



2023- 2024

MPI Ottawa AGM Report

Presented at the Annual General Meeting

April 25, 2025

Virtual Event

TABLE OF CONTENTS

Business Plan 2023-2024

Board of Directors Organizational Structure

Portfolio Reports

Office of the President

Karen Norris, President

Karen Wiersma, Immediate Past President

Bruce Landry, President-Elect

Allison Collins, Director of Leadership and Volunteer Management

Finance

Financial Statements

Heather Cleat- Vice President of Finance (July 2023 to July 2024)

Allyson Tonelli, Director of Partnerships

Lira Buschman, Director of Charity Auction & Community Outreach

Education

Courtney Jones, Vice President of Education

Meredith Slack, Director of Education

Membership

Daniela Stucki, Vice President, Membership

Kris Knox, Director of Member Care

Carla DeKoning, Director of Member Events

Rebecca Narr, Director of Awards and Recognition

Marketing and Communications

Erin Bellwood, Vice President of Communications

Lisa McNulty, Director of Marketing

Legacy of Dedication

Minutes of the 2022-2023 Annual General Meeting

BUSINESS PLAN 2023/2024

MPI Global Vision:

Lead and empower an inclusive meeting and event community to change the world.

MPI Global Mission:

Connect the global meeting and event community to learn, innovate, collaborate, and advocate.

MPI Ottawa Chapter Mission:

To connect industry professionals together to learn best practices, build relationships and enhance business opportunities.

Organization History:

Chapter Name: Meeting Professionals International (MPI) Ottawa Chapter

Status/Incorporation: April 8, 1992 (Canada)

Head Office: MPI Headquarters, Dallas, Texas, USA

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including nearly 13,000 engaged members. It has over 70 chapters, clubs and members in more than 75 countries worldwide. "When we meet, we change the world." The Ottawa Chapter of MPI, established in 1984, empowers its members to increase their strategic value with education, professional development, and business growth opportunities. For more information, visit <https://www.mpi.org/chapters/ottawa>

2023-2024 Executive Summary:

The 2023-2024 Chapter operated over 18 months (July 01, 2023 to December 31, 2024) instead of the standard 12 months with the same Board of Directors. This was due to a realignment by MPI Global which took effect for all chapters globally to allow MPI Global to realign their governance year with their fiscal year. The financials and Board reports found in this Annual Report reflect the 18 months of service and operations.

The focus of our Chapter throughout every portfolio this year was **strengthening**—strengthening our membership, financial reserves, and the overall member experience as we recognized our 40th anniversary. MPI Global restructured their organizational chart and

created a “Canada Council” to better connect the Canadian chapters and ensure alignment and collaboration. The Ottawa Chapter is represented by a Board-appointed MPI member who has previous Board experience at an executive level and can be trusted to make decisions for the Chapter in the absence of the full board that would be in the best interests of the Chapter. This individual attends the Ottawa Chapter’s monthly Board of Directors’ meetings and reports on the discussions and outcomes of the Canada Council meetings.

With the dedication of our board members and committee volunteers, the Chapter continued to deliver relevant education sessions focussing on both hard and soft skills for our members to succeed personally and professionally. Our Member Events portfolio pushed the limits in creative networking events providing valuable networking opportunities that brought our members together in unique ways over games and themes.

Our Chapter’s two signature events saw incredible support from both sponsors and from attendance numbers. The chapter’s annual charity event brought in a record-breaking amount of funds to support deserving charities fighting food scarcity in the Ottawa-Gatineau community as well as the MPI Foundation. The chapter’s Prix Prestige Awards Gala raised the bar in celebrating the nominees and integrated the 40th anniversary of the chapter in a meaningful way reminding us how we are a part of both the history and future success of our chapter.

Our Chapter has continued to strengthen its financial position after years of rebuilding following the pandemic and both membership numbers and reserves have increased since the Chapter’s last annual general meeting. As of December 31, 2024 the chapter had 209 members and \$98,467.11 in financial reserves and an 81% satisfaction rate amongst members.

Aside from the strong position the chapter finished with in 2024 via both membership numbers and financial reserves, MPI Global also awarded the chapter the esteemed recognition of “Chapter of Overall Excellence” for the third consecutive year. MPI Global’s recognition of chapters of excellence is based on a scoring rubric where chapters must demonstrate overall excellence across various criteria such as number of accredited educational events, member satisfaction scores, member growth and financial stability.

Tools & Resources Funding:

Our Chapter employs a diverse funding strategy which includes:

- Event registrations

- Event sponsorships
- Memberships
- Advertising
- Grants, scholarships and donations

Time & Talent:

Our Chapter's operations were assisted by almost 60 volunteers, who on average devoted 5-7 hours per week to our Chapter, including our dedicated Board of Directors. The Chapter continues to employ the services of Cardinal AMC and Events (based in Ottawa) for the chapter's daily administrative support as well as on site events for all in-person events. In 2023-2024, MPI Global restructured their operations to allow their fiscal year end to align with their governance year. This meant all Board members (globally) had an additional 6 months added to their terms. All but one MPI Ottawa Board member was able to extend their service to the chapter by 6 months and we thank them for this additional time they spent from their jobs and their families to dedicate to our chapter's success and ensure continuity in their portfolios.

MPI Resources:

Our Chapter and our members have access to numerous tools and training provided by our global headquarters including the guidance from our globally appointed Chapter Business Manager. Our Chapter utilized the following resources this past year:

- Chapter Leaders webpage and trainings
- Content and speaker database
- MPI trained facilitators for Board retreat facilitation
- Chapter Business Summit and WEC
- Membership directory
- MPI Foundation grants

Monitoring and Evaluation Tools:

To ensure that we accomplish our goals and remain committed to our objectives, our chapter:

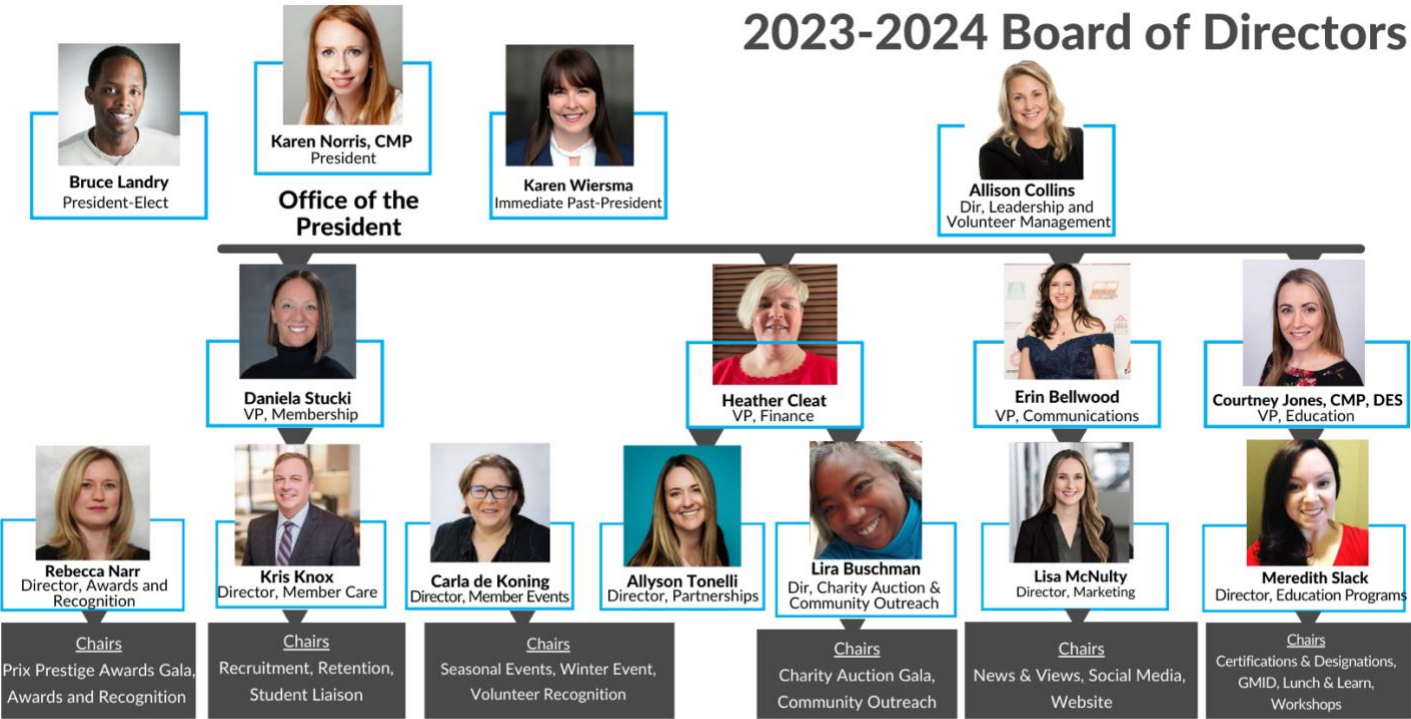
- Monitors progress against the chapter business metrics at each board meeting
- Monitors Chapter business plan and budget at each board meeting and adjusts as needed
- Monitors Chapter's 18-month calendar at each board meeting
- Evaluates education programs with post event surveys and reviews results at board meetings
- Evaluates member networking events with post event surveys and reviews results at Board meetings
- Performs Chapter needs assessment via chapter membership satisfaction survey, global member satisfaction survey and communications preferences survey on a bi-annual basis
- Annually hosts two in-person two-day strategic Board retreats with paid facilitator

Products and Services:

- Minimum of four accredited education events per year
- Annual CMP Study Group and CMP Bootcamp (sometimes partnered with other MPI Chapters)
- Minimum of three networking & social events per year
- Partnership/Sponsorship and Advertising Opportunities
- Chapter website actively updated
- Social media channels (Facebook, Twitter, Instagram and LinkedIn)
- Chapter newsletter (The Express) – via email, bi-weekly
- RFP Postings for Chapter service providers
- RFP, Job Listings and resume postings for members

BOARD OF DIRECTORS ORGANIZATIONAL STRUCTURE

2023-2024 Board of Directors



OUR VOLUNTEERS



OTTAWA
CHAPTER

PORTFOLIO REPORTS

OFFICE OF THE PRESIDENT

PRESIDENT, KAREN NORRIS, CMP

As I reflect on my tenure as President of the MPI Ottawa Chapter from July 2023 to December 2024, I am incredibly proud of what we have accomplished together over the past year. Our chapter has continued to thrive, driven by a strong leadership team, dedicated volunteers, and engaged members who believe in the power of our industry. From strengthening our governance structure to expanding our membership and elevating our signature events, the 2023-2024 year has been one of growth, innovation and community building. This report provides an overview of our key achievements and the strategic initiatives that have positioned our chapter for continued success.

Governance and Leadership

This year, we focused on strengthening our Board and leadership pipeline. We successfully recruited and onboarded new Board members for 2025 led by our passionate Past President Karen Wiersma and Director of Leadership Allison Collins, which has ensured a smooth transition and continuity in leadership. The recruitment process attracted a strong pool of candidates, a testament to the chapter's reputation and the opportunities it offers for professional growth. In preparation for the upcoming year, we facilitated transition planning and provided a personalized onboarding experience for new board members. Our leadership team also conducted the annual performance evaluation of our association management company (AMC) Cardinal AMC and Events, which received overwhelmingly positive feedback. As a result, we extended our partnership for another two years, reinforcing the stability and efficiency of our operations.

Strategic planning remained a priority, culminating in a successful Fall Board Retreat in November 2024. This retreat provided an opportunity to assess our progress, refine our objectives, and lay the groundwork for the next three years framed within our updated Strategic Plan. Additionally, we ensured compliance with all MPI Global requirements, completing necessary documentation, including the AMC evaluation report.

One of our major initiatives this year was signing an agreement with MPI Global for MPI Global acquire the intellectual property (IP) rights of the EVENT, a conference that was started by the Ottawa, Toronto and Montreal chapters of MPI in 2017. The conference had grown too large for volunteers of the chapter to manage and MPI Global's interest in adding The EVENT to their portfolio of global events speaks highly of the credibility, creativity and content that the EVENT offers. MPI Global is pleased that they have a Canadian conference

under their education umbrella that already has a strong following amongst Canadian event professionals primarily in the Toronto, Ottawa and Montreal regions. The EVENT was hosted under the (new) management of MPI Global in September 2024 at The Brookstreet Hotel in Ottawa. Our focus when working with Global to provide the IP rights was on ensuring a strong lineup of Canadian content and prioritizing local speakers and sponsors over American alternatives. The 2024 event was well received, and although no profit was made following the conference in 2024, there is optimism that the Ottawa chapter will benefit from future profits with the profit-sharing model that was agreed to in the contract. Looking ahead, The EVENT 2025 will take place in Fredericton, NB, and planning is already underway to build on this year's success.

Membership Growth and Engagement

Membership remained a key focus, and we saw an increase in numbers, largely driven by exclusive membership discounts tied to The EVENT as well as numerous 'sales' launched by MPI Global throughout the 2023-2024 years. Recognizing the importance of retention, we developed targeted strategies to maintain engagement with these new members beyond the conference. The Prix Prestige Awards program led by the visionary Director of Awards Rebecca Narr also saw improvements this year, with enhancements to the nomination and selection process. Personalized thank-you messages were introduced to recognize nominators, and we began reviewing the award categories and scoring criteria to further refine the program for 2025.

Membership growth can be a thankless job that happens behind the scenes so I wanted to thank Vice President of Membership Daniela Stucki and Director of Member Care Kris Knox as well as the Membership Committee members for all the emails, calls and trade show booth staffing they have undertaken to ensure our chapter's membership growth remains steady and our members always feel supported.

Communications and Branding

Our communications team played a crucial role in ensuring a consistent and professional chapter digital presence. A major highlight was the complete overhaul and update of all chapter webpages led by Vice President Erin Bellwood with assistance from Marketing Director Lisa McNulty, ensuring they aligned with MPI's branding standards and met accessibility requirements under the Ontario Accessibility for Ontarians with Disabilities Act (AODA). We also worked closely with MPI Global to promote The EVENT across Canadian chapters and leveraged our communications channels to amplify key chapter initiatives, including our chapter's two signature events: the Prix Prestige Awards, the

Charity Auction and Dinner, numerous education and networking events and membership campaigns.

Events and Community Engagement

Our chapter continued to deliver exceptional events that engaged our members and strengthened our community. The Prix Prestige Awards, which celebrated our 40th anniversary as a chapter, was a standout success, featuring a thoughtfully designed program that properly honored nominees and winners.

Volunteer-driven events also played an important role this year, including The Amazing Race in June 2024, which provided a unique networking and team-building experience. These events helped strengthen member connections while fostering a spirit of collaboration and engagement. Congratulations goes out to our Director of Member Events Carla DeKoning who constantly pushed the limits on event design to allow our members unique ways to network with one another.

The chapter offered an incredible amount of accredited educational events which surpassed the mandatory requirement by Global. I was proud to see the chapter's education exceed both the standards of MPI Global's requirements as well as the satisfaction levels from our own membership. The chapter is lucky to have the Education Committee members led by Vice President Courtney Jones and Director Meredith Slack as disruptors in this area.

Financial Stability and Strategic Growth

Financial sustainability remained a priority, and we made significant strides in ensuring the chapter's financial health. A key achievement was opening a new bank account that allows us to generate interest on chapter savings at no extra cost. Additionally, we facilitated a record donation to four selected charitable organizations in the Ottawa community who benefitted from the proceeds raised from the Charity Auction and Dinner event. Public photo opportunities with the charities also took place when delivering the donation cheques and these photos were later published online to highlight the chapter's commitment to giving back to the community. Thank you to Lira Buschman and her team of Charity Auction volunteers who pulled off an incredible event for the membership in February 2024 and the charities that are fighting food scarcity in our Ottawa - Gatineau community.

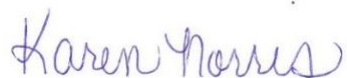
Sponsorship was also a large part of ensuring our events were profitable and our reserves could grow. I want to thank all the sponsors who have trusted our chapter with your brand and helped support our chapter financially. Our Director of Partnerships Allyson Tonelli

created and maintained numerous relationships for our chapter that ensured our financial success and stability and I am grateful for her service.

Finally, the chapter ended the year with our financial reserves being almost at the same level as pre-pandemic.

Looking Ahead

As we look forward to the next year, our focus will be on executing the strategic vision developed at our recent Strategic Board Retreat and continuing to build on the successes of 2024. With a strong foundation in place, and the brilliant vision and compassionate leadership skills of our President-Elect Bruce Landry, I am confident that the incoming leadership team will continue to elevate our chapter, drive engagement, and strengthen MPI Ottawa's impact on our industry. It has been an honor to serve as President, and I am deeply grateful for the support of our Board, volunteers, and members who make this chapter truly exceptional.

A handwritten signature in blue ink that reads "Karen Norris". The signature is written in a cursive, flowing style.

IMMEDIATE PAST PRESIDENT, KAREN WIERSMA

We started our 2023-2024 term expecting to follow the traditional July-to-June 12-month cycle. However, MPI Global moved all chapters to a calendar year term, running from January to December. This change effectively added an extra six months to our term. All board members volunteered to extend their service and complete their terms. I am truly thankful for such a dedicated group of board members.

The hard work and commitment of both the board and membership have played a key role in the chapter's success. Once again, we were honored with the Chapter Award for Overall Excellence for 2022-2023, with a special presentation from Drew Holmgreen of MPI Global at our Amazing Race Volunteer Member Connex event.

One of the primary responsibilities of the Immediate Past President is to recruit and fill the board slate for the upcoming year. Due to term extensions and promotions from previous post-Covid slates, we had more vacancies than usual. However, we successfully filled the 8 open positions with former MPI Ottawa Presidents, ensuring valuable historical knowledge, along with promoting chairs from various committees. This has created a strong, well-rounded board. Our chapter is in great hands with Bruce Landry, Karen Norris, Nicole Jeffrey, and the entire board of directors for the upcoming year. It's shaping up to be an incredible year ahead!

A special thanks to our chapter administration team, Stephanie Lockhart and Miranda Boyer. While they both have such a dedication to our members and this industry; I've truly enjoyed watching Miranda grow in her role, bringing all the knowledge she's gaining from her CAE to help the chapter, our events and its members thrive.

It has been an incredible 5+ years on the board, have had the pleasure working with such dedicated board members and volunteers who are so passionate about our Chapter, ensuring that we continue to deliver quality education and networking opportunities. I have learned so much about myself, the value of industry and lucky to have developed amazing friendships.

Finally, thank you to my employer, the Rogers Centre Ottawa, our VP of Sales, Carly Grace, and my Sales and Marketing colleagues who supported me throughout these past several years as I navigated my way through both a challenging work and personal life.

Volunteering gives you more than you know – it enriches your life in ways you never imagined and leaves a lasting impact on both you and those you serve.

Karen Wiersma

PRESIDENT ELECT, BRUCE LANDRY NDAYIZEYE

I am proud to share the key milestones, learning experiences, and recommendations for future leaders. This period has been a time of both personal growth and contribution to the MPI community. I've had the opportunity to broaden my knowledge, strengthen partnerships, and actively engage in important initiatives—both locally and globally.

1. International Anti-Human Trafficking Committee

One of the most fulfilling aspects of my term was my involvement with the 2024 International Anti-Human Trafficking Committee. Working alongside dedicated professionals to address such a critical issue not only expanded my awareness but also allowed me to contribute in a meaningful way. My key role was updating the committee's presentation collateral to modernize and clarify our message. This experience underscored the importance of advocacy within our industry and deepened my understanding of the global reach of our work.

2. DEI Working Group and Consultation with Culture Check

Another significant initiative during my tenure was my work with the board's Diversity, Equity, and Inclusion (DEI) working group. Recognizing the need to foster a more inclusive environment within our chapter, we initiated a consultation with Culture Check, a DEI consulting firm. After assessing the budget and deliverables, the board engaged in further internal discussions. In result, we decided to delay moving forward with the consultant to reassess our needs, available resources, and financial capacity. While the consultation did not proceed as planned, this process was a critical learning experience in balancing ambitions with realistic constraints and provided a dedicated moment for board members to engage on DEI.

3. WEC and The EVENT

Attending both the World Education Congress (WEC) and The EVENT was a career-defining opportunity. These opportunities provided exceptional learning experiences and allowed me to deepen connections with industry peers. A highlight was building a stronger relationship with MPI Toronto's Office of the President. The sessions I attended helped broaden my perspective on event management and reinforced the importance of staying connected with the latest trends and innovations in our industry. These experiences greatly expanded my professional network and knowledge base, both of which I will carry forward into my presidency.

4. Challenges with Attending Portfolio Meetings

While I intended to attend portfolio meetings to stay actively engaged in chapter operations, my commitments to the board working group and the international anti-human trafficking committee took up more time than anticipated. This is an area where I had to make difficult decisions regarding time management and prioritization. Given the limited time, I recommend that future President-Elects focus more on chapter responsibilities, delegating international or additional committee work unless their capacity allows.

Recommendations for Future President-Elects

Looking ahead, I would advise future President-Elects to carefully assess their capacity before taking on additional responsibilities beyond the chapter. The demands of managing chapter initiatives are significant, and while international involvement offers rich experiences, it can detract from focus on the chapter if not balanced appropriately. Ensuring adequate time for chapter leadership, while being open to additional roles only when feasible, would be my key recommendation.

In conclusion, my time as President-Elect has been both rewarding and educational. One of the most valuable aspects of this role has been the opportunity for personal and professional development. As I transition into my next phase, I'm setting a personal goal to obtain my Certified Meeting Professional (CMP) designation in the coming months. Including this in my report is a way to hold myself accountable to this goal, and I look forward to sharing my progress through News & Views.

I am grateful for the opportunity to be in the Office of the President, and I look forward to continuing my journey with MPI Ottawa as we continue our meaningful contributions to the industry. The lessons learned, the connections made, and the goals set during this term will serve as a foundation for my presidency and beyond.

Thank you to the board and our community for your continued support.

A handwritten signature in black ink, reading "Bruce Landry". The signature is written in a cursive, flowing style with a large initial "B".

DIRECTOR OF LEADERSHIP AND VOLUNTEER MANAGEMENT, ALLISON COLLINS

The Director of Leadership and Volunteer Management plays a crucial role in providing guidance, mentorship, and support to the MPI Ottawa Board of Directors, individual board members, and the chapter's membership as a whole. Focus is placed on those who generously dedicate their time, energy, and creativity to supporting the chapter.

The leadership aspect of this role emphasizes policy, procedures, processes, and best practices, while the volunteer management component centers on developing, communicating, implementing, and ensuring adherence to volunteer initiatives. This is accomplished through active listening, empowerment, and engagement.

A key responsibility of the Director of Leadership and Volunteer Management is facilitating effective matches between volunteers and committee needs. The chapter offers diverse volunteer opportunities across various areas, including event planning, marketing, education, and membership engagement. This range of roles allows volunteers to contribute in ways that align with their interests and skill sets, ensuring a fulfilling and meaningful experience.

At MPI Ottawa, volunteers are the heart of our organization. Their dedication and contributions have been instrumental in driving our success and fostering positive change within the meetings and events industry. Over the past year, the chapter has celebrated remarkable achievements made possible by the commitment of our volunteers and leadership. **With an average of 58 active volunteers—representing 25% of our membership**—our chapter has continued to thrive. MPI Ottawa is globally recognized for its highly engaged and active volunteer base.

I want to extend my deepest gratitude to each volunteer and board leader who has contributed to the success of MPI Ottawa. Your dedication and passion have been invaluable, and I am excited to see the chapter continue to grow and make a lasting impact.

FINANCE

FINANCIAL STATEMENTS

Meeting Professionals International
Canada - Ottawa Chapter

Financial Information

December 31, 2024

Draft - March 23, 2025

Meeting Professionals International Canada - Ottawa Chapter

Financial Statements

December 31, 2024

	Page
Compilation Engagement Report	3
Statement of Operations and Changes in Net Assets	4
Statement of Financial Position	5
Statement of Cash Flows	6
Notes to the Financial Information	7

Draft - March 23, 2025



Compilation Engagement Report

**To the management of
Meeting Professionals International Canada - Ottawa Chapter**

On the basis of information provided by management, we have compiled the statement of financial position of Meeting Professionals International Canada - Ottawa Chapter as at December 31, 2024, the statements of operations and changes in net assets and cash flows for the year then ended, and note 2, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Ottawa
January 30, 2024

Vaive and Associates Professional Corporation
(Authorized to practice public accounting by the Chartered
Professional Accountants of Ontario)

Meeting Professionals International Canada - Ottawa Chapter**Statement of Operations
and Changes in Net Assets**

For the year ended December 31,	2024	2023
Revenue		
Membership	\$ 10,950	\$ 4,651
Education events	14,038	6,285
Member events	127,720	37,460
Communications	7,270	50
Interest income	6,485	2,989
Partnership income	83,650	36,800
	<u>250,113</u>	<u>88,235</u>
Expenses		
Bad debt expense	-	810
Board of directors	12,514	1,683
Education and members events	164,923	58,277
Finance	2,815	962
Management fees and expenses	49,121	27,526
	<u>229,373</u>	<u>89,258</u>
Excess of revenue over expenses (expenses over revenue)	20,740	(1,023)
Net Assets, beginning of year	136,991	138,014
Net Assets, end of year	\$ 157,731	\$ 136,991

Meeting Professionals International Canada - Ottawa Chapter

Statement of Financial Position

December 31,	Dec 31, 2024	Jun 30, 2023
Assets		
Current		
Cash	\$ 62,959	\$ 111,140
Short term investments (note 3)	94,593	92,945
Accounts receivable	1,224	3,500
HST receivable	14,808	754
	\$ 173,584	\$ 208,339
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 2,853	\$ 5,913
Deferred revenue (note 4)	13,000	65,435
	15,853	71,348
Net Assets		
Net Assets	157,731	136,991
	\$ 173,584	\$ 208,339

Approved by the board:

Member

Meeting Professionals International Canada - Ottawa Chapter**Statement of Cash Flows**

	Jul 1, 2023 - Dec 31, 2024	Jul 1, 2022 - Jun 30, 2023
For the year ended December 31,		
Operating activities		
Excess of revenue over expenses (expenses over revenue)	\$ 20,740	\$ (1,023)
Change in non-cash working capital items		
Short term investments	(1,648)	(1,440)
Accounts receivable	2,276	13,733
HST	(14,054)	1,712
Accounts payable and accrued liabilities	(3,060)	(843)
Deferred revenue	(52,435)	52,435
Increase (decrease) in cash	(48,181)	64,574
Cash, beginning of year	111,140	46,566
Cash, end of year	\$ 62,959	\$ 111,140

Meeting Professionals International Canada - Ottawa Chapter

Notes to the Financial Information

For the year ended December 31, 2024

1. General information

Meeting Professionals International Canada - Ottawa Chapter was incorporated without share capital on April 8, 1992 under the Canada Corporations Act. The principal activity is to provide quality educational resources, networking opportunities and recognition for members involved in management of meetings. The Organization is a not-for-profit organization within the provisions of the Income Tax Act and as such is not subject to income tax.

2. Basis of accounting

The basis of accounting applied in the preparation of the statement of financial position of Meeting Professionals International Canada - Ottawa Chapter as at December 31, 2024 and the statements of operations and changes in net assets and cash flows for the year then ended is the historical cost basis and reflects cash transactions with the addition of the following:

- accounts receivable
- accounts payable and accrued liabilities
- deferred revenue

3. Short term investments

Short term investments in mutual funds, consisting of a TD Comfort Balances Portfolio, are recorded at cost. The fair market value of these investments was \$97,214 as of December 31, 2024 (December 31, 2023 - \$89,203).

4. Deferred revenue

	December 31, 2024	December 31, 2023
Opening Balance	\$ 65,435	\$ 13,000
Received during the year	13,000	65,345
Recognized during the year	(65,435)	(13,000)
Closing Balance	\$ 13,000	\$ 65,345

Meeting Professionals International Canada - Ottawa Chapter
Year End: December 31, 2024
Trial balance

Prepared by	Reviewed by	Reviewed by
ARR 3/13/2025	ECS 3/15/2025	

T1

Account	Prelim	Adj's	Reclass	Rep	Annotation	Rep 12/23 %Chg
10050 Current Account	13,213.73	(1,220.40)	0.00	11,993.33		110,758.39 (89)
10100 Petty Cash	381.80	0.00	0.00	381.80		381.80 0
10150 Cash Equivalents - Savings	50,583.64	0.00	0.00	50,583.64		0.00 0
12900 Undeposited Funds	5,000.00	(5,000.00)	0.00	0.00		0.00 0
11.01 Cash	69,179.17	(6,220.40)	0.00	62,958.77		111,140.19 (43)
12000 Accounts Receivable	5,084.74	(3,861.00)	0.00	1,223.74		3,500.00 (65)
11.02 Accounts receivable	5,084.74	(3,861.00)	0.00	1,223.74		3,500.00 (65)
13000 Investment Account	88,672.16	5,920.76	0.00	94,592.92		92,944.51 2
11.10 Short term investment	88,672.16	5,920.76	0.00	94,592.92		92,944.51 2
20000 Accounts Payable	(555.05)	0.00	0.00	(555.05)		(3,097.55) (82)
22000 Credit Card Payable	(47.13)	0.00	0.00	(47.13)		(565.00) (92)
23050 Accrued Liabilities	(4,000.00)	1,750.00	0.00	(2,250.00)		(2,250.00) 0
13.01 Accounts payable and accrued	(4,602.18)	1,750.00	0.00	(2,852.18)		(5,912.55) (52)
23110 GST Collected on Sales	(46,439.22)	(3,158.56)	0.00	(49,597.78)		(36,490.87) 36
23120 GST Paid on Purchases	44,746.00	16,613.70	0.00	61,359.70		31,528.60 95
23130 QST Paid on Purchases	2.54	0.00	0.00	2.54		2.54 0
23140 GST/HST Payable	16,286.83	(13,243.31)	0.00	3,043.52		5,713.80 (47)
13.02 Government remittances	14,596.15	211.83	0.00	14,807.98		754.07 1864
24011 Deferred Revenue	(5,000.00)	(8,000.00)	0.00	(13,000.00)		(65,435.00) (80)
13.18 Unearned revenue	(5,000.00)	(8,000.00)	0.00	(13,000.00)		(65,435.00) (80)
34000 Retained Earnings	(203,384.27)	66,393.05	0.00	(136,991.22)		(138,013.72) (1)
15.10.01 Opening/As previously stat	(203,384.27)	66,393.05	0.00	(136,991.22)		(138,013.72) (1)
70050 Interest and Dividend Income	(4,836.41)	(1,648.41)	0.00	(6,484.82)		(2,989.08) 117
21.10 Interest income	(4,836.41)	(1,648.41)	0.00	(6,484.82)		(2,989.08) 117
47000 Strategic Partnership Income	(78,150.00)	(5,500.00)	0.00	(83,650.00)		(36,800.00) 127
21.16 Income from partnership	(78,150.00)	(5,500.00)	0.00	(83,650.00)		(36,800.00) 127
42050 Membership Dues - Gene	(10,257.45)	0.00	0.00	(10,257.45)		(4,651.08) 121
42100 Membership Dues - Affilia	(693.00)	0.00	0.00	(693.00)		0.00 0
21.99.01 Membership	(10,950.45)	0.00	0.00	(10,950.45)		(4,651.08) 135
43105 Education - Membe	(7,780.00)	0.00	0.00	(7,780.00)		(4,410.00) 76
43110 Education - Registration	(5,272.63)	0.00	0.00	(5,272.63)		(1,800.00) 193
43115 Education Reg - Stud	(85.00)	0.00	0.00	(85.00)		(75.00) 13
43120 Education - Other Registration	(900.00)	0.00	0.00	(900.00)		0.00 0
21.99.02 Education Events	(14,037.63)	0.00	0.00	(14,037.63)		(6,285.00) 123
41105 Registration - Memb	(14,626.13)	(1,450.00)	0.00	(16,076.13)		(6,080.00) 165
41110 Registration - Non-	(12,540.00)	(1,985.00)	0.00	(14,525.00)		(3,555.00) 309
41115 Registration - Studen	(15.00)	0.00	0.00	(15.00)		0.00 0
41120 Registration - Other Fees	(53,647.49)	(43,500.00)	0.00	(97,147.49)		(27,844.50) 249
41501 Fund Raising: Auctions	33,559.08	0.00	0.00	33,559.08		0.00 0
47015 Strategic Partner - Charity Auctio	(33,515.93)	0.00	0.00	(33,515.93)		0.00 0
21.99.03 Member Events	(80,785.47)	(46,935.00)	0.00	(127,720.47)		(37,459.50) 241
45000 Advertising	(7,270.00)	0.00	0.00	(7,270.00)		(50.00) 14440
21.99.06 Communications	(7,270.00)	0.00	0.00	(7,270.00)		(50.00) 14440

Meeting Professionals International Canada - Ottawa Chapter
Year End: December 31, 2024
Trial balance

Prepared by	Reviewed by	Reviewed by
ARR 3/13/2025	ECS 3/15/2025	

T1-1

Account	Prelim	Adj's	Reclass	Rep	Annotation	Rep 12/23 %Chg
51051 Speaker Expenses	3,607.65	0.00	0.00	3,607.65		0.00 0
51052 Speaker Travel	3,390.00	0.00	0.00	3,390.00		0.00 0
51100 Venue Rental	1,308.50	0.00	0.00	1,308.50		0.00 0
51150 Event Food and Beverage	110,271.70	0.00	0.00	110,271.70		40,899.43 170
51200 Security	500.00	0.00	0.00	500.00		0.00 0
51250 Entertainment	0.00	0.00	0.00	0.00		1,942.48 (100)
51300 Décor	10,327.13	0.00	0.00	10,327.13		400.00 2482
51350 Labor & Gratuities	1,927.62	0.00	0.00	1,927.62		0.00 0
51400 Audio Visual	28,822.96	0.00	0.00	28,822.96		14,204.74 103
51500 Equipment Rental	0.00	0.00	0.00	0.00		750.00 (100)
51550 Printed Materials	666.91	0.00	0.00	666.91		0.00 0
51600 Sponsorships	0.00	0.00	0.00	0.00		80.49 (100)
51650 Registration Software Costs	88.98	0.00	0.00	88.98		0.00 0
62815 WEC Attendance	4,011.23	0.00	0.00	4,011.23		0.00 0
23.97.01 Education and Members Ev	164,922.68	0.00	0.00	164,922.68		58,277.14 183
62810 Board Discretionary Fund	0.00	0.00	0.00	0.00		397.09 (100)
62830 Mid Year Board Retreat	100.00	0.00	0.00	100.00		1,286.20 (92)
62835 Year End Board Retreat	12,413.71	0.00	0.00	12,413.71		0.00 0
23.97.02 Board of Directors	12,513.71	0.00	0.00	12,513.71		1,683.29 643
62050 Bank Charges	389.62	0.00	0.00	389.62		42.50 817
62051 Non-deductible interest	0.00	139.17	0.00	139.17		0.00 0
62610 Computer and Software	36.70	0.00	0.00	36.70		(1,331.58) (103)
63100 Accounting Fees	2,250.00	0.00	0.00	2,250.00		2,250.00 0
23.97.03 Finance	2,676.32	139.17	0.00	2,815.49		960.92 193
62100 Merchant Fees	4,299.36	0.00	0.00	4,299.36		2,415.91 78
62250 Scholarships & Grants	4,022.39	0.00	0.00	4,022.39		1,098.96 266
62600 Computer and Software Expense	254.68	0.00	0.00	254.68		238.17 7
62615 Online Tools	1,922.79	0.00	0.00	1,922.79		2,311.54 (17)
63200 Administration Fee	40,157.51	(2,250.00)	0.00	37,907.51		21,141.94 79
63250 Other Professional Fees	24.00	0.00	0.00	24.00		0.00 0
65000 QB Payment Fees	690.75	0.00	0.00	690.75		319.29 116
23.97.04 Management Fees and Expt	51,371.48	(2,250.00)	0.00	49,121.48		27,525.81 78
65100 Bad debt expense	0.00	0.00	0.00	0.00		810.00 (100)
23.97.06 Bad debt expense	0.00	0.00	0.00	0.00		810.00 (100)
	0.00	0.00	0.00	0.00		0.00 0
Net Income (Loss)	(35,454.23)			20,740.01		(1,022.50) (2128)

VICE PRESIDENT OF FINANCE

The position of Vice President of Finance was held by Heather Cleat from July 01, 2023 to June 30, 2024. Heather vacated the position due to personal reasons and the financial management and oversight from July 01, 2024, to December 31, 2024 of the chapter was shared by the Office of the President (Karen Wiersma, Karen Norris and Bruce Landry) and the chapter administrator from Cardinal AMC and Events (Miranda Boyer). This portfolio report was completed by Miranda Boyer.

2023-2024 Fiscal Year Report

The 2023-2024 fiscal year marked continued rebuilding efforts for our chapter, following the return of in-person events back in 2022. Our board remained focused on delivering valuable education and networking opportunities in a safe environment for all members. We carefully monitored expenses and pursued innovative sponsorship opportunities to enhance revenues. By the end of the fiscal year, we maintained a stable financial position and successfully increased chapter reserves for future sustainability.

Financial Status

Reserves & Savings:

- As of the end of the 2023-2024 fiscal year, the chapter's chequing account shows a positive balance, with reserves now exceeding \$97,000- which is a \$12,188.52 increase from this same time at fiscal year end last year.
- To maximize savings, with the OOP's support, the chapter opened an interest account for short-term funds, generating additional income.

MPI Global Support:

- MPI Global continues to provide support through quarterly chapter rebates, which totaled \$10,950.45 over this 18-month period.

Budget Performance:

- While the 18-month budget initially projected a deficit of (\$1,973.52), the chapter successfully ended the year with a surplus of \$20,740.

Operations & Administration

Administrative Support:

- Chapter administration continues to be handled by Miranda Boyer through Cardinal AMC & Events
- Chapter's accounting firm Vaive & Associates, remains a reliable partner, providing consistent financial guidance and support.

Fiscal Year Transition:

- The Chapter successfully navigated the challenges of realigning our fiscal year to adhere to MPI Global's new policy of aligning all chapters globally with the calendar year.
- This process required resubmitting an 18-month budget (July 1, 2023 – December 31, 2024) and preparing a short-year tax return in December 2023.
- The Operations and Administration teams made exceptional efforts to make this transition a success.

Looking Ahead

- The 2025-2026 VP of Finance and Chapter Administrator will evaluate chapter's banking services to determine if a better option is available to meet our needs.
- The 2025-2026 VP of Finance Greg Plazek is focused on ensuring all event portfolios' budgets are set up for success by conducting regular check-ins and course correcting where necessary to prevent gross over or gross under spending in the post-event reconciliation process.

Summary

The 2023-2024 fiscal year was one of growth and continued stability. With the incredible support of our sponsors and members, we exceeded our revenue goals and ended the year in a positive financial position. Our dedicated volunteers remain essential to the chapter's success, helping us stay visible, relevant, and sustainable.

Moving into the 2025 fiscal year, we will continue to prioritize providing valuable educational opportunities and networking experiences while assessing new ways to better serve our members and enhance their experiences.

Miranda Boyer

DIRECTOR OF PARTNERSHIPS, ALLYSON TONELLI

In the 2023/2024 fiscal year, the Partnerships portfolio achieved a total sponsorship and advertising revenue of \$101,420, exceeding expectations and building on the success of the previous year.

As the Director of Partnerships, I focused on expanding MPI Ottawa's sponsorship base and enhancing our value proposition for partners. A key highlight was the Prix Prestige Awards Gala, which generated \$51,500, nearly double the total from the previous year. Additionally, the Charity Auction surpassed its budgeted goal, securing \$29,500 in sponsorship.

Some noteworthy achievements this year were new sponsorships with Tourism Ottawa and the former Shaw, now known as Rogers Centre. They partnered with us for two new sponsorships: one as the membership sponsor and the other as the student sponsor. This collaboration brought in four new members at GMID and helped cover costs for students working closely with MPI, fostering the hope that they will become lifelong members. Another significant success was welcoming Dieppe Moncton as our first annual sponsor.

Looking ahead, we have already begun securing partnerships for 2025, with early commitments from Moncton Dieppe, Edmonton, Outaouais, Ottawa, St. John's, Discover Saskatoon, and more. I am particularly proud of the new partnerships established, including a \$10,000 sponsorship from Edmonton and an annual sponsorship from the Fredericton Convention Centre, valued at \$750.

It has been an incredible year working with our partners to strengthen MPI Ottawa's sponsorship revenue and visibility. I want to sincerely thank our amazing sponsors for their ongoing support and investment in MPI Ottawa. Your contributions are essential to the success of our events and the growth of our chapter.

A heartfelt thank you to my fellow board members; it has been an honour to work alongside such a dedicated team of professionals. Your passion and commitment to MPI Ottawa are truly inspiring, and I look forward to witnessing the continued growth and success of this wonderful organization.

Thank you!!!

Allyson Tonelli

DIRECTOR OF CHARITY AUCTION AND COMMUNITY OUTREACH, LIRA BUSCHMAN

The Charity Auction

The committee had decided that they wanted the event to highlight the reason we were gathering: to raise funds for charities. As a result, the 2024 Charity Auction was themed When we meet, we change communities. In support of the theme, the board agreed to have a representative from each charity sit as a guest of the Chapter President as a budget line item for the event.

The auction took place at the Rogers Centre Ottawa (formerly the Shaw Centre) on February 8, 2024. 508 guests were in attendance and the event raised \$33,475 for the designated charities - a new record!

The 2024 charity recipients were:

- Ottawa Food Bank
- Moisson Outaouais
- Hopewell Eating Disorder Support
- Ontario Network for Education: School Breakfast Program
- MPI Foundation

Community Outreach Program

The Community Outreach Program worked hard to connect with the chapter's charities of choice. Unfortunately, Nancy Bradshaw had to step away from her role as Chair. We thank her for her service and assistance in building the relationship with the charities.

We welcomed Lisa Holmes into the role as Chair of Community Outreach. She has continued to build relationships and has been active in creating opportunities for MPI members to volunteer. In December 2024, MPI volunteers participated in the Kiwanis Holiday Food Hamper delivery.

Committee members

A special thank you to all of the committee members for the 2023-2024 years

➤ **2023 Committee members**

- Marie Laplante
- Amanda Monroe
- Amanda Lewicki
- Claudia Polycar
- Erin Blanchard
- Greg Plazek
- Heather Lockwood
- Olivia Sylvester
- Michel Kafrouny
- Sarah Landry
- Carolyn Leslie
- Nancy Bradshaw

➤ **2024 Committee members**

- Marie Laplante
- Cassandra Auguste
- Amanda Lewicki
- Amanda Monroe
- Ryan Jacobson
- Husvini Poolay
- Greg Plazek
- Krynn Wrigley
- Olivia Sylvester
- Michel Kafrouny
- Rebecca Narr
- Lisa Holmes

Lira Buschman

EDUCATION

VICE PRESIDENT OF EDUCATION, COURTNEY JONES, CMP, DES

DIRECTOR OF EDUCATION, MEREDITH SLACK

The education committee had a successful program year. The team delivered some well received educational events on industry relevant topics and experimented with bringing back a virtual event to help make our events more accessible. The MPI Ottawa Chapter joined forces again with PCMA to deliver Ottawa Meet Week events that aligned in timing and allowed the opportunity to share venue/AV which helped the bottom line. For the 2024 calendar year, the chapter hosted only three accredited educational events as MPI's Canadian conference, The Event was held in our city in September and counted toward one of the chapter's accredited educational events.

The education portfolio had five (5) goals this past year and areas of success in each:

- Provide 5 Education Sessions approved by EIC, ILEA, ASAE, etc. to ensure clock hour metrics are met. Our sessions in general were positively received by attendees and offered timely topics to match the challenges of the times we are in. The committee will continue to strive to offer timely and relevant programming to our members while continuing to introduce at least one virtual event each year to increase accessibility.
- Provide opportunities for members to gain their CMP. The Chapter had the opportunity to partner with the MPI Southern California Chapter on their virtual CMP Boot Camp this past fall. The program was successful, and we had one member participate and two CMP certified members volunteer as facilitators. The Events Industry Council is in the process of making some updates to the CMP exam. Once these are confirmed and communicated, the education team plans to collaborate with the MPI Michigan Chapter on 2024 fall virtual boot camp.
- Increase opportunities for members to access MPI Ottawa Education. The education team was successful in bringing back a virtual event this year and will continue to offer at least one virtual event per year going forward. The option of recording and sharing these with members following the event will also be explored.
- Increase awareness of other professional development opportunities. We were able to widen the reach with non members by collaborating with groups like PCMA, CanSPEP and CSAE, especially at GMID and during Ottawa Meet Week where we offered an industry member rate and had record attendance during both events. The Education Committee will strive to research education and scholarship opportunities offered by MPI Global and other associations to share with our membership.

- Maintain 4.6 average overall satisfaction for chapter run events. This high expectation for us continues to be met; events had ratings ranging from 4.67 to 4.82.

The education committee may be small, but we are a dedicated team that gets the job done. We welcome new volunteers, whether you have time to support us throughout the year or just for a single event!

This year's event highlights included:

September 20, 2023

The Building Blocks of Sustainability

Start your day building the blocks that will leaf you with renewable energy!

Join us for an event that's rooted in SDG practices and sustains a lasting impact. We've gathered biodiverse thoughts to build a climate of tree-mendous insights on eco-friendly strategies. From reducing our footprint to compost-ing innovative ideas, sustainability is not just a trend. Don't be a fossil fool—let's grow together towards a greener future!

This panel highlighted the perspective of a planner (Nicole Jeffrey of the Canadian Produce Marketing Association) a hotel (Patrice McMillan of Marriott International) and a convention centre (Matthew Blackburn of the Rogers Centre Ottawa, formerly the Shaw Centre). The panel was moderated by our very own education committee member, Julie Begbie (Coherent Solutions).

November 29, 2023

The Brain Brunch – MPI Ottawa Roundtables

After a challenging hiatus, we're thrilled to announce that we're back, live and in living color, for our first in-person roundtables event since the pandemic! Get ready for a morning of insightful discussions, scrumptious food, and the chance to connect with industry peers.

Feed Your Mind - Satisfy your craving for knowledge as we dive into a buffet of engaging topics:

- 1) Event Safety: Breaking Chains, Building Awareness: Tackling Human Trafficking in the Events Industry. Facilitated by Lizzy Low, Ottawa Tourism

- 2) Balancing Act – Your Path to Well-being!: Discover the keys to work-life balance and burnout prevention. Facilitated by Christine Dubue, Canada Mortgage and Housing Corporation
- 3) Overplanning: Discover the fine balance between meticulous event preparation and keeping things agile and adaptable. Facilitated by Nancy Bradshaw, Destination St. John's
- 4) AI in Events: Unlock the potential of Artificial Intelligence in event management and harness the power of technology to streamline your operations. Facilitated by Disa Cameron, Encore Global

February 8, 2024

2024 Ottawa Meet Week: AI In The Afternoon: How #EventProfs Should Be Leveraging AI

By now, we all know that AI has crashed the party and we are starting to see the impacts of AI on the event planning industry. Using AI to speed up administrative tasks, leveraging generative AI to augment photographs, and tapping into AI to compile and analyze data are just a few of the ways that #eventprofs are getting more efficient.

From the first fully AI planned event, to emerging technologies that promise to streamline planning or augment engagement, any event professional who wants to stay competitive needs to not only use AI, but understand its implications on every facet of event planning. But where do you start? What are the important tools? and how do you work with AI to make you more effective before it makes you redundant?

Join Anh Nguyen (Spark Event Collective), a seasoned event professional who is living the same AI rollercoaster as you, as she demystifies the jargon and complexity around AI from the perspective of an event planner. You'll walk away with an understanding of the basics of generative AI, a list of use cases where you can start using AI immediately in your jobs, and a set of tools that you can start experimenting with right away.

April 11, 2024

GMID 2024: Self Sustainability – Soldiering on with Self Awareness

Mark your calendar to celebrate Global Meetings Industry Day (GMID) at the Brookstreet Hotel for a luncheon followed by our keynote presentation, "Self-Sustainability – Soldiering on with Self Awareness" with Tonia Jahshan, Founder of Sipology, Award-winning entrepreneur and mental health advocate.

Tonia's journey as an entrepreneur and her success on Dragons' Den is an inspiring story of determination, innovation, and resilience. Her story serves as a blueprint for others who aspire to build their lives, businesses and achieve independence. Guests who engage with Tonia's story will learn that they too can empower themselves to take action and make their dreams a reality, no matter where they are in life.

November 6, 2024

The Bridge Between Communities (Virtual event)

Join us for a facilitated virtual conversation between Marc Forgette and Elder Pablo Russell on the importance of being responsible and respectful when engaging with elders at events.

How we as event professionals can be responsible and respectful when engaging with elders and incorporating indigenous cultural elements in our events in a truly meaningful way.

Don't miss this insightful discussion!

The following individuals helped Courtney Jones and Meredith Slack have a memorable year. Thank you to all the volunteers who helped make our education programs a success.

- | | |
|---------------------|-------------------|
| ➤ Zina Acherir | ➤ Ashlee Pallotta |
| ➤ Zahra Badakhshian | ➤ Ted Robinson |
| ➤ Julie Begbie | ➤ Meredith Slack |
| ➤ Marbella Berroa | ➤ Courtney Jones |
| ➤ Lynn Chiasson | |

Courtney Jones & Meredith Slack

MEMBERSHIP

VICE PRESIDENT OF MEMBERSHIP, DANIELA STUCKI

As VP of Membership for MPI Ottawa, I'm thrilled to share that our membership is on the rise, climbing towards pre-pandemic levels as the industry continues to thrive. Live events are in full swing, and we've seen exciting growth in new member enrollments, reinforcing the strength and value of our community. With momentum on our side, we look forward to an incredible year ahead—one filled with new connections, professional development, and opportunities to elevate our industry together!

Member Care

Kris Knox has led this position in the last 2 years and finished his term at the end of 2024. Kris leaves behind strong relationships with local schools, and great passion for growing and benefiting ALL members. He has also built the committee below that has supported his initiatives for 2023-2024:

- Nicole Bechkos, Hilton Niagara Falls (Chair Recruitment)
- Lira Buschman, PSAC (Co-Chair Recognition)
- Gabrielle Whittaker, Kinaxis (Co-Chair Recognition)
- Louise Gervais, Royal College (Chair Recruitment)
- Olivia Sylvester (Student Liaison)
- Jessie Lee (Membership Calls)
- Patrick Quirouette (Membership Calls)

Member Events

Carla DeKoning has very passionately embraced this position for 2022-2024, while transitioning back to the much- desired LIVE events. Although attendance was not as strong as anticipated, Carla used her creativity to make the events unique and memorable for the members and was greatly supported by the creative committee below:

- Emily McKay, Invent Ottawa (all events)
- Mark Millar, Bespoke Audio Visual (all events)
- Chantal Paquette, Public Policy Forum (all events)
- Emily Seabrook, Mechanical Contractors Association of Canada (all events)
- Lisa Holmes, Independent (all events)

Awards and Recognition

Rebecca Narr took on this portfolio in 2023-2024 and has successfully executed the event with her passion and expertise. Her innovative, out-of-the-box thinking has energized the

committee, keeping the event a member favorite while introducing exciting new changes for the future.

Daniela Stucki

DIRECTOR OF MEMBER CARE, KRIS KNOX

The 2024 year for Member Care was a great success all around. New engaged volunteers joined the committee, member retention numbers were rocketing, and the student committee continued to thrive with our student partnership program, in partnership with Ottawa Tourism & the Rogers Centre. To summarize, the membership volunteers have been nothing but engaged, efficient and effective.

HIGHLIGHTS

Recognition

The Prix Prestige awards took place in September 25, 2024. Two volunteers from the Member Care committee continued to follow through with the nominations process for the awards with ease and efficiency.

We continue to recognize our members with anniversary posts in the Express and on our social media channels.

Student Liaison Sub-Committee

With great excitement, we have brought on a new Student Liaison focusing on ensuring the students are aware of MPI Ottawa and the benefits of membership. We launched the Student Partnership program, with Ottawa Tourism and the Rogers Centre. This partnership is enabling 5 students to become members of the Ottawa Chapter, and also to engage these students with volunteering & attending events.

Monthly Membership Calls

Communication through membership calls continues to be the essence of the Member Care Committee and the most important task of the retention subcommittee. The call committee was very active and always prepared to make retention calls and complete tasks efficiently. One of the biggest achievements for this team happened during the months of December 2024, where MPI Global launched a Holiday promotion. During this month the team successfully accomplished securing 22 renewals!

Recruitment

MPI Ottawa was present at the Tête-à-Tête tradeshow in February 2024. Excellent planning and execution of the booth, which again was provided complimentary due to promoting their events. There was a very strong volunteer base for the event this year, and we had more volunteers than were required this year! The chapter offered a 20% discount promotion for new members to sign up during the week of the tradeshow. The booth included two new graphic pop-ups, providing a professional look to the booth. Two books were donated for a draw for one member and one non-member. Thirteen (13) members, and seven (7) non-members left their business cards.

Successful Work:

Cannot pinpoint one successful project as each committee member helped to make this an extremely successful year for the Member Care team.

Postponements:

- Ambassador program is being re-viewed and discussed for 2025 fiscal year. Goal for next year will be to reshape and educate the membership on this program to ensure it is more effective.

The Member Care Committee is committed to continuing to reach out to our members to ensure that they are aware of available networking, education, and financial aid options within our chapter. I feel very fortunate to have worked with such a dedicated board as we continue to grow our membership back again.

Kris Knox

DIRECTOR OF MEMBER EVENTS, CARLA DEKONING

The year 2023-2024 was an 18-month one due to the changes at Global, thus the member Events Team was busy with 4 Member Events for the purposes of this report, starting with the 2023 Festive Dinner, a murder mystery set in a tropical setting with several members who graciously donated their time and talents to act out their fantasies of being “professional” actors in order to entertain the guests. The event took place at the Police Association of Ottawa.

In March 2024, we organized a casual Game Night at Play, entitled Ready, Set, Play!. This was a smaller gathering where the attendees were able to network, play the venues games, as well as a bounty of board games and have some pizza, salads and dessert goodies.

On the hottest day of the year, we turned up the heat even more with the MPI Ottawa Amazing Race - an exhilarating adventure designed to celebrate our incredible volunteers! Eight teams set out on a high-stakes journey, tackling thrilling challenges that whisked them across the globe (figuratively, of course) in pursuit of ultimate bragging rights. Despite the scorching sun, every team pushed through with determination and camaraderie, crossing the finish line victorious. We capped off the day with a well-earned, delicious BBQ feast at the Ottawa Tennis Club—because champions deserve to celebrate in style!

To end off the year, we held a Game of Thrones themed family style banquet, entitled Winter is Coming! Guests feasted on a family style dinner at the castle setting of *allsaints*, a church now converted into a rental venue. There was a Tournament of Champions, revelry, a knighting of the future Director of Member Events, as well as some unplanned snowflakes.

A big thank you to the small but mighty committee who executed this year’s events. They are an incredible group to work with, and I cannot wait to see what they do in 2025.

Carla DeKoning

DIRECTOR OF AWARDS AND RECOGNITION, REBECCA NARR

Planning the Prix Prestige 2024 Awards Gala

Vision and Strategy

Each year, the MPI Ottawa Prix Prestige Awards provides an opportunity to recognize excellence and spotlight industry leaders within our community. The event's glamour and success are a direct result of the meticulous planning and dedication of countless volunteers who work tirelessly behind the scenes. Their commitment and hard work ensure everything runs seamlessly, going far beyond their regular responsibilities. Let's take a closer look at the significant efforts that go into creating this spectacular event.

This year marked the third time the current committee organized this signature event for the MPI Ottawa Chapter. With experience on their side, planning flowed naturally. A primary focus this year was succession planning, ensuring a smooth transition for future leadership roles and responsibilities.

The committee aligned their event timeline with MPI Global's first-ever event hosted in Ottawa, positioning the Prix Prestige gala to build on the success of having a global event in the city. This strategic approach allowed the team to establish clear goals, milestones, and expectations for the event's success.

Theme and Design

The 2024 Awards Gala took place on Tuesday, September 24th, at the Brookstreet Hotel in Ottawa, with 240 attendees joining for an inspiring evening. The event featured heartfelt speeches from past chapter presidents, recognition of distinguished individuals by their peers, and a celebration of the chapter's 40th anniversary.

The team crafted a modern and engaging experience, keeping attendees engaged throughout the evening with captivating content and an innovative event format.

The design of the event was described as an "Awards Celebration," incorporating a contemporary color scheme of fuchsia, white, and gold. Moving away from traditional red, black, and gold, this new palette represented a fresh beginning—symbolizing creativity, passion, confidence, and optimism. The design team collaborated with the Marketing Committee to develop an aesthetic that embodied the event's purpose: to "celebrate our stars."

Sponsorships & Partnerships

2024 was a record-breaking year for sponsorships, with all available activations sold out. To accommodate the overwhelming demand, additional sponsorship opportunities were introduced.

A special thank you goes to the Encore Canada team for their exceptional activation of the event space, and to the decor company, which added sparkle and elegance to the gala despite facing personal challenges. Their efforts helped create a visually stunning atmosphere that truly set the stage for the evening. Their creativity and professionalism in staging and presentation inspired new ideas and raised the bar for future events.

Selection of the Masters of Ceremonies (MC)

The 2024 gala was especially significant as it marked the chapter's 40th anniversary, honoring its legacy with contributions from past presidents, including the MPI Ottawa Chapter's founder, Robert (Bob) Davis. This year, multiple MCs were selected to deliver diverse and engaging presentations. Their dynamic delivery of nominee introductions and

awards, as well as the highlights of the chapter's milestones, added energy to the event and created a vibrant atmosphere.

Venue Selection & Challenges

To ensure a seamless transition from MPI Global's event and reduce commute times for attendees, the Brookstreet Hotel was chosen as the venue. This decision made it easier for our members to attend both the daytime programming and the evening gala, increasing engagement and participation.

The collaboration between MPI Global, the MPI Foundation, and the MPI Ottawa Education Committee further underscored the strength of partnerships and contributed to a smooth, integrated experience. Attendance at the 2024 gala was on par with the previous year, reinforcing the event's continued appeal.

Award Categories

This year, the award categories were revamped and restructured to better reflect the incredible work of the volunteers. The awards celebrated both individual and organizational excellence, with a unique touch brought to life by the custom glass-blown trophies crafted by Luann Baker-Johnson of Lumel Studios.

One change for 2024 was the removal of the Innovation Award, as it overlapped with the Influence Award presented during Global Meetings Industry Day (GMID). This allowed for a more focused and streamlined presentation, with awards being presented by the Office of the President.

We couldn't think of anyone more deserving of recognition than the following nominees, who truly exemplify creativity, passion, confidence, and dedication to the industry:

2024 Award Categories and Recipients

Planner of the Year: Julie Begbie

Supplier of the Year: Disa-Marie Cameron

Mentor of the Year: Riccarda Galioto

Volunteer of the Year: Louise Gervais

Emerging Leader of the Year: Michel Kafrouny

New Member of the Year: Emily Seabrook

Honorary Member: Mary-Frances Gingras

President's Award: Bruce Landry

Marketing & Promotions

One standout element of the 2024 gala was the 40th Anniversary Video, which featured contributions from every past president. This, combined with targeted social media campaigns and newsletters, generated excitement and anticipation for the event, ensuring broad engagement across our community.

[MPI OTTAWA PAST PRESIDENTS CELEBRATION VIDEO - YOUTUBE](#)

Prix Prestige 2024 Awards Gala Planning Committee

It's often said that it takes a village to create something exceptional, and the Prix Prestige 2024 Awards Gala was no exception. The committee members brought diverse skill sets and talents, ensuring smooth coordination and a highly successful event. Their industry expertise and commitment elevated the gala to new heights.

- | | |
|------------------------------|----------------------|
| ➤ Rebecca Narr – Director | ➤ Erin Bellwood |
| ➤ Jenny Dao - Chair | ➤ Greg Plazek |
| ➤ Michel Kafrouny - Co-Chair | ➤ Helen Bird |
| ➤ Alex Donaldson | ➤ Julia O' Grady |
| ➤ Allyson Tonelli | ➤ Julie Clement |
| ➤ Angela Van Wingerden | ➤ Sarah Landry |
| ➤ Annick Hector | ➤ Steven Lacelle |
| ➤ Bianca Charron | ➤ Stephanie Lapensee |
| ➤ Disa Cameron | ➤ Theresa Ellwood |
| ➤ Emily McKay | |

In Conclusion

The Prix Prestige 2024 Awards Gala epitomized the spirit of collaboration and volunteerism. The event showcased the power of community and the lasting legacy of the MPI Ottawa Chapter. The dedication and hard work of all those involved made this celebration of excellence truly unforgettable.

Rebecca Narr

MARKETING AND COMMUNICATIONS

VICE PRESIDENT OF COMMUNICATIONS, ERIN BELLWOOD

DIRECTOR OF MARKETING, LISA MCNULTY

From **July 2023 to December 2024**, the Marketing and Communications Committee experienced both a year of adaptation and growth as we continued refining our **internal and external marketing strategies for the chapter**.

In strengthening our engagement within the events community in **Ottawa and beyond**, we expanded our annual goals and strategies to better align with the evolving needs of our **Chapter, the events committees, and our members**. A key focus remained on **enhancing participation and engagement across our social media platforms—X** (formally Twitter), Instagram, Facebook, and LinkedIn. Additionally, our **online magazine, Chapter News & Views**, underwent a transition with the departure of our chair, leading us to rebuild and revitalize its excellence through a new chair.

As a **top-performing Chapter**, our marketing and communications efforts have been instrumental in supporting various event committees through their dynamic needs, including:

- **Strategic Cross-Promotions:** Amplifying "Meet Week" initiatives on social media—expanding from the original start of the year “meet week” to include a new fall “meet week” in 2024 with the addition to the EVENT being held in Ottawa.
- **Chapter Partner Recognition:** Showcasing our valued partners through social media, online features, and articles.
- **Member Engagement:** Driving interaction and excitement across social media platforms.
- **Content Development:** Publishing insightful articles in Chapter News & Views to inform and inspire our community.

The Marketing and Communications Committee is driven by three dedicated subcommittees: Chapter News & Views, Social Media, and the Website. Each plays a critical role in amplifying our Chapter’s presence, engaging members, and sharing valuable content.

- Social Media Subcommittee – Highlights and Accomplishments:
 - **Expanding Engagement & Growth:** The MPI Ottawa Chapter continues to strengthen its digital social footprint across X (formally Twitter), Facebook, Instagram, and LinkedIn.
 - Building on last year’s success, we achieved many of the goals set in our Chapter’s strategic plan. Social media remains a top priority as an ever-evolving tool for content sharing, member engagement, and brand visibility. The team remains agile, adapting to the needs of both the Chapter and MPI Global.

- **Increased Followers & Engagement:** By curating original and dynamic content, we sustained our audience and increased interaction across all platforms. Our social media presence plays a key role in:
 - Promoting Chapter events
 - Recognizing sponsors
 - Boosting event ticket sales
 - Serving as a go-to source for member information
- Chapter News & Views Subcommittee - Highlights and Accomplishments:
 - Chapter News & Views continues to evolve as a leading source of industry insights and MPI Ottawa updates. The small but mighty subcommittee, made up of five dedicated volunteers, plays a key role in content creation and publishing.
 - **Delivering High-Quality Content:** This year, we focused on publishing thought-provoking and informative articles, covering:
 - Recaps of MPI Ottawa events
 - Best practices for planners and suppliers
 - Industry trends and hot topics
 - Member spotlights
 - MPI Global & Foundation updates
 - Educational content and insights
 - **Overcoming Challenges & Moving Forward:** We faced a transition when our News & Views Chair stepped away. However, we actively recruited a new volunteer and was able to ramp up efforts to maintain excellence in content creation.
- Website Subcommittee - Highlights and Accomplishments:
 - Our website is a vital hub for members, providing up-to-date information on events, resources, and Chapter initiatives. This year, we focused on **revitalizing and optimizing the site** for a fresh, user-friendly experience.
 - **Complete Website Revamp:**
 - **Updated and refreshed all site pages** to ensure accuracy and relevance
 - **Added new images** to enhance the look and feel of the website
 - **Improved navigation and content organization** for a better user experience

Committee Members:

- Social Media Committee Members
 - Chair: Krystal Sabourin
 - Facebook: Erin Bellwood
 - Instagram: Emily McKay
 - LinkedIn: Lisa McNulty
 - Twitter: Lisa McNulty
- Chapter News & Views Committee Members
 - Chair: Jordan Potter
 - Editor: Cynthia Beaudin
 - Editor: Darlene Kelly Stewart
 - Writer: Disa-marie Cameron
 - Web Publisher: Steven Lacelle
- Website Committee (new position as of 2020)
 - 2023-2024 Committee member, Disa-marie Cameron and Erin Bellwood

Erin Bellwood & Lisa McNulty

LEGACY OF DEDICATION

Past Presidents' Honour Roll (1984-2024)

1984-1985 Robert (Bob) Davis

1985-1986 Linda Teteruk

1986-1987 W.G. (Bill) Corcoran

1987-1988 Joy MacPherson

1988-1990 Nola Wade, CAE (deceased)

1990-1991 Susanne Fletcher

1991-1992 Anna Lee Chabot, CMP

1992-1993 Sharyon F. Smith

1993-1994 Joan Rondeau (deceased)

1994-1995 Patti Mordasewicz, CMP

1995-1996 Una Folkson Singh, CMM

1996-1997 Mariann Canning

1997-1998 Janet Finlayson, CMP

1998-1999 Mary-Lynn Campbell

1999-2000 Cynthia Connelly, CMP

2000 Michelle Gravelle, CMP

2000-2002 Ellyn Holzman, CMP

2002-2003 Chuck Schouwerwou, CMP

2003-2004 Louise Gervais, CMP, CMM

2004-2005 Ann Dow

2005-2006 Jacques Drury, CMP

2006-2007 Doreen Ashton Wagner

2007-2008 Darlene Kelly-Stewart

2008-2009 François Brunet

2009-2010 Marye Ménard-Bos, CMP, CMM

2010-2011 Carole Saad, CMP

2011-2012 Markus Fisher

2012-2013 Lira Buschman, CMP

2013-2014 Marie-Louise Doyle

2014-2015 Jennifer Holly

2015-2016 David Dugas

2016-2017 Ryan Young

2017-2018 Jennifer McAndrew

2018-2019 Greg Plazek

2019-2020 Allison Collins

2020-2021 Nancy Bradshaw, CMP

2021-2022 Ashley Craven, CMP, DES

2022-2023 Karen Wiersma

2023-2024 Karen Norris, CMP

MINUTES OF ANNUAL GENERAL MEETING

Wednesday, September 13, 2023 12:00 pm – 1:00 PM ET

Zoom Conference Call

CALL TO ORDER: 12:06 PM Karen Norris

President calls the AGM to order.

Karen Norris introduced a motion to dispense the reading of the 2021-2022 AGM Minutes, the 2023- 2024 Financial Statements and the 2023-2024 Annual Report.

1. Riccarda Galioto as mover
2. Heather Cleat as seconder
3. Karen asked if there were any questions
4. No questions or amendments. No discussion
5. Motion carried

Approval of the 2021-2022 Annual General Meeting Minutes.

Karen introduced a motion to approve the 2021- 2022 Annual General Meeting Minutes.

1. Heather Cleat as mover
2. Bruce Landry as seconder
3. No questions or amendments. No discussion
4. Motion carried

FINANCIAL STATEMENTS Heather Cleat VP of Finance from 2022-2023 reviewed the Statement of Financial Position for 2022/2023.

Highlights:

- Reserves: June 30 2023- \$85,000, compared to June 2022 at \$43,000.
- Net surplus of \$10,960, only \$590 off from budget

Heather put forth a motion to approve financial statements.

MOTION TO APPROVE THE 2022 / 2023 FINANCIAL STATEMENTS

1. Riccarda Gallioto as mover

2. Mark Millar as seconder
3. No questions or amendments. No discussion
4. Motion carried

2022/2023 MPI Ottawa Chapter Annual Report

Karen Norris: Highlights of the Annual Report

- MPI Ottawa achieved the 2023 High Performing Chapter from MPI Global . Metrics that help us achieve this status include:

- 96%-member satisfaction score
 - 75.15% Retention Rate
 - 4.91% Net member Growth
 - 7.84% Net Profit
 - 4.57/5 Education Satisfaction Survey
- Education portfolio hosted 3 events throughout the year:
- Meet Week- Coach Carrie
 - Virtual Roundtables
 - GMID with Chris Bailey
- 2022 Back to in-person- Prix Prestige Awards
- Hosted at the Infinity Convention Centre
 - Brent Beatty has taken on the newly evolved position of Director of Awards & recognition.
- 3 MPI Member events were held throughout the year:
- Festive Dinner: Western themed Hoedown at Lowertown brewery
 - June Volunteer Recognition Event: An Indigenous Experience at the Madahoki Farm
 - Jigsaw Escape Rooms followed by dinner at Blue Cactus

- Charity Auction raised a record breaking \$32,000 for 4 local charities.

- Communications Update:

 - New Chapter Public LinkedIn page

- Outgoing board members

 - Ashely Craven

 - Riccarda Galliotto

 - Rose-Marie Guerra

- Board Members Stepping Down

 - Brent Beatty

 - Patricia Simpson

MOTION TO APPROVE THE 2022-2023 ANNUAL REPORT

1. Heather Cleat as mover

2. Greg Plazek as seconder

3. No questions or amendments. No discussion

4. Motion carried

Q&A:

No questions were brought up during this period.

Karen adjourned the AGM at 12:34 pm