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MPI Michigan New Members

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[MPI Encourages Collaboration During Moment of Constant Change](#)

MPI MI Chapter Leader of the Month

Just Around the Corner!

2021 MPI GLES

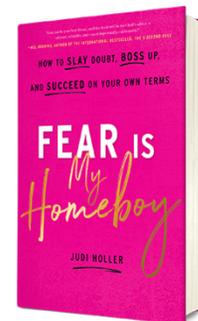
[Registration](#) is open!



Grand Wayne Center, Fort Wayne Indiana

November 14-16, 2021

MPI MI Fall Symposium!





Congratulations to Jenn Morden, CTA, CMP, for being selected as the MPI Michigan Chapter Leader of the Month!

Jenn currently serves as the MPI Michigan VP of Finance. In her short time in this executive leadership position, she has been a strong communicator, leader, and mentor. Jenn hit the ground running in her new role on the board, completing our sponsorship catalog, training a new board member, and proactively brainstorming new revenue opportunities for the chapter. Her approach is diplomatic and focused on the betterment of the chapter.

Please help me in thanking Jenn for her leadership and congratulating her on this recognition!

The Evolution of Hybrid Events

By Sharon Ricketts

There is a myth that planning a hybrid event means simply creating **one** live and **one** virtual experience. Today, post-pandemic audiences are demanding a variety of options based on their comfort level and convenience. Experience designers are now mapping out micro-events for those who attend in-person as well as diversifying content and digital engagement virtual viewers.

As we return to live events and conferences, participants may only feel comfortable attending small breakouts, opting to watch the keynote from their hotel room. Similarly, attendees will expect a range of food and beverage options from pre-booked reservations in limited capacity restaurants to picking up individual boxed meals or having access to more outdoor dining areas.

The digital journey has also been reimagined on the heels of excessive video conferencing in 2020. Now, the virtual event comprehends a mix of live and on-demand content, online networking and mobile engagement. The digital broadcast is expected to be a high-quality production with multiple camera views and close-ups to help create a shared experience.

The best approach for planning within the new hybrid format is to develop a strong and distinct value proposition for each path which is clearly organized so audiences can self-select their



Registration now open for MPI MI Fall Symposium!

Join us at one of our 4 watch party locations: Suburban Collection Showplace – Novi, DoubleTree by Hilton Hotel – Grand Rapids, Graduate – Ann Arbor, The Henry Center @ MSU – East Lansing. The event takes place September 9th from 2:30 – 7:00 PM. Keynote speaker Judi Holler will share her mission, to help you live a braver life and smash comfort zones by experimenting with your fear. Every day. On purpose.



When most of us think of wellness, words like nutrition, weight management and exercise are usually the first to come to mind. Although those are critical aspects toward overall health, true wellness encompasses 8 mutually interdependent dimensions: physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental.

MPI's Event Wellness Superhero certificate course uses the eight dimensions of wellness as your learning framework and shares how you can apply event marketing and design principles to create a sense of safety, belonging and mental peace for your attendees.

When designing an event, attendee safety is always top of mind, but taking safety to the next level and focusing on attendee wellness is the next step in industry recovery.

Don't miss the opportunity to address a big piece of the recovery puzzle by making wellness a priority for your attendees—and for yourself.

experience according to their preferences whether live, virtual or a mix of both.



Get Engaged with MPI Michigan Chapter

Contribute your talents, experience, knowledge and creativity to your chapter by serving on one of MPI Michigan Chapter's Committees. Only when working together as a team can we do great things, and you are what makes MPI Michigan Chapter great!

Join a MPI Michigan [Chapter Committee Today!](#) Check out all the different committees below and see which one is the right fit for you!

Contact Nick Stratton: nstratton@ghgkz.com

SCHOLARSHIP

General MPI Membership Scholarships

We have scholarships available for membership dues, industry certifications and *more*. **Don't assume you don't qualify!** The application process is simple; [click here](#) to learn more and apply.



Check out the job posting on MPI Career Center

Questions? info@mpimichapter.org

Website: <https://www.mpiweb.org/michigan>

Follow us on social media:



