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, on script and show floor, ensure the Emcee is properly briefed
- 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

The committee is to solicit all cash and in-kind sponsorship for the event to meet or exceed budget requirements.
Committee roles include:

- Build a prospect list for services required
- Develop RFPs, Review proposals and confirm sponsors
- Ensure all sponsor benefits are fulfilled
- Coordinate with the 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:
    - E-newsletter (bi-monthly)
    - Chapter blog
- Create the social media content based on content fromE-Lite e-newsletter and the Toronto Chapter blog & coordinate with Marketing
- Solicit content from the marketing leads of each committee for 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 Marketing 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

The committee is to solicit all cash and in-kind sponsorship for the event to meet or exceed budget requirements.
Committee roles include:

- Build a prospect list for services required
- Develop RFPs, Review proposals and confirm sponsors
- Ensure all sponsor benefits are fulfilled
- Coordinate with the chapter office

Golf Classic
The Golf Classic committee oversees the annual chapter golf non-tournament.

- Develop marketing plan including a calendar of communication activities and develop the promotional content
- Coordinate with Marketing and Communication leads to utilize all chapter communication vehicles
- Liaise with golf course with tournament arrangements
- Liaise with onsite venue catering to confirm menu

The committee is to solicit all cash and in-kind sponsorship for the event to meet or exceed budget requirements.
Committee roles include:

- Build a prospect list for services required
- Develop RFPs, Review proposals and confirm sponsors
- Ensure all sponsor benefits are fulfilled
- Coordinate with the chapter office

Marketing
The Marketing Committee oversees 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:

- Welcome calls, cancelation retention calls
- DEI - PILLARS
- 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
- Share testimonials about MPI Toronto, Highlight members on social media

Just Networking
The Just Networking Committee (within Membership 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
- Source venues to hold event
- Coordinate with the chapter office

Diversity, Equity & Inclusion (DEI)
The Diversity, Equity & Inclusion Committee (within Membership) is dedicated to fostering a welcoming, inclusive, and representative community within MPI Toronto Chapter and the broader meeting and event industry. The committee works to champion diverse voices, create equitable opportunities, and provide education and dialogue that supports belonging, awareness, and meaningful change for members and industry partners.

Committee roles include:

• Develop and evolve the chapter's DEI strategy and initiatives in alignment with MPI Global values
• Create educational programming, and discussions that elevate underrepresented voices and perspectives
• Develop a calendar of communication activities and support promotional content in collaboration with the Marketing Committee
• Partner with other chapter committees to embed DEI principles across chapter events, communications, and experiences

• Identify opportunities for member engagement, community partnerships, and industry collaboration related to DEI
• Research and share best practices, resources, and thought leadership related to diversity, equity, and inclusion
• Measure and assess the impact of DEI initiatives and recommend opportunities for growth and improvement

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
- Enlist suggestions for speakers, industry leaders and non-industry executives that will satisfy members and demographics
- Utilize different presentation formats
- Develop marketing plan including a calendar of communication activities and develop the promotional content
- Coordinate with Marketing and Communication leads to utilize all chapter communication vehicles
- 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

The committee is to solicit all cash and in-kind sponsorship for the event to meet or exceed budget requirements.
Committee roles include:

- Build a prospect list for services required
- Develop RFPs, Review proposals and confirm sponsors
- Ensure all sponsor benefits are fulfilled
- Coordinate with the chapter office

Social Committee (includes Summer Social & Fundraiser & Winter Social & Fundraiser)
The two socials are the chapter's major fundraising events, supporting a charity, as well as chapter operations. The Winter Social is the chapter's largest event for the chapter and both socials bring 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, 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
- Auction facilitated online, liaise with chapter office, Assist as spotters for the live auction

The committee is to solicit all cash and in-kind sponsorship for the event to meet or exceed budget requirements.

Committee roles include:

- Build a prospect list for services required
- Develop RFPs, Review proposals and confirm sponsors
- Ensure all sponsor benefits are fulfilled
- Coordinate with the chapter office

Board and Chair Positions

In April, a call for nominations to the Board of Directors will be distributed to all members. The Chair call for nominations will go out in September. 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.