

MPI Toronto Chapter Volunteer Committees

Awards Gala

The Awards Gala is designed to recognize excellence in active chapter members for their commitment, service and involvement in the chapter, industry and community at large. The Awards Gala recognizes both the nominees and award recipients. The Awards Gala also provides networking for attendees.

Committee roles include:

- Develop a compelling theme
- Develop a critical path
- Develop a detailed marketing plan to promote the Awards Gala and the nominations process to chapter members and to the meeting/event community
- Work with Marketing Committee to promote the Awards Gala utilizing all chapter communication vehicles
- Liaise with AV sponsor to provide all information required
- Liaise with venue to coordinate floor plan, tables, equipment set-up, service timelines, menus
- Liaise with décor sponsor to coordinate all aspects of the décor including set-up time and arts/graphic design
- Liaise with AV sponsor on script and show floor, ensure the MC is properly briefed
- Liaise with Chapter office

Communications

The Communications Committee produces the various communication products to educate, promote events and activities, and engage/inform members.

Committee roles include:

- Oversee the generation and distribution of content for:
 - *meeting magazine* (quarterly)
 - E-Lite e-newsletter (bi-monthly)
 - Chapter blog
- Brainstorm themes, content, and solicit contributors for each issue of *meeting magazine*
- Create the social media content based on content from meeting magazine, E-Lite e-newsletter and the Toronto Chapter blog
- Marketing Lead roles work in tandem with the Chair of Marketing
- Solicit content from the marketing leads of each committee for E-LITE e-newsletter. This e-newsletter promotes all chapter events, engages/informs members and is a critical way to share updates/exciting news before and after events.
- Blog Lead will brainstorm and solicit contributors for the chapter blog

Global Meetings Industry Day (GMID)

GMID brings together leaders from across the meeting and event industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions, have on people, business and communities. Meeting professionals across the world participate in this international day of advocacy.

Committee roles include:

- Develop theme for the day
- Develop marketing plan including a calendar of communication activities and develop the promotional content
- Coordinate with the Marketing Chair and communication leads to utilize all chapter communication vehicles
- Enlist suggestions for speakers, industry leaders and non-industry executives that will satisfy members and demographics
- Utilize different presentation formats
- Liaise with AV sponsor to provide all information required; ensure AV supports the theme
- Liaise with venue to coordinate floorplan, tables and equipment set-up, service timelines, menus
- Organize Connect Up to ensure there is adequate space, attendance, and scheme for matching mentors and mentees. The objective of Connect Up is to bring value to both mentors and mentees through knowledge exchange

Holiday Gala

The Holiday Gala is the chapter's major fundraising event, supporting our Educational Reserve Fund, our charity, Breakfast With Santa Foundation, as well as chapter operations. This is the chapter's largest event bringing together professionals from across the meeting and event industry to share an evening of networking, fundraising and celebration.

Committee roles include:

- Develop a calendar of communication activities and develop the promotional content; coordinate timeline and deadline dates with the Marketing Committee
- Liaise with the AV sponsor to ensure the AV supports the theme
- Liaise with venue, ensure budgetary and contractual obligations are met, on-site contact from move-in to tear-down
- Create a venue timeline with milestones that include a site visit, tasting, pre-event meeting and detailed run-schedule of the event
- Selection of design offerings for décor based on the chosen theme; on-site for move-in to tear-down
- Develop a list of entertainment ideas for committee review; liaise with entertainment company to design a visually appealing event that pairs with the chosen theme
- Ensure that a large space is assigned for the silent auction and keep to scheduled times for closing
- Assist as spotters for the live auction
- Liaise with Chapter office

Just Networking

The Just Networking Committee plans a number of networking events during the year. These events give members what they have been asking for – more time for networking and building connections in the industry.

Committee roles include:

- Develop marketing plan including social media
- Develop a calendar of communication activities and develop the promotional content; coordinate timeline and deadline dates with the Marketing Committee
- Liaise with the Strategic Partnerships Committee on all requirements for the event
- Liaise with the AV sponsor for any AV requirements
- Liaise with venue once confirmed, ensure budgetary and contractual obligations are met, on-site contact
- Liaise with Chapter office

Marketing

The Marketing Committee oversee the distribution of marketing content to the chapter through various social media and marketing outlets

Committee roles include:

- Update the marketing plan as needed
- Solicit and schedule social media posts from other committee marketing leads
- Edit media posts and schedule for distribution
- Oversee the plan for on-site social media
- Create and deliver content for our media partners as per their deadlines

Membership

The Membership Committee is to build a membership community that people want to be part of.

Committee roles include:

- Identifies best practices for member on-boarding and engagement, as well as acquisition and recognition of members
- Build a membership community that people want to be part of
- Increase networking opportunities
- Share testimonials about MPI Toronto
- New member welcome calls
- 6-month update phone calls
- Highlight members on social media
- Organize and manage New Member Mixer
- Coordinate Ambassador Program

Professional Development

The Professional Development Committee is to create innovative education opportunities that support membership and the elevation of the experience.

Committee roles include:

- Provide four education sessions, the majority of which are approved by the Events Industry Council for CEUs
- Develop a calendar of communication activities and develop the promotional content; coordinate timeline and deadline dates with the Marketing Committee
- Liaise with AV sponsor to provide information required including slides for the event
- Liaise with the venue to coordinate the floorplan, tables, and equipment set-up, service timelines, menus
- Liaise with speaker(s) to collect and supply all information required
- Research educational topics for future events

Strategic Partnerships

The Strategic Partnerships Committee is to solicit all cash and in-kind sponsorship for the chapter to meet or exceed budget requirements.

Committee roles include:

- Build a prospect list for services required
- Develop RFPs to send to the membership
- Review proposals and confirm sponsors
- Provide committees with the sponsor details along with benefits
- Solicit auction items for the Holiday Gala fundraising
- Solicit prizes as required for raffles
- Create innovative opportunities to engage new and existing sponsors
- Ensure all sponsor benefits are fulfilled
- Liaise with other MPI Toronto committees which may include participation at one or more of their committee meetings

Board and Chair Positions

In November, a call for nominations to the Board of Directors will be distributed to all members. The Chair call for nominations will go out in February. A full description of these positions will be provided when the forms are sent. If you wish further information, please email office@mpitoronto.org for more details.