

MPINCC

# STYLE

## GUIDE

*...creating one voice for the chapter*

# Style Guide

*In an effort to align all of MPINCC's communication and marketing and our chapter strategic communications plan, this document will serve as a guide for chapter voice and processes & procedures.*

*Given the rapid evolution of the marketplace it is acknowledged that this guide will also evolve and change as the needs of the organization and members shift.*

## **Goal**

Create one voice to position MPINCC as the leader in the Bay Area Meeting Professional Community supporting chapter Events, Education Opportunities, and Membership Campaigns

The voice of MPINCC is casual and professional and should consist of positive, affirming language. As an example, "If you don't wear a face mask, you won't be allowed to participate in the event" should be written as "Please wear a face mask. MPINCC policy, following health guidelines established by the State of California, requires all participants to wear a mask. Thank you for your understanding."

## **Use of Common MPINCC Phrases/Words/Acronyms**

- **ACE** – Annual Conference & Expo. To continue our re-imagination and modernization of the program, our preference is to use the acronym only and not spell out.
- **CMPU** – never CMP U, CMP-U, or C M P U. CMP University is ok if you spell it out, never CMP Univ.
- **Committees** – When writing about committees, please capitalize the proper name (i.e., The Communications Committee will review all written communication prior to it being released to the public.)
- **Meeting Professionals International Northern California Chapter** – spell out the full name or use MPINCC
- **Members, the Membership, our Community** – these are all terms that can be used when referring to MPINCC and friends or partners of the chapter.
- **MPI Affiliated Cross Promotions** – For the most part, our preference for non-MPINCC events is to share forward (i.e., retweet, share, repost, etc.) a post by the other MPI organization (Global or Chapter)
- **MPI Global** – use when referring to MPI in relation to MPINCC
- **MPINCC** – never MPI NCC, NorCalMPI, NCCMPI, etc.
- **Non-Members** –All non-members should be referred to as "Potential Members"
- **Non-MPI Affiliated Cross Promotions** – we will consider cross-promotions of non-MPI affiliated programs on a case by case basis. Events that conflict with a chapter program or one of our partnerships will not be cross-promoted.
- **Partner** – when referring to a company that has purchased a partnership or sponsorship of the chapter or an event.
- **PEP** – Professional Education Program – We should try to name these to better describe what the program is rather than rely on "PEP".
- **Planner/Supplier** – align definitions to MPI Global (Appendix A)
- **Social Media Engagement** – MPINCC will not engage on social media, or at any event, regarding politics, etc.
- **Time:** am or pm – Example: 1:30 pm – never p.m. or PM or P.M.

### **Events & Education Communication Process**

MPINCC Committees will submit an Event MSR (Marketing Service Request) for their “event” with key relevant information.

- Please keep in mind the idea of one voice.
- Please submit at least 5 business days prior to the first post (if a unique emergency emerges, email the VP/Director directly)
- Social Media is key to marketing. What in your program could serve as click bait? Highlight that aspect in your request. You don’t have to write the marketing content, but we need to know what will make your program stand out so we can create an engaging marketing campaign.
- Program names matter. Here’s an example:
  - Version 1: Please join us for the June Professional Education Program on Friday, June 13 at 1:30 pm [boring!]
  - Version 2: It’s time for Guac & Talk! Friday the 13<sup>th</sup> of June at 1:30 pm Bring your afternoon snacks and join us! [This sounds fun...tell me more!]
- Visuals draw attention. Provide engaging photos of your speakers, partners, venue, entertainers, etc.
- Include links to speakers on YouTube or other videos, as well as their social media handles so we can connect on social media and publicly engage in conversation prior to the event.
- Include links to articles the speaker has written or been quoted in.
- Take photos on your venue site visits, they are great ways to promote your committee, event and can serve as “sneak peeks” when we’re ready to roll out the marketing campaign for your event.
- Request 30-second videos (filmed landscape on a smartphone, no professionals needed!) from speakers, venues and partners promoting key takeaways or sneak peeks of the event

### **Non-Event Related Communication Process**

MPINCC Committees will submit a Campaign MSR (Marketing Service Request) for their “campaign” with key relevant information. *Note: No MSR is required for a Global marketing campaign (i.e., monthly Global membership campaigns) as Communications leadership pulls them directly from the Chapter Leader monthly alerts from Global.*

- Please keep in mind the idea of one voice.
- Provide a clear call to action on your MSR, what do you want members or potential members to do?
- Timing
  - Please submit at least 5 business days prior to the first post (if a unique emergency emerges, email the VP/Director directly)
  - Revenue generating content will have priority. For non-revenue generating campaigns, be thoughtful about the timing of our larger events.
- Social Media is key to marketing. What in your campaign could serve as click bait? Highlight that aspect in your request. You don’t have to write the marketing content, but we need to know what will make your campaign stand out so we can create an engaging marketing campaign.
- Visuals & video grab attention. Is there a visual or video that would be appropriate for your campaign?



### **MSR & Other links for Events & Campaigns**

MSR for Events: [bit.ly/EventMSR](https://bit.ly/EventMSR)

MSR for Campaigns (not registration related): [bit.ly/CampaignMSR](https://bit.ly/CampaignMSR)

News, Moves & In the News: [bit.ly/MPINCCInTheNews](https://bit.ly/MPINCCInTheNews)

Volunteer Story Spotlights: [bit.ly/VolunteerStory20](https://bit.ly/VolunteerStory20)

### **Logo Guidelines**

Please refer to [Logo & Identity Standards for MPI Chapters](#) for details on how to use the MPINCC logo. Below are examples of the correct brand logo.



- Never manipulate logos to create committee or event logos.
- Never change the color of the logo.
- Logos should be placed on solid colors only.
- If you need a negative image logo (e.g., white for a dark background), contact marketing or the office.

### **Hashtags**

Please engage with MPINCC on social media.

- Chapter Hashtag #MPINCC
- Event Specific Hashtags: Discouraged, typically only ACE will have a custom hashtag due to size and scope
- #EventProfs – major accepted industry hashtag (most popular on twitter)

### **Social Media**

**Twitter** - Chapter Twitter ID: @MPINCC

**Facebook** - Chapter Account: MPINCC

**LinkedIn** - Chapter Account: MPINCC

**Instagram** - Chapter Account: MPI.NCC

**TikTok** - Chapter Account: MPINCC

### **Press**

All press inquiries should be routed to [info@mpincc.org](mailto:info@mpincc.org) and the only individuals that are allowed to speak on behalf of the chapter are members of OTP and the Communications Leadership.

## **Appendix A**

### **You are a planner if you are:**

Employed by a corporation to plan and/or oversee the strategic and financial management and/or logistics of that corporation's meetings.

Employed by an association or not-for-profit organization to plan and/or oversee the strategic and financial management and/or logistics of that organization's meetings. This category also includes private universities.

Employed by a government agency or public university to plan and/or oversee the strategic and financial management and/or logistics of that government's meetings.

The sole proprietor of, or is employed or engaged by, a meeting management company and you spend 51 percent or more of your time planning and buying meeting services as a planner. You provide meeting services including strategic and financial management and/or professional meetings management services to multiple clients.

### **You are a supplier if you are:**

Providing and/or selling products and services to the meeting industry, such as destination management, hotelier, audio-visual, florist, transportation, production or convention and visitor's bureau. The classification of membership is not limited to the groups listed.

The sole proprietor of, or is employed or engaged by, a meeting management company and you spend 51 percent or more of your time providing meeting/event services as a supplier. You provide meeting services including strategic and financial management and/or professional meetings management services to multiple clients.