

# 2025 Bi-annual Member Survey Results

2025 Bi-Annual MPI Ottawa Chapter Member Survey

**Survey Dates: Open March 10 - 29, 2025**



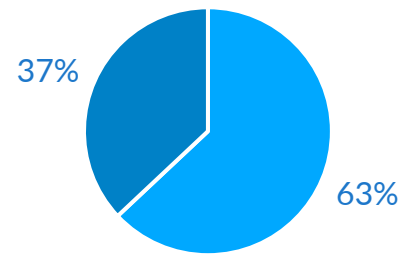
**OTTAWA**  
CHAPTER

# Who Responded?



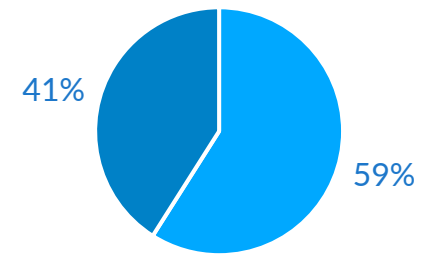
**Membership at time of survey:** 203 Members  
**Respondents:** 73  
**Response Rate:** 35%

Survey Respondents:  
Planner vs Supplier



■ Planner ■ Supplier

Overall Membership:  
Planner vs Supplier



■ Planner ■ Supplier

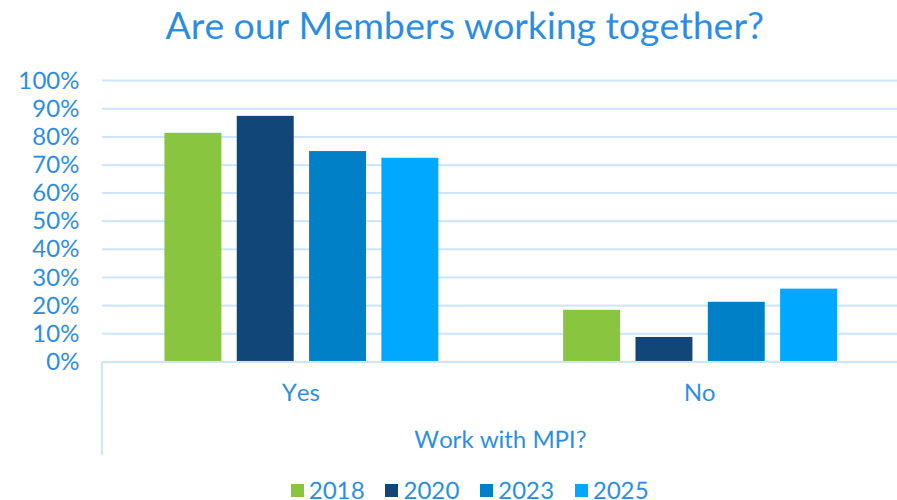


# Why do people join MPI?

- The Following benefits were identified as important to our members – ranked in order:
  - Networking (Important to 96% of members)
  - Professional development (81%)
  - Developing Business Skills (77%)
  - Attending events with a discount (74%)
  - Learning about the industry (73%)
  - Developing new business (63%)
  - CEU credits for a designation (36%)

74% of our members have done business with another Ottawa Chapter Member in the past year.

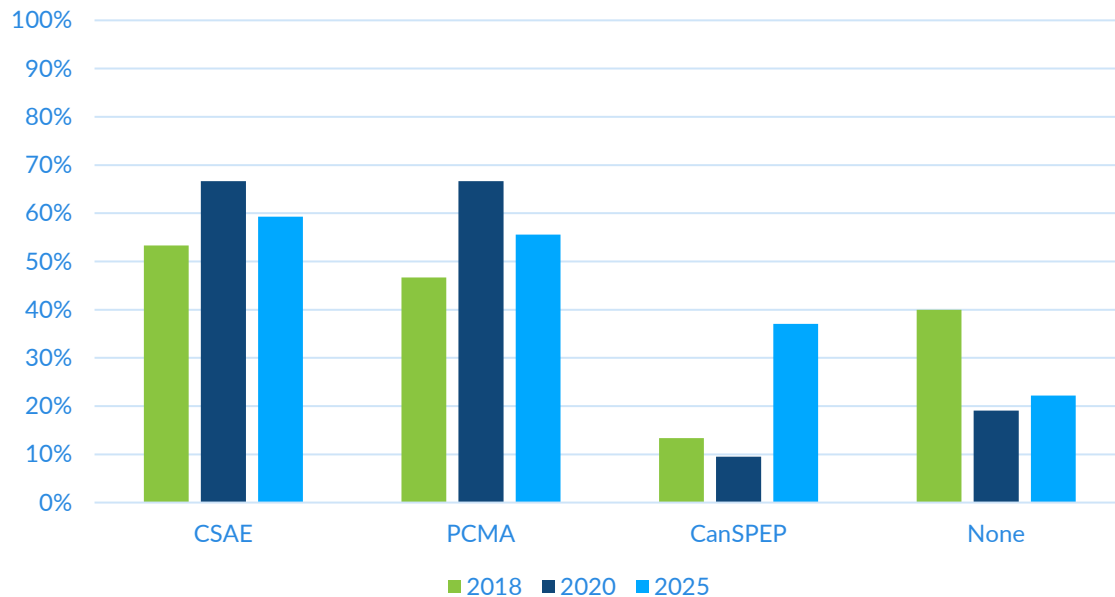
Note that this has dropped a bit from over 80% in 2018 and 2020:



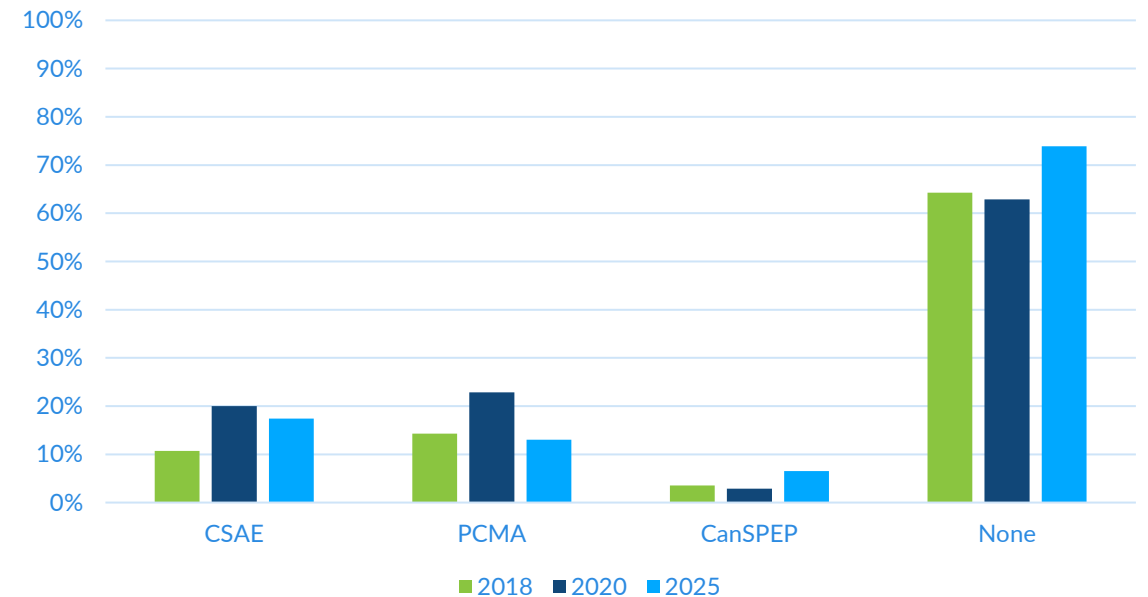
# Where else are they?

Now, more than ever, MPI is the 'one and only' for most of our Planner Members. The vast majority of our Supplier Members, however, maintain memberships with multiple associations.

Other Memberships: Suppliers



Other Memberships: Planners



# Are they happy? Engaged?

**82 %**  
plan to  
renew

**38 %**  
Are currently or  
have recently  
volunteered

**91 %**  
Have attended  
at least one  
event in the  
past year

But...

In the membership at large we have far more who have never attended events, which tells us that we are not receiving input from the non-attendee members.

*"[I value] being part of a community that understands your joys and challenges."*

*"Loving all the new engagement I've seen lately!"*

*"We are so blessed with this chapter – and we serve a HUGE purpose in the Meetings industry in Ottawa AND Canada.."*

# Where are we succeeding?

## Members Feel Connected and Welcome

The open-text feedback was full of appreciation for the sense of community and belonging.

62% of members have volunteered at some point (current, recent, or pre-COVID).

## Members Are Willing to Volunteer and Give Back

Volunteering is viewed positively, with high satisfaction levels among those who've done it.

Our volunteers are primarily motivated by a general wish to give back (92%), interact with peers (92%). But also to develop leadership skills (81%) and develop business or increase their or their organization's visibility (65%)

*"Great people in the chapter. Being hosted at events helped me integrate."*

*"I think you guys are doing a great job balancing various interests."*

*"As usual for our chapter you are all doing a fantastic job in leading our ship. Thanks for your time and efforts!!."*

# Where are we succeeding?

**Our Communications Efforts are being noticed.**

Top rated communications channels are Email/Eblasts and LinkedIn.

74% of respondents are satisfied with our MPI Express Frequency.

I am seeing an increase in posts on our social media, engaging with members, showcasing volunteer opportunities, highlighting our charities - keep up the great work!

I see you in multiple spots so I think you are doing great!

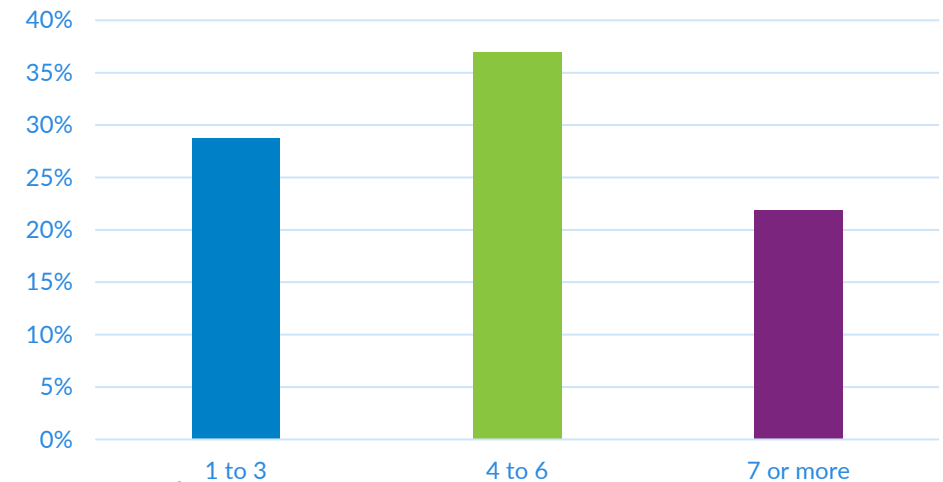
# Where are we succeeding?

**Our Signature, Education and Networking events are appreciated and successful.**

91 % of respondents have attended at least one event in the past year

Respondents tended to attend multiple events a year with 60% attending 4 – 10 events in the past year.

Number of Events attended



**Meet Week Events and the Prix Prestige are our 'gateway' events.**

66% of those who attended *only 1-3 events* attended those events during Meet Week (Education or Charity Auction) or attended Prix Prestige.

48 % of respondents attended *all three* of the Signature Events



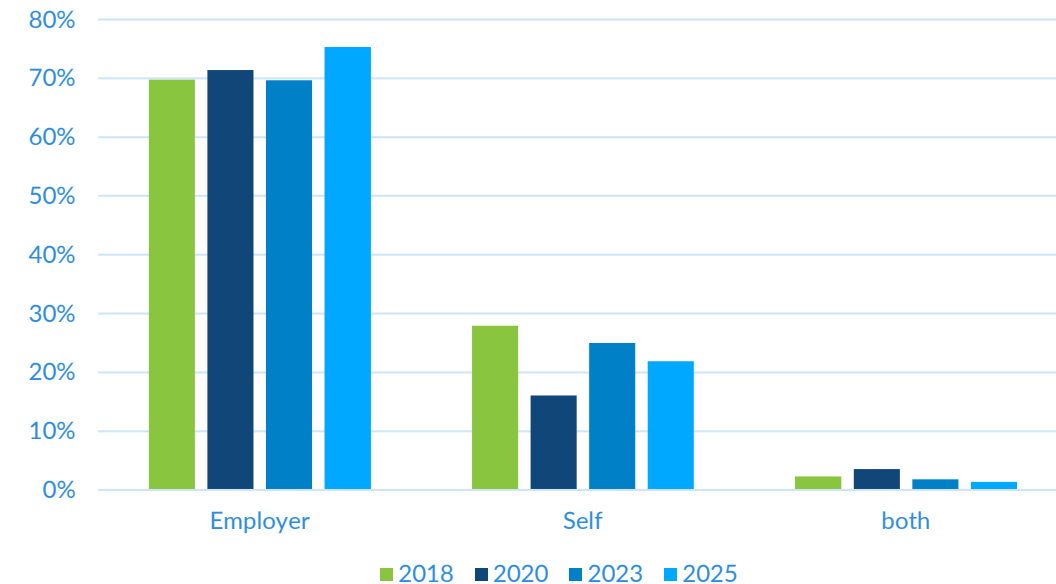
# What are Barriers to Engagement?

## Cost and Financial Accessibility.

Event costs and Member Fees are seen as high, especially when there's no employer support.

Of those who don't intend to renew, 30% cited the fees being too costly and 23% cited that their employer will no longer pay.

Membership Funding Year to Year Changes



*"Unfortunately I cannot afford \$400+ at the moment and my employer has denied my request."*

*"It would be great to have further discounts for MPI volunteers"*

*"Events are too expensive when out of pocket"*

*"I see myself renewing at a later date, once I have the funds to do so. This membership cost comes out of pocket and with my current salary, I just cannot afford it."*

*"Lowered attendance cost! Especially for planning committee members..."*

# What are Barriers to Engagement?

## Information about Volunteering Opportunities

Of survey respondents, 44% have either never volunteered or haven't volunteered since the pandemic- and of those 30% cited that a barrier was that they lacked information or hadn't considered it.

I have not been asked specifically by anyone to volunteer in the past 5 years

## Time

Of survey respondents who aren't recent or current volunteers - 66% cited time commitment as their biggest barrier.

Love the round tables but having them just before we are hosting tables at the auction is difficult

This year's Volunteer event required too much of a time commitment for us.

People are too busy to attend many events

# What do our members want?

## Events

**Blended Networking and Education**

**More Casual, Fun, and Playful Gatherings**

**Shared Experiences that Build Community**



A word cloud of event ideas, with words of varying sizes and colors (orange, red, purple, blue, green) arranged in a cluster. The words include: Karaoke, Comedy show, Golf, drag brunch, Cross Chapter, DIY Networking Fun, Euchre, Snow Day, concerts, Hands on bonding, Pickleball, Visit to Kingston, and cards.

Karaoke  
Comedy show Golf  
drag brunch  
Cross Chapter  
DIY Networking Fun  
Euchre Snow Day  
concerts  
Hands on bonding  
Pickleball  
Visit to Kingston  
cards

# To Theme or not to Theme?

Themes at our events  
garnered a mix  
of input from  
survey  
respondents



*"I enjoyed the Amazing Race and GOT events. I love a theme and a fun (unique) experience that brings people together."*

*"Would love to see more untraditional or unconditional formats tried."*

*"What about a favorite movie theme where guest gets to dress as their favorite character from their favorite movie."*



*"our networking events are amazing, less reliance on a theme"*

*"I like a general theme but not necessarily a dress up one."*

*"maybe less dramatic themes especially for the holiday event"*

*"Not every event needs a theme"*

# What do our members want?

## Education Topics

### **Behind-the-Scenes Learning:**

People are wanting insider, hands-on, "what really happens" experiences

### **Tactical, real-world skills:**

Demystify AV... writing/responding to RFPs...budgeting...contract negotiation...sponsorship trends

### **An environment to explore and discuss emerging Industry Trends and Innovations:**

future of events...global political/economic impacts...AI and technology...immersive events...sustainability...DEI...tariffs

# What do our members want? Education Format

**They REALLY like Roundtables**

Would love to see more untraditional or unconditional formats tried. I think that's part of the appeal of the Roundtables.

**More round tables**

I though the round-tables during MOW were really well thought out and executed.

**More Round table style education**

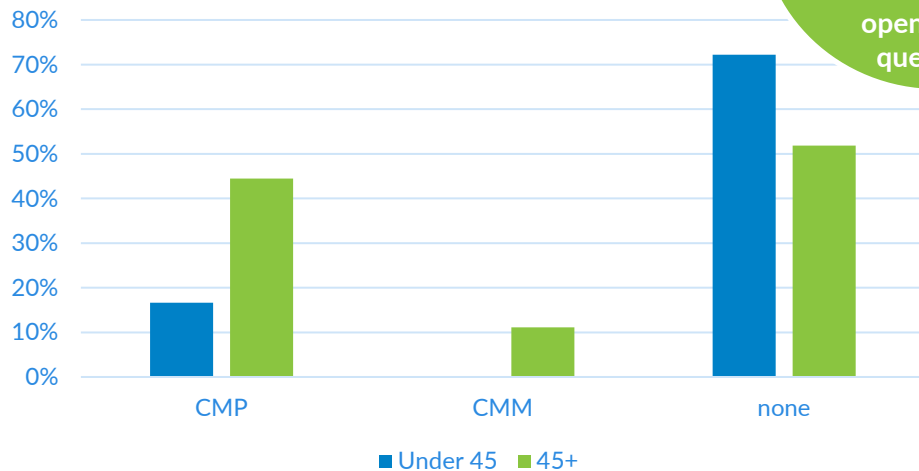
**Love the round tables**

# What do our members want? Designations

Designations are of little interest to our supplier members; 85% have none.

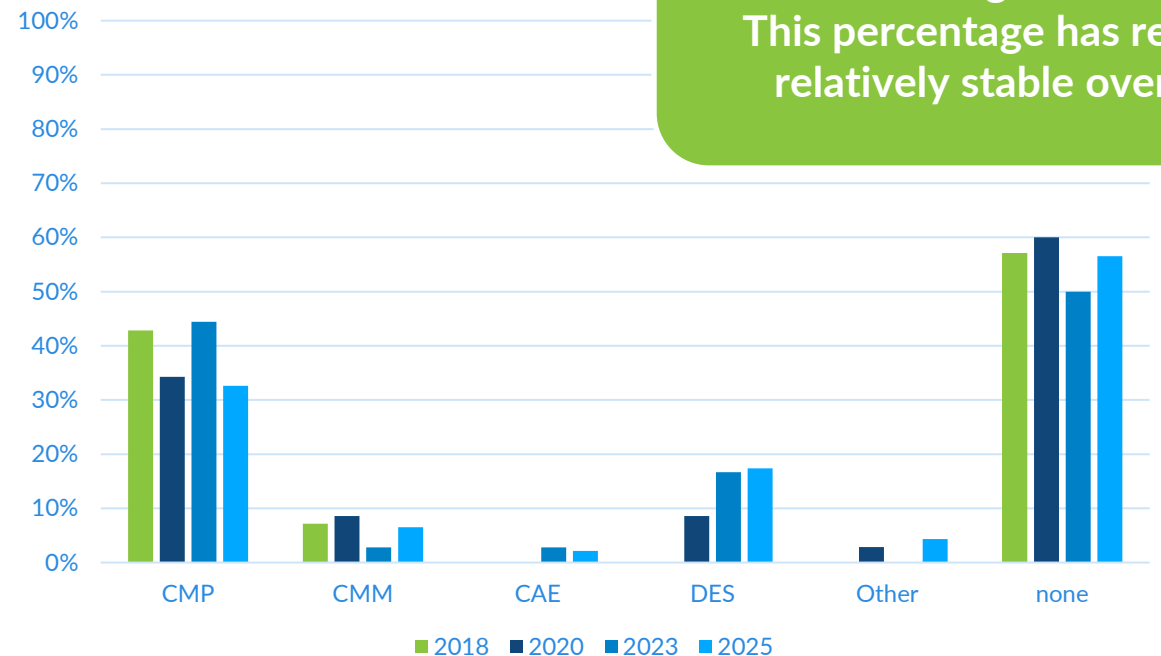
Of Planner Respondents under the age of 45, over 70% hold no designations and only 17% have their CMP.

MPI Designations by Age Group



Only one respondent mentioned interest in learning more about getting their CMP in the open-ended questions

Planners  
All Designations over time



43% of Planners hold a designation – CMP being most common  
This percentage has remained relatively stable over time.

# What do our members want?

## Some low hanging fruit...

9 individuals submitted their emails indicating they'd like to be contacted to Volunteer	List sent to leadership@ for follow up
<i>"The list of events on the website display with the event the furthest away at the top of the list. It should display in reverse order."</i>	Sent to Miranda to look into (as of right now it's soonest first)
<i>We used to give pins to MPI Ottawa Members for the number of years that they had been in the Chapter ( ie 5, 10, 15, 20 )</i>	Ordered from Global