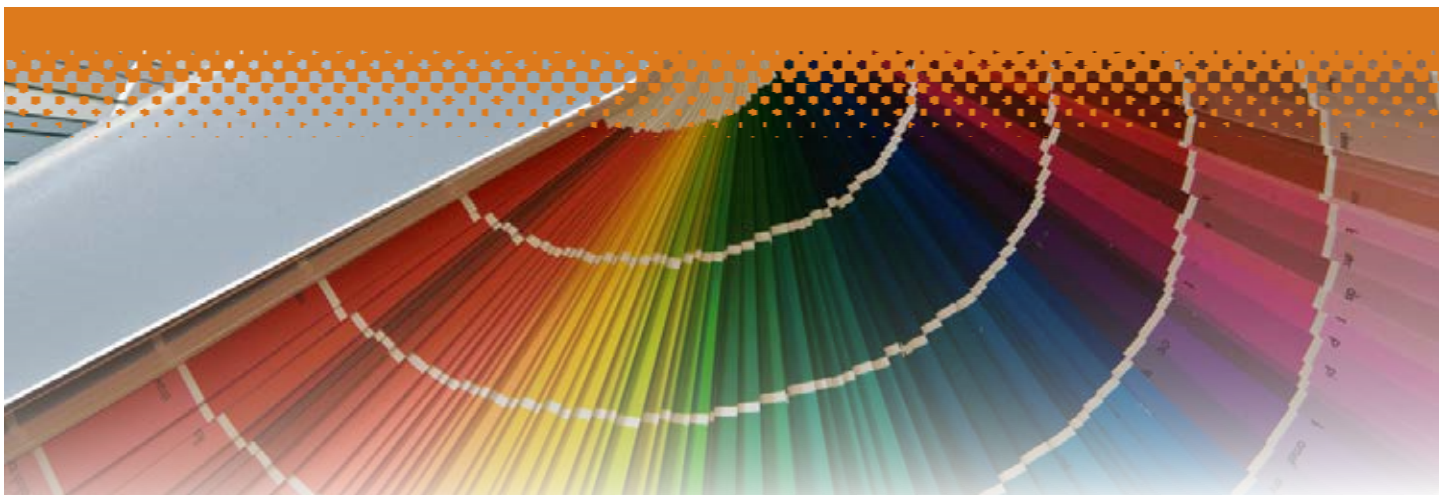
OCTOBER 18, 2023
CHAPTER MEETING
Cincinnati, OH

**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



How Color Selection Can Give You a Marketing Edge

Keywords: marketing, branding, color psychology

We all know that marketing is about more than just what you say – it's about how you say it and how they see it. As you're crafting a brand identity or new campaign, it's important to look beyond language and craft a complete strategy to help you accomplish your marketing goals. Messaging matters, but sometimes, you can affect your audience before they ever read a single word.

For the ultimate marketing edge, combine color and copy into a cohesive campaign that will attract the attention of your target audience. Color plays a huge role in marketing – in fact, the psychology of color is one of branding's most powerful tools. Take a look at what research has uncovered about the effect colors have on our minds.



Red is often associated with passion – in fact, it's been proven to increase heart rate and blood pressure readings in its viewers! This is why you'll often see red in sale signs or limited time offers. It's known to bring on a sense of urgency and energy, which can be a good thing, but keep in mind that it's also often used to indicate danger or warnings.



Green reminds viewers of growth, bringing a calming presence that reminds them of nature. It also indicates safety, which is why a green light tells us it's safe to move forward on the road. It's common to see this used by brands who are focused on wellness, health, or the environment.



Yellow grabs everyone's attention right away, which is why you'll see it used in caution signs and transportation vehicles (think buses or taxi cabs). It's been shown to increase bodily metabolism, and it's very energetic, which means it can be highly effective and exciting when it's used correctly, but can be harsh on the eyes if it's overdone.



Blue tops the "favorite color" charts, regardless of demographic, so you'll see it incorporated into all kinds of brands. Various shades of blue can actually evoke a wide range of emotions, from royalty to calmness to sadness. Generally, the color is thought to promote trustworthiness and reliability.

Although general color psychology can be incredibly helpful as you begin to design a brand identity or ad campaign, it's important to remember these sentiments are not universal. Your audience may react very differently to a color selection based on their demographics and experiences. When you're considering your color selections, here are four key details to keep in mind.

Your Target Audience

Before you select your brand colors, get clarity about who your brand is for. There's a fairly significant disparity between men and women about favorite colors, for instance – [over 50% of men](#) chose blue as their favorite color, followed by green and black, while only 1 in 3 women chose blue, with many opting for purple or red as their top choice. It's also interesting to note that color preferences shift [from generation to generation](#).

[Cultural differences](#) also play a prime role in how a color is perceived. Take red, for example – history, religion, and location make a huge difference in how this is perceived. Here in the United States, red may be used in an ad for Valentine's Day, evoking love and passion, or Christmas, to bring some festive flair. In India, though, red is seen as the color for purity, and in China, you'll find it symbolizing luck during the Chinese New Year.

No color is universally good or bad from a marketing standpoint – it just brings up different associations for different groups. When you know who you're marketing to, you can make the best color choices for your specific campaign or brand.

Your Brand Archetype

As you craft campaign messaging that resonates with your target audience, make sure you're staying true to your own brand, too. [Brand archetypes](#) are a great way to find your niche in the marketing space, determining what kind of brand you are, and what kind of client will be drawn to you.

For example, if you're an Outlaw brand, you don't mind breaking the rules a bit, even with color psychology – you love drawing outside the lines, and your dream clients will, too. Using bright orange like Harley Davidson or bold red like MTV are a perfect fit for you. On the other hand, if you're a Caregiver brand, like Huggies or Unicef, you might draw on cool, calm tones that show how much you care for and support your audience. Knowing your archetype gives you a lot of branding power to wield well.

Your Industry

Similarly, it's important to consider what industry your brand falls into. If you're in the finance space, you likely want to be associated with wealth and trustworthiness – a blue color or

possibly a deep purple will do the trick. If you're a kids' brand, bright and fun colors like yellow or red (Crayola or LEGO, anyone?) will bring the energy you need to get little hands grabbing your product off the shelves.

Your CTA

Finally, if you're choosing colors for a specific campaign rather than your overall brand identity, keep your call to action in mind. Are you slashing prices for a limited time? A red "Buy Now" button is a great way to instill that sense of urgency. But even more important than the color of your action request is the overall complementary scheme. If your brand is red, then you won't want a red CTA button – it loses its star power when it doesn't stand out! Instead, opt for a [complementary color](#) that will grab attention and convert into sales.

Need help crafting your brand identity or creating a surefire marketing campaign? We can help. Redstory exists to create powerful and emotional connections between brands and people, and we'd love to get your brand in front of the right audience.

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The advertisement features a background image of a trade show booth with various displays and banners. The text is overlaid on the image, with 'Greater LIMA' in large, bold, white letters. A QR code is located in the bottom left corner, and a red speech bubble with the text 'Visit Greater LIMA' is in the bottom right corner. The overall theme is event planning and marketing.

2022

OVERALL EXCELLENCE



2022 CHAPTER AWARD

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Are you utilizing Instagram Reels as part of your social media marketing? Reels are having a moment on social media, and that doesn't look to be changing anytime soon. Here at Burgie MediaFusion, we've discussed with our clients why they should use Instagram Reels as part of the marketing of their products and services.

If you're new to Instagram Reels and want to know how to create them, we invite you to check out this [blog](#) we wrote. Today, we're sharing what is trending and our top tips for engagement. It's time to up your game and get Reels to work for you. Who knows, you might even create a viral post!

Current Trends in Instagram Reels

Of course, as we write this, the trends could be changing! Our current ideas are a bit wide reaching to help you get started with some of the trends that have gained traction—providing you with a good place to start producing ideas to create your own “trending” Reels.

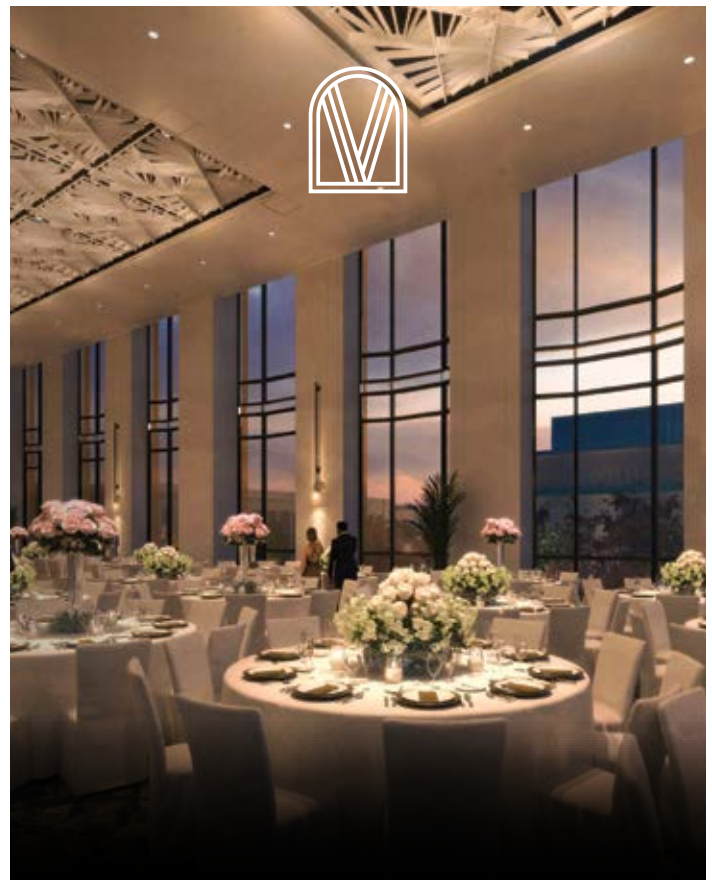
- Reels account for up to 20% of time spent on the app, so it is worth your time to create them. Read more about this [here](#).
- Vlogging—This concept is a blog but with video instead of a written format. Create daily vlogs with what is happening at work, behind the scenes, employee info, how you create your product, etc. Be authentic and engaging with your videos.
- Participate in interesting and fun challenges and trends ongoing on Instagram Reels. Capitalizing on a trend that is going viral will get you noticed. Be sure to share the verbiage, music, and hashtags to help with the algorithm. This [website](#) could help you find out what's trending now.

- Choose a Reel that is trending and create your own incorporating your own products or services. One we like is the Snatched trend. Make a hand gesture that looks like you're grabbing something and then switch to a new video of what you grabbed. Lip sync the words to Snatched by Big Boss Vetter.
- Change the perspective of the video angle from your perspective to someone else's and then back to yours while sharing or explaining a reveal, a new project, an idea, or a question you're asking.
- Introduce your brand, who you are, your values and history to your audience.
- Answer common questions with a FAQ session. You could even have employees as the ones asking the questions or giving the answers.
- Be the expert and share your tips and tricks, how-to videos, tutorials, and more.
- Show the process it takes to create your product or service. Use time-lapse, stills, and short clips to create the video.
- Create a before and after video to share the use/development/process of a product or service.
- Let your audience get to know your employees, clients (if they will let you film them), and your business. Share quick interviews, trending Reels (maybe a dance-off), and their talents (both personal and what they do for the company).

Top 10 tips to get your Instagram Reels more engagement

- Personalize your video—make it current, relatable, and emotional.
- Don't forget the thumbnail when scheduling your Reel—it needs to draw attention to it so someone will be captivated and want to click on it.
- Create longer Reels—the time available is now up to 90 seconds. A variety of Reels lengths is always a great idea—then you can see which relates best to your audience.
- Filter, filters, filters—find the filters that enhance your products and use them.
- Invite influencers to help you promote your products.
- Create trendy, engaging content that hooks your audience.
- Answer these questions—What does your audience want to see? What can you share that explains who you are and is captivating to your potential audience?
- Include captions for hearing impaired and those that don't want to listen.
- Cross post by sharing your Instagram Reels to your

Instagram feed as well. This increases the chance people will see it-especially those that don't look at Reels yet. Our team here at Burgie MediaFusion is ready to help you with any of your marketing needs. Give us a call at 800-713-0445 to get started.



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<https://www.mpi.org/membership/member-directory>



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Phone: 614-565-2617
Email: officeofpresident@mpioh.org

To get involved with board/committee:

Visit the website at www.MPIOH.org or contact admin@mpioh.org to join a committee.

To sponsor an MPI Ohio meeting/event:

Contact: Jane Lee
Phone: 614-757-1621
Email: education@mpioh.org

To receive membership information:

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