



**2025 MPI Ottawa Chapter
Annual General Meeting Report**

**Presented at the Annual General Meeting
May 11, 2026
Virtual Event**

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BUSINESS PLAN 2025

MPI Global Vision:

Lead the business events community in changing the world.

MPI Global Mission:

Be the premiere, inclusive business events association for professional development.

MPI Ottawa Chapter Vision:

To be the leading community empowering meetings and events professionals in Canada's National Capital region, recognized for fostering innovation, inclusivity, relationships, and excellence.

MPI Ottawa Chapter Mission:

To foster meaningful relationships and empower our members in an ever-evolving landscape through education, collaboration, and community engagement. We support and elevate the meetings and events industry's importance and economic impact.

Organization History:

Chapter Name: Meeting Professionals International (MPI) Ottawa Chapter
Status/Incorporation: April 8, 1992 (Canada)
Head Office: MPI Headquarters, Dallas, Texas, USA

"Today, MPI is a hub for innovation, education, and connection for event professionals. From industry-leading conferences like the World Education Congress (WEC), to specialized designations and certifications, to regional chapters across the globe, MPI continues to empower its members to "run their show" with confidence.

MPI also advocates for the industry's future, driving tourism, boosting economies, and creating meaningful experiences. At its core, MPI is about building connections and fostering professional growth—because when event professionals thrive, the communities they serve thrive, too.

Because when we **meet**, we change the world."

The Ottawa Chapter of MPI, established in 1984, empowers its members to connect with local networking, educational, and volunteer opportunities, as well as local, Canadian, and international communities.

For more information, visit <https://www.mpi.org/chapters/ottawa>

2025 Executive Summary:

Following a year dedicated to strengthening the chapter and the celebration of our 40th anniversary, we transitioned our focus toward long-term development and intentional growth. Our primary objective was to transform foundational strength into a strategy-led framework. By leaning into varied analysis and collaborative planning, the Board of Directors has prepared a **2026-2028 Strategic Plan** designed to advance the Chapter well beyond operational stability.

The preparation of our strategic plan served as a catalyst for a review of our mission, vision, and principles. We prioritized strategic alignment across all portfolios to ensure that every initiative contributes directly to the chapter's enduring health. These efforts have culminated in the formalization of our path forward. The resulting Strategic Plan is defined by five core goals:

Goal 1: Strengthen Chapter Leadership and Governance

Goal 2: Strengthen Member Engagement and Community Connection

Goal 3: Elevate Member Experience Through High Quality Programming

Goal 4: Ensure Financial Health and Transparency

Goal 5: Cultivate an Inclusive and Impactful Volunteer Culture

Impact in Action: Portfolio Highlights:

Beyond developing the strategic plan, the board worked extensively and collaboratively, together and our various committees, to deliver another exceptional year for the Chapter.

- We continued to deliver accredited, timely learning opportunities, while working on a collaboration with Ottawa Tourism to develop the Anti-Human Trafficking Learning Series that was launched this following year.
- Our member events reached new heights of creativity, such as through our collaboration with Fairmont, Tourisme Outaouais, Hilton Lac-Leamy, Cantrav, and Encore, to host a truly unique experience at Fairmont Château Montebello.
- The Member Care team prioritized personalized outreach, curated meet-ups and new member orientations. Furthermore, we strengthened our ties to the future of the industry by building connections with students in Algonquin College's new four-year Bachelor of Event, Sport, and Entertainment Management program.
- Our annual Prix Prestige Awards Gala saw new and longstanding members recognized for the impacts through a royal theme that continued to elevate the elegance and prestige of the evening.
- Our Charity Auction Gala was honored with the MPI Global Inaugural Social Impact Award. By integrating modern fundraising technology, the event raised nearly \$48,000, reinforcing its legacy of community impact.
- The Financial support was a cornerstone of this year's success, even implementing a mid-year review of actuals, allowing the Board to see the impacts shifting economic rates and ensure the year concluded without a financial deficit.

Aside from the strong position and receiving the Social Impact Award, MPI Global also awarded the chapter the esteemed recognition of "Chapter of Overall Excellence" for the fourth 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 around 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, for a third consecutive year.

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, WEC, and theEvent
- 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 adjust as needed, including an assessment of actuals spent, as of the mid-year
- Monitors Chapter's 18-month calendar at each board meeting
- Evaluates education programs and member events with post event surveys and reviews of results with the committee and the board
- Performs Chapter needs assessment via chapter membership satisfaction survey, global member satisfaction survey and other ad-hoc surveys as required
- Annually hosts two in-person two-day strategic Board retreats with paid facilitator

Products and Services:

- Minimum of four accredited education events per year
- 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

2025 Board of Directors



Nicole Jeffrey
President-Elect



Bruce Landry
President

Office of the President



Karen Norris, CMP
Immediate Past-President



Allison Collins
Dir, Leadership and
Volunteer Management



Louise Gervais, CMM, CMP
VP, Membership



Greg Plazek
VP, Finance



Stephanie Lapensée
VP, Communications



Courtney Jones, CMP, DES
VP, Education



Chriss Holloway
Director, Awards and
Recognition



Julie Begbie
Director, Member Care



Emily McKay
Director, Member Events



Meagan Rockett
Director, Partnerships



Lira Buschman
Dir, Charity Auction &
Community Outreach



Lisa McNulty
Director, Marketing



Meredith Slack
Director, Education Programs

Chairs

Prix Prestige Awards Gala,
Awards and Recognition

Chairs

Recruitment, Retention,
Student Liaison

Chairs

Seasonal Events, Winter Event,
Volunteer Recognition

Chairs

Charity Auction Gala,
Community Outreach

Chairs

News & Views, Social Media,
Website

Chairs

Certifications & Designations,
GMID, Lunch & Learn,
Workshops

OUR VOLUNTEERS



OTTAWA
CHAPTER

PORTFOLIO REPORTS

PRESIDENT, BRUCE LANDRY NDAYIZEYE

As I reflect on my term as President of the MPI Ottawa Chapter, I am filled with pride and gratitude for what we accomplished.

I had the privilege of leading a Board that was already well positioned to act, thanks to the thoughtful and steady leadership of our Past President, Karen Norris. A defining highlight of the year was the Charity Auction and Dinner receiving the MPI Global Inaugural Social Impact Award, which I had the honour of accepting at this year's WEC. This recognition is a powerful affirmation of the heart behind our work. The Charity Auction has long been a cornerstone of our Chapter, and this award is the direct result of the generosity of our members and partners, and the dedication of our passionate volunteers and leaders who believe deeply in "when we meet, we change the world".

Building on that strong foundation, 2025 can be defined by collaboration, confidence, and meaningful impact.

One of the most significant achievements of this year was the development of our Chapter's Strategic Plan. This was not simply an exercise in planning, but a deeply collaborative process that brought together diverse perspectives, honest conversations, and a shared commitment to the future of the MPI Ottawa Chapter.

The result is an intentional roadmap that aims to:

- (1) strengthen the Chapter Leadership and Governance in the years ahead,
- (2) strengthen member engagement and community connection,
- (3) elevate member experience through high quality programming,
- (4) ensure financial health and transparency, and
- (5) cultivate an inclusive and impactful volunteer culture.

I am incredibly proud of the openness, respect, and a strong sense of collective responsibility the board brought to this work.

This spirit of collaboration extended well beyond strategy. Throughout the year, I witnessed our Directors and Vice Presidents carry their portfolios with confidence, innovation, and ownership. Each portfolio demonstrated strong leadership and a clear understanding of how individual efforts contribute to the Chapter's overall success. This level of trust and accountability allowed us to operate effectively and to focus our energy where it mattered most.

I am also proud to be part of an industry that brings people together at a time when connecting, having conversations, and understanding one another are more important than ever. Meetings and events are not just transactional experiences; they are spaces where empathy is built, ideas are shared, and relationships are

strengthened. As Maya Angelou said, "we are more alike, my friends, than we are unlike."

Our Chapter's work this year reflected this purpose and reinforced the role our profession plays in helping humanity reconnect.

I encourage all of you to take the time to read the portfolio reports that follow. They highlight the tremendous impact achieved across our initiatives, planning, innovation, commitment to our membership and community, and our ongoing dedication to ensuring the Chapter continues to grow and excel.

As I pass the baton, I am excited to see Nicole Jeffrey step into the role of President and to watch the 2026 Board continue advancing the Chapter's vision.

It has been an honour to serve as President of MPI Ottawa Chapter. Thank you to our members, Board, volunteers, partners, and everyone I had the pleasure of working with, for your trust, collaboration, and belief in what we can achieve together.

"People fail to get along because they fear each other; they fear each other because they don't know each other; they don't know each other because they have not communicated with each other."

Martin Luther King Jr.

Bruce Landry Ndayizeye

IMMEDIATE PAST PRESIDENT, KAREN NORRIS, CMP

Serving as Immediate Past President this year has been both a responsibility and a privilege. My focus throughout the past 12 months has been on continuity, governance strength, leadership transition, and safeguarding the long-term health of the Chapter while supporting the incoming leadership team and Board.

A significant portion of my portfolio centered on governance and stewardship. Early in the year, I worked closely with MPI Global to clarify financial expectations and profit-sharing structures related to national and regional events, ensuring our Chapter remained fiscally conservative and responsible in its budgeting assumptions. This approach reinforced the discipline we established in prior years: budgeting prudently, protecting reserves, and viewing any unexpected revenue as an opportunity rather than a dependency.

I also led the planning, coordination, and execution of the Chapter's Annual General Meeting and Annual Report, working alongside our AMC partner and Board members to ensure compliance with by-laws, transparency to membership, and a smooth, professional experience. The AGM not only ran efficiently, with all motions passed and strong engagement, but also served as an effective recruitment and engagement tool, generating renewed volunteer interest across multiple portfolios.

Throughout the year, I remained actively involved in supporting Board transitions and leadership continuity. This included conducting structured handovers with the incoming President, facilitating "stop, start, continue" discussions to preserve momentum, and providing guidance rooted in institutional memory. As Immediate Past President, my role was not to lead from the front, but to ensure stability, context, and support were always available to those stepping forward.

A key area of focus in the latter half of the year was strengthening Board onboarding and succession planning. In collaboration with our AMC and Governance & Nominating Committee colleagues, I helped identify and address gaps in onboarding practices that could pose risk to future Boards. This work resulted in the creation of standardized onboarding templates, checklists, welcome communications, and transition documents that will support consistency, clarity, and confidence for incoming Directors year over year. These tools are now in place to ensure future Boards are well-equipped, informed, and supported from day one.

I was also proud to support the Governance & Nominating Committee through another successful recruitment cycle, helping to shape interview processes, finalize the Board slate, and ensure compliance with Global requirements. The outcome reflects the strength of our leadership pipeline and the trust our members continue to place in this Chapter.

Beyond governance, I had the opportunity to support and celebrate the exceptional work happening across portfolios. From continued growth in membership engagement, to strong communications performance, impactful education programming, and an extraordinarily successful charity initiative, the Chapter demonstrated what is possible when strategy, volunteer leadership, and community align. These collective efforts contributed to MPI Ottawa once again being

recognized by MPI Global as a Chapter of Excellence, an achievement earned by only a small number of chapters worldwide and a testament to our sustained performance across key metrics.

Throughout this year, I also remained attentive to the broader health of our industry and talent pipeline. My involvement with post-secondary advisory boards highlighted challenges facing event management education locally, and I welcomed dialogue with the Board on how MPI Ottawa can continue to play a role in advocacy, mentorship, and long-term workforce development.

As I submit this final report, I do so with deep gratitude. Serving on the MPI Ottawa Board — and in the Office of the President — has been one of the most formative and rewarding chapters of my professional life. Together, we have guided this Chapter through growth, stability, recognition, and renewed confidence. We have strengthened our governance, expanded our impact, and built systems that will support future leaders long after our terms end.

It has been an honour to serve this Chapter, its members, and this community. MPI Ottawa has given me far more than I could ever give in return — in learning, leadership, friendship, and purpose. I am immensely proud of what we have achieved together and deeply thankful for the trust placed in me over the years.

Sincerely,

Karen Norris

PRESIDENT-ELECT, NICOLE JEFFREY, CMP

2025 was a wonderful learning experience for me as I stepped into the role of president-elect. Since joining the Chapter in 2011, I have remained actively involved, serving on multiple committee roles and board positions and I am thrilled to take on this new opportunity.

The strength of this Chapter is truly its volunteers, and their dedication moves this chapter forwards. This year I was a member of the Governance committee, led by Immediate Past President Karen Norris, as we worked on succession planning and interviewing for the board of directors for the year ahead. There is so much talent in our chapter, and it is important to ensure that we found the right fit and create the right circumstances to allow the volunteers and board to excel. Each volunteer brings unique strengths and perspectives, and ensuring proper placement is key. To continue growth we need the right mix of new and returning volunteers, to ensure we can continue building on the great work. Under Karen's leadership, we have a great board in the year ahead as well as strong governance models to allow us to flourish.

One of the highlights of my year was attending MPI's World Education congress (WEC) in St. Louis. It was a fantastic opportunity to feel part of the global community of meeting planners and connect with members from chapters around the world. The sessions covered a broad range of industry hot topics, as well as providing education on more chapter focused issues and ideas, sharing best practices around governance and operations at a chapter level.

The Ottawa chapter may be smaller than some of the US chapters, but it is clear that we punch above our weight when it comes to leadership and the impact we can have. At WEC the Ottawa Chapter received the inaugural RISE Award for social impact for the work that the charity auction has done over the years, which further highlighted how meaningful that event is.

The chapter has been a strong supporter of the MPI Foundation, and we continued that support again this year, with a percentage of the registration fees on networking and social events being donated as well as the MPI Foundation being one of the charities of choice for the charity auction. We are proud to support the foundation which has given so much back to the industry as well as the chapter over the years. The Foundation provides scholarships for WEC, and I was fortunate to receive one in order to facilitate my attendance.

It has been a wonderful experience to work in the office of the president alongside Karen and Bruce. Both have unique strengths, excellent leadership capabilities, and a clear commitment and passion for our chapter and industry. As immediate past president, Karen strengthened our governance structures and left the chapter with a clear focus on the future and succession planning. Under Bruce's leadership as president, the board collaborated to put together a strategic plan, setting the roadmap and priorities for the years to come.

Looking at the reports that follow, you will see the amazing work that has been done by our committed board members and volunteer committees. I am so lucky to be taking on the leadership of a chapter that is so invested in the success of our members, and passionate about our industry. I look forward to leading such a dedicated group, supporting their great work in an atmosphere that allows their talent to thrive.

Nicole Jeffrey

DIRECTOR OF LEADERSHIP AND VOLUNTEER MANAGEMENT, ALLISON COLLINS

As Director of Leadership and Volunteer Management, my role was to support the MPI Ottawa Board of Directors, our membership and volunteers through mentorship, guidance, and strong governance practices. At the core of this work is our volunteer community, the individuals who generously contribute their time, expertise, and passion to advancing the Chapter.

This year, I focused on strengthening leadership through processes and best practices, while ensuring our volunteer programs were well-communicated, accessible, and aligned with the Chapter's strategic priorities. By emphasizing engagement and empowerment, we worked to create a positive and meaningful volunteer experience at every level.

A key accomplishment this year was successfully aligning volunteers with opportunities that matched their skills, interests, and professional goals. MPI Ottawa continues to offer diverse volunteer roles across event delivery, education, marketing, and member engagement, enabling volunteers to make meaningful contributions while supporting the operational and strategic needs of the chapter.

Our volunteers remain the driving force behind MPI Ottawa's success. Over the past year, an average of 56 active volunteers, representing 26% of our membership, contributed to the delivery of high-quality programming and initiatives. This exceptional level of engagement continues to position MPI Ottawa as a globally recognized chapter with one of the most active and committed volunteer bases.

I am deeply grateful to every volunteer and Board of Directors for their dedication and leadership. Your commitment has been instrumental to our achievements this year, and I look forward to building on this strong foundation as we continue to grow, engage, and make a lasting impact within the meetings and events community.

Allison Collins

Meeting Professionals International Canada - Ottawa Chapter

Financial Statements

December 31, 2025

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Draft - February 17, 2026



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, 2025, 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
February 10, 2026

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,	2025	2024
Revenue		
Communications	\$ 600	\$ 7,270
Education events	17,937	14,038
Interest income	4,403	6,485
Member events	113,491	127,720
Membership	10,869	10,950
Partnership income	87,369	83,650
	<u>234,669</u>	<u>250,113</u>
Expenses		
Bad debt expense	212	-
Board of directors	16,789	12,514
Education and members events	158,086	164,923
Finance	2,966	2,815
Management fees and expenses	51,856	49,121
Member care	503	-
	<u>230,412</u>	<u>229,373</u>
Excess of revenue over expenses	4,257	20,740
Net Assets, beginning of year	157,731	136,991
Net Assets, end of year	\$ 161,988	\$ 157,731

Draft - February 17, 2026

Meeting Professionals International Canada - Ottawa Chapter

Statement of Financial Position

December 31,	<u>2025</u>	<u>2024</u>
Assets		
Current		
Cash	\$ 78,285	\$ 62,959
Short term investments (note 3)	97,310	94,593
Accounts receivable	7,724	1,224
Prepaid expenses	1,442	-
HST receivable	18,246	14,808
	<u>\$ 203,007</u>	<u>\$ 173,584</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 6,474	\$ 2,853
Deferred revenue (note 4)	34,545	13,000
	41,019	15,853
Net Assets		
Net Assets	<u>161,988</u>	<u>157,731</u>
	<u>\$ 203,007</u>	<u>\$ 173,584</u>

Approved by the board:

_____ Member

Draft - February 17, 2026

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

For the year ended December 31,	2025	2024
Operating activities		
Excess of revenue over expenses	\$ 4,257	\$ 20,740
Change in non-cash working capital items		
Short term investments	(2,717)	(1,648)
Accounts receivable	(6,500)	2,276
Prepaid expenses	(1,442)	-
HST	(3,438)	(14,054)
Accounts payable and accrued liabilities	3,621	(3,060)
Deferred revenue	21,545	(52,435)
Increase (decrease) in cash	15,326	(48,181)
Cash, beginning of year	62,959	111,140
Cash, end of year	\$ 78,285	\$ 62,959

Meeting Professionals International Canada - Ottawa Chapter**Notes to the Financial Information**

For the year ended December 31, 2025

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, 2025 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 \$102,629 as of December 31, 2025 (December 31, 2024 - \$97,214).

4. Deferred revenue

	<u>2025</u>	<u>2024</u>
Opening Balance	\$ 13,000	\$ 65,435
Received during the year	34,545	13,000
Recognized during the year	<u>(13,000)</u>	<u>(65,435)</u>
Closing Balance	<u>\$ 34,545</u>	<u>\$ 13,000</u>

VICE PRESIDENT OF FINANCE, GREG PLAZEK

MPI Ottawa Chapter Financial Overview – 2025

The year 2025 was the first full year that the MPI Ottawa Chapter operated within a fiscal year that was from January 1 to December 31, aligning with the change that was mandated from MPI Global in 2024.

The MPI Ottawa Chapter remained financially stable in 2025 and closed the year with a positive operating result. Total revenue for the year was approximately **\$234,669**, generated through a combination of partnerships, member events, education programming, and membership revenue. Member events continued to be the largest revenue source at **\$113,491**, followed by partnership income of **\$87,369**, demonstrating the continued strength of our event programming and industry relationships. MPI Global continues to provide support through quarterly chapter rebates, which totaled **\$10,869**.

Total expenses for the year were **\$230,412**, with most of the spending directly supporting education and member events (**\$158,086**) as well as operational support and management services. Despite some financial pressure earlier in the year, the chapter ultimately finished 2025 with a **surplus of \$4,257**.

At the beginning of the year, investment projections suggested that returns would be higher than originally forecast, contributing positively to the chapter's revenue outlook. However, as the year progressed and financial forecasts indicated the potential for a deficit, the Board took a more conservative approach in the second half of the year. Careful monitoring of spending and thoughtful adjustments to programming and expenses helped bring the chapter back into a stable financial position by year-end.

The Chapter's reserves remain strong. Net assets increased from **\$157,731 to \$161,988**, and total assets at year-end were **\$203,007**, including **\$78,285 in cash** and **\$97,310 in short-term investments**. These reserves ensure the chapter remains well positioned to support future initiatives and provide stability for the organization.

The experience of the 2025 year provided valuable insight for future planning. Lessons learned during 2025 have helped inform the development of a more realistic and balanced budget for 2026, ensuring continued financial sustainability for the chapter. A focus in 2026 is to support individual portfolios and ensure a comprehensive understanding of their budgets.

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

Overall, MPI Ottawa continues to operate from a position of financial strength, supported by engaged members, strong partnerships, and responsible financial stewardship.

Greg Plazek

DIRECTOR OF PARTNERSHIPS, MEAGAN ROCKETT, CAE

In the 2025 calendar year, the Partnerships portfolio achieved a total sponsorship and advertising revenue of \$86,750, less than 1% shy of meeting our annual goal.

As the Director of Partnerships, I focused on expanding MPI Ottawa's sponsorship base and enhancing our value proposition for partners. Our signature events saw a combined total of \$73,000 in sponsorship, ensuring successful event delivery and validating both signature events space in the Ottawa marketplace.

In preparation for 2026, some of my 2025 work was to review and enhance our partnership prospectus. This included surveying partners in early 2025, evaluating our assets as a Chapter, and developing a new prospectus for the 2026 fiscal year.

Released in October 2025 [for 2026 sponsorship opportunities], we are experiencing early adoption and success with the new prospectus. Many partners are returning for 2026, and some of which are increasing their sponsorship dollars with the Chapter. In addition, as of December 2025, I am particularly pleased to report that we have some NEW partners coming to the table to support our Chapter. I am thrilled to report that commitments already exceed 50% of our partnership revenue goals for the 2026 fiscal year, and interest continues to grow with each passing day.

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.

Respectfully submitted,

Meagan Rockett

DIRECTOR OF COMMUNITY OUTREACH, LIRA BUSCHMAN, CMP

Committee Name Change

You may notice that the committee's name has been changed (or reverted) to Community Outreach. After careful reflection, the Board agreed that the committee's work extends far beyond the Charity Auction, which is only one element of a larger mission. To better reflect this broader scope, the name was officially changed to emphasize where our efforts truly lie.

2025 Charity Auction

The year began with the committee in full swing, preparing for the 2025 Charity Auction held on February 27, 2025, at The Westin Ottawa.

For the first time, the auction was fully digital using the Givergy Platform, widely recognized thanks to its use by the MPI Foundation. This allowed access to the silent auction one week prior to the event and enabled participation from those unable to attend in person.

A heartfelt thank you to our dynamic hosts for the event, Christina Amos and Tracy Campbell, who kept the evening lively and engaging. Special thanks also to our auctioneers, Alison Hunter and Brent Beatty, whose energy helped us raise funds for the charities.

Under the leadership of co-chairs Cassandra Auguste-René and Marie Laplante, the auction raised nearly \$48,000, surpassing the previous year's total of \$33,766.

One of the year's highlights came in June 2025, when MPI Ottawa Chapter received the inaugural MPI RISE Award for Social Impact for the 2024 Charity Auction. This award honors exceptional efforts in advancing social responsibility within the meetings and events industry. It recognized how, through the Charity Auction, MPI Ottawa amplified marginalized voices and used its talents to bring people together and make a meaningful difference.

2025-2026 selected charities include:

- Dreams Take Flight Ottawa
- Hopewell Eating Disorder Centre
- Moisson Outaouais
- Ottawa Food Bank
- MPI Foundation

To maintain fairness and sustainability, the Committee reviewed its charity support process. Concerns had arisen that some organizations had become dependent on MPI due to long-standing relationships. It was approved that all charities would be eligible for a maximum of two terms (two-year periods) of support. The Board retains the right to grant extensions when appropriate, with the MPI Foundation as the sole exception.

The Board also formalized a policy confirming that the MPI Foundation will always be among the charities supported by the Chapter.

Beyond the auction, we reignited hands-on involvement with our charities. For example:

- A work party at Hopewell helped set up their office.
- We reconnected with the Kiwanis Club to assist with food hamper deliveries.

The Committee continues to seek opportunities to support our chosen charities in meaningful ways.

Special thanks to Chair Lisa Holmes for her dedication in reconnecting the Chapter with volunteer opportunities.

Although I served as Director of Community Outreach, this year's successes were possible thanks to a team of hardworking and passionate individuals. Your efforts have not gone unnoticed.

Cassandra Auguste-René, It's Time! Event Management (Co-chair, Charity Auction)

Lira Buschman, CMP, DES, Canadian Housing and Renewal Association

Lisa Holmes, Independent Event Planner (Chair, Volunteer Opportunities)

Ryan Jacobson, Fredericton Convention Centre

Michel Kafrouny, CAE, DES, San Diego State University

Marie Laplante, Marie Laplante E&A Services, (Co-chair, Charity Auction)

Amanda Lewicki, The Metcalfe Hotel

Rebecca Narr, DoubleTree by Hilton Ottawa Downtown

Husvini Poolay, Defence Construction Canada

Olivia Sylvester, National Judicial Institute

Krynn Wrigley, Rogers Centre Ottawa

As my term concludes, I also want to express my gratitude to my fellow Board members for their unwavering support and friendship.

Lira Buschman

EDUCATION

VICE PRESIDENT OF EDUCATION, COURTNEY JONES, CMP, DES

DIRECTOR OF EDUCATION, MEREDITH SLACK, CMM

The Education Committee had a successful program year. The team delivered several well-received educational events on industry-relevant topics in both in-person and virtual formats, including a September webinar that was offered free to MPI members. The MPI Ottawa Chapter once again partnered with the PCMA Canada East Chapter to deliver Ottawa Meet Week events, aligning schedules to share venue and AV resources, which helped support the bottom line.

In 2025, the Education portfolio committed to four goals and areas of success in each:

- Deliver at least four accredited educational events by December 2025. Utilize targeted marketing strategies to increase attendance by 5% over the previous year, fostering inclusivity and supporting chapter growth.
 - The Committee delivered two sold-out events: February roundtables and GMID educational program. Attendance was also strong for the September virtual event, which was offered complimentary to MPI members, making education more accessible. Lastly, we saw record attendance at our November event, The ABCs of RFPs. The Committee is grateful to the marketing team, whose efforts do not go unnoticed in helping promote our events and boost attendance.
- Achieve and sustain an attendee satisfaction score of 4.6 or higher for all accredited educational events in 2025, as measured through post-event surveys, ensuring high-quality and impactful programming.
 - The Chapter reached a satisfaction score of 4.6 or higher for three of the four educational offerings. The Committee will continue to strive to offer timely, relevant and quality education programming for our members. Note, the benchmark to receive incentive points from MPI Global is 4.33 or higher.
- Strengthen advocacy for MPI Global educational opportunities by regularly highlighting CMP and CMM certifications, as well as available education scholarships, in newsletters and social media posts to increase member awareness and participation.
 - The Committee will continue to explore scholarship and other educational opportunities and certifications to promote to our Ottawa members.
- Assess the potential for reinstating the chapter-hosted CMP Boot Camp by evaluating member interest, potential instructors, budget requirements, and scheduling logistics to determine if it aligns with chapter goals and resources.
 - In 2025, the Events Industry Council revised the CMP exam by introducing three new domains: sustainability and social impact, technology integration, and evaluation process. As these changes were not communicated until midway through the year, the decision was

taken to pause CMP Boot Camp planning until the final exam requirements were confirmed.

Stay tuned for more information in 2026, as the MPI Ottawa Chapter explores opportunities to partner with other chapters on a joint virtual Boot Camp. Please feel free to email vpeducation@mpiottawa.ca if you are interested in pursuing your CMP soon or volunteering as a facilitator.

The Education Committee is a close-knit team with a strong track record of success. We welcome volunteers who are interested in contributing regularly or supporting a one-time event.

2025 Educational Programs

During Meet Week, MPI Ottawa Roundtable discussions were held on February 25. Roundtable Topics and Facilitators included:

- Greener Gatherings – Sustainable events & local suppliers | *Matthew Blackburn, Rogers Centre Ottawa*
- Planner Tech Talk – Must-have and outdated tech tools | *Julie Begbie, Coherent Solutions*
- LinkedIn & Personal Branding – Stand out and attract opportunities | *Leanne Calderwood, Trainer*
- Self-Care & Healthier Events – Prioritizing well-being in planning | *Christine Dubue, CMHC*
- Winning Sponsorships – Navigating sponsorship vs. partnership | *Pat Guay, Quebec City Business Destination*
- Advancing Inclusion & Accessibility – Overcoming resistance and fostering equity | *Bruce Landry, Canadian Heritage and Adam Hassen, Rogers Centre Ottawa*
- Event Contracts – Negotiating evolving agreements | *Heather Reid, Planner Protect*
- Event Budgeting in '25 – Doing more with less | *Meredith Slack, Events & Management Plus, Inc.*

Global Meetings Industry Day (GMID) on April 3.

Presentation:

“Overcoming fears and building resilience in a context of change” | *Joze Piranian, Global Keynote Speaker* (<https://www.jozepiranian.com/>)

The MPI Ottawa Chapter GMID Influence Award was presented to La Tablee des Chefs for their innovative food recovery program. Acting as an intermediary between food surplus and donors and community partners, the organization supports recuperation of surpluses and ensures their distribution to people facing food insecurity. (<https://www.tableedeschefs.org/en/>)

A virtual educational program was offered complimentary to MPI members on September 18 entitled “Navigating the Turbulence: A Candid Discussion on the Current State of the Events Industry”, which was moderated by *Claire Smith*,

Secretary of Meetings Mean Business Canada and VP of Sales and Marketing at the Vancouver Convention Centre. The panel members included:

- *An Association Planner navigating shifting expectations and budgets | Heather Dow, Events & Management Plus*
- *A Hotel Professional facing rising costs and resourcing challenges-| Jamal Jordan, Hyatt Hotels*
- *A Customs Broker and Transportation Expert managing border logistics and regulations-| Dianna Labbe, Consult Expo*

On November 26, the educational program topic focused on demystifying the purpose of requests for proposals (RFPs), a cornerstone of successful partnerships between meeting planners and suppliers. "The ABCs of RFPs" was presented by *Riccarda Galioto, Executive Director of AMMI and Allison Collins, Director of Business Development for the Ottawa and International Markets at Tourism Calgary.*

Thank to the dedication of the following volunteers who helped shape the educational offerings in 2025:

Zahra Badakhshian, CMP, Student

Lynn Chiasson, Quebec City Convention Centre

Shafeela Gill, Destination Greater Victoria

Courtney Jones, CMP, DES, Canadian Association of Medical Radiation Technologists

Ashlee Pallotta, The Canadian Renewable Energy Association

Andrea Pinsent-Martineau, D.E. Systems Ltd.

Ted Robinson, Tourism Kingston

Meredith Slack, CMM, Events & Management Plus Inc.

Courtney Jones

Meredith Slack

MEMBERSHIP

VICE PRESIDENT OF MEMBERSHIP, LOUISE GERVAIS, CMP (Emeritus), CMM

The Membership portfolio focuses on recruitment, retention, member satisfaction, networking, engagement and recognition through three committees, Member Care, Member Events and Awards & Recognition.

As VP of Membership, I had the privilege of collaborating with three strategic leaders overseeing the following committees – Julie Begbie (Member Care), Emily McKay (Member Events), and Chriss Holloway (Awards & Recognition). Together, we advanced the following strategic goals:

- Achieve 7.5%-member growth by December 2025 through targeted outreach, engagement initiatives, and retention strategies.
- Increase non-student member retention to 80% by December 2025, by implementing targeted engagement strategies, improving communication touchpoints, and enhancing member benefits to encourage renewals.
- Enhance member satisfaction and engagement while improving the success of Chapter events and initiatives to foster community involvement, increase fundraising outcomes*, and support strategic growth.

In addition to managing the Membership portfolio, the VP of Membership oversaw the awards nomination and review process to ensure transparency and anonymity. This rigorous approach resulted in a robust selection process, and we were fortunate to receive many strong nominations across all award categories, including New Member of the Year, Emerging Leader of the Year, Volunteer of the Year, Mentor of the Year, Supplier of the Year, and Planner of the Year.

*Fundraising updates provided in the Finance portfolio section of the annual report.

Louise Gervais

DIRECTOR OF MEMBER CARE, JULIE BEGBIE, CMP

2025 was a year of reconnection and reflection for the Member Care Committee. New to this role (having previously hung my hat in Education) – the learning curve was steep – but incredibly engaging. I am so grateful for the support of VP of Membership Louise Gervais and my fellow Membership directors, Emily McKay and Chriss Holloway. I also greatly appreciate outgoing board member Daniela Stucki remaining a member of our committee to assist with the transition.

Recruitment

Lisa Holmes stepped up as our recruitment chair with her primary focus this year being our Tête-à-Tête booth. Once again, the booth was a collaborative space between MPI, PCMA, CanSPEP and *Ignite Magazine*. The Lounge space we created was a hot spot on the tradeshow floor, allowing us to engage with many prospective and current members. We timed our annual Global Code with the show, and three new members took advantage of the offer.

The Committee considered the feasibility of participating in the Canadian Events + Events Expo (CMEE) in August in Toronto. We ultimately decided that we did not have the capacity to pursue opportunity and were uncertain of the potential return on our investment of time and funds.

In total, we welcomed 34 brand new members in 2025, with 50% taking advantage of a promotional offer – a clear testament to the effectiveness of these campaigns! We also welcomed back 15 returning after an absence, 60% of whom used a promotion. Excellent collaboration with the Communications team allowed us to promote these promotions widely.

Recognition

The Member Care Committee once again supported the VP Membership with the initial steps for the awards process culminating with the Prix Prestige Event.

We have reinstated the return of Membership Pins to recognize long-time membership milestones. These will be awarded annually at GMID beginning in 2026.

Our administrator supported us in creating recognition 'flags' for event name tags identifying new members, student members and board members. This has been a simple yet meaningful way to celebrate and welcome new members and students while helping attendees easily identify board representatives.

Retention, Engagement, Member Satisfaction

Early in 2025 we solicited feedback through our biennial member survey and received a 35% response rate. Results were analyzed and compared to previous years and shared with members in May.

Key findings:

- Reasons people join and stay: Networking and professional development
- Business connections: 74% of respondents conducted business with other MPI members in the last year
- Reputation: MPI is the go-to association for planners in Ottawa
- Engagement: 82% plan to renew; 38% volunteer; 91% attend events
- Wins: Members feel connected and welcome; communication strategies are well received
- Pain Points: Fees and costs to attend events as barriers to engagement and maintaining membership; time constraints limit volunteering
- Programming preferences: Members want blended networking and education events, behind-the-scenes learning, real-world skills and conversations about emerging trends and innovations.

The Member Care Committee continued to reach out regularly to members approaching renewal or those who had lapsed – encouraging them to renew and asking how we can better support their needs going forward.

New members all received a personalised welcome email with a welcome letter from our President soon after they joined. In that email we let them know about the next events we are hosting; orientations being held by Global and ask them about where they might want to volunteer.

To further welcome newbies, we initiated new member meetups at our events during the reception or registration period. We reach out to new members attending events in advance and let them know to look out for members of our committee onsite to ensure that they feel safe entering a new environment and make the connections they are looking to make.

Students

As of the time of this report we have 12 student members. Four of those members are recipients of the Rogers Centre Ottawa / Ottawa Tourism Scholarship which entitled them to membership, attendance at 2 events (1 signature, 1 education) and imposed an expectation that they volunteer within the Chapter.

As of the date of this report, we are currently seeking sponsors for the 2026 scholarship program.

I visited first year students in the four-year Bachelor of Event, Sport, and Entertainment Management (Honours) program at Algonquin College on December 3rd at the request of Sylvie Ouellette with a goal of introducing this group of students to MPI and its benefits as well as to encourage the students to consider pursuing the field of Conference and Meeting Management.

The first group of graduates from this program will be in spring 2027. In addition to presenting to the students, our Chapter supports the program by distributing information about co-op placement needs. We consider this an important commitment to future event professionals.

Committee Members

Nicole Beckos, Hilton Hotels and Suites

Julie Begbie, CMP, Coherent Solutions

Julie Clement, The Westin Ottawa and Delta Hotels by Marriott

Lisa Holmes, Independent Event Planner (Recruitment Chair)

Kirk MacDonald, Delta Hotels by Marriott

Daniela Stucki, Fairmont Hotels & Resorts

Olivia Sylvester, National Judicial Institute

Karen Wiersma, Rogers Centre Ottawa

Julie Begbie

DIRECTOR OF MEMBER EVENTS, EMILY MCKAY

In my first year as Director of Member Events, two major member events were delivered: Camp MPI in June and the Gingerbread Social in November in addition to the coordination of the Chapter's Annual Meeting, which was delivered virtually.

Camp MPI – June 12, 2025 (Fairmont Château Montebello)

This event evolved from an initial GMID proposal into a team-building volunteer appreciation experience. With support from Fairmont, Tourisme Outaouais, Hilton Lac-Leamy, Cantrav, Encore, and committee member Cindy Gascon, around 65 participants enjoyed a day at "Camp" with team scavenger hunt (7 teams of 8), followed by a buffet dinner, including smores. Volunteers received personalized thank-you cards from the Board. Though the scavenger hunt ran longer than expected, the feedback was excellent, with a 5/5 overall impression.

Gingerbread Social – November 27, 2025 (Château Cartier)

Our annual festive dinner featured themed activities including a gingerbread house competition, a song game, and fun awards. Thanks to strong committee collaboration, the evening maintained high engagement and received a 4.47 overall impression.

Overall, both events were successful, well-attended, and positively reviewed. They provided valuable insights for future planning while strengthening member engagement and showcasing the strong teamwork across partners and volunteers.

Thank you to my wonderful committee who stepped up and supported these events. Could not have done it without them.

List of Members

Helen Bird, Rogers Centre Ottawa

Carla De Koning, SAVVY PARTY INC.

Cindy Gascon, Fairmont Quebec Resorts

Lisa Holmes, Independent Event Planner

Katherine Laplante, The Hospital Foundation

Emily MacKay, Invest Ottawa

Chantal Paquette, DES, Public Policy Form (Chair)

Emily Seabrook, CMP, Mechanical Contractors Association of Canada

Mike Tobin, Voice Over

Emily McKay

DIRECTOR OF AWARDS AND RECOGNITION, CHRISS HOLLOWAY

Prix Prestige Awards Gala Report

The 2025 MPI Ottawa Prix Prestige Awards Gala welcomed 185 attendees for an evening of celebration and recognition. While attendance and overall revenue fell slightly below our targets, the event delivered an engaging and beautifully themed experience built around our popular “royal” concept, which many guests described as memorable and well executed.

Survey results showed strong satisfaction with the event overall. Respondents rated the Gala an average of 4.4 out of 5, with particularly high scores for décor and atmosphere, the awards ceremony, and the Masters of Ceremony. Guests highlighted the warm atmosphere, opportunities to network, and the polished presentation. The vast majority of respondents also felt that sponsors received appropriate recognition throughout the evening.

At the same time, attendees were candid about areas for improvement. Audio quality emerged as the most consistent challenge, with many guests reporting difficulty hearing the MCs and award recipients. A few comments also noted minor issues with seating clarity and registration flow. These insights will guide refinements to next year’s program.

2025 Award Categories and Recipients

The heart of the evening was the recognition of outstanding members of our community. The 2025 Prix Prestige Award recipients were:

- **New Member of the Year**
Krynn Wrigley, Rogers Centre Ottawa
- **Emerging Leader of the Year**
Stephanie Lapensée, Wall Centre Hotels
- **Volunteer of the Year**
Emily McKay, Invest Ottawa
- **Mentor of the Year**
Lira Buschman, CMP, Canadian Housing and Renewal Association
- **Supplier of the Year**
Amanda Munroe, Niagara Falls Convention Centre
- **Planner of the Year**
Ashley Craven, CMP, DES, The Co-operative Housing Federation of Canada

These awards shine a spotlight on members who demonstrate leadership, commitment, and excellence in advancing the meetings and events industry.

We were grateful for the support of our generous sponsors:

Destination St. John's, Destination Vancouver, Discover Saskatoon, Ottawa Tourism / Rogers Centre, Quebec City Business Destination, Tourism Calgary, and Tourism Niagara Canada, all of whom expressed satisfaction with their involvement.

Looking ahead, the Committee has begun early discussions to revamp and refresh the Gala format for 2026. One option under consideration is separating the networking and awards elements into two distinct experiences within the same evening starting with a cocktail reception followed by a dedicated theatre-style awards ceremony. The Committee will be reviewing the pros and cons of this approach, including guest flow, production quality, and how best to frame this format to suppliers and sponsors. These conversations will help ensure that any updates enhance both the recognition experience and the networking value of one of our Chapter's signature events.

Committee

The Gala was delivered through the commitment of the Prix Prestige Awards Committee, led by Co-Chairs Bianca Charron and Annick Hector, with oversight from Chriss Holloway, Director of Awards & Recognition. This year, the Committee structure was streamlined from twelve subcommittees to four core areas to reduce complexity and improve coordination. Their work was supported by 11 volunteers over four subcommittees including production, logistics and audio visual; décor and hospitality; marketing and communications; entertainment and photography.

Ola Ayoub, Association of Faculties of Medicine of Canada

Helen Bird, Rogers Centre Ottawa

Rebecca Buschman, Algonquin Student

Disa Cameron, Encore

Bianca Charon, The Taggart Group of Companies

Julie Clement, The Westin Ottawa and Delta Hotels by Marriott, Ottawa City Centre

Alex Donaldson, Lord Elgin Hotel

Theresa Ellwood, DES, Canadian Construction Association

Annick Hector, Golden Planners Inc.

Chriss Holloway, Children's Healthcare Canada

Steve Lacelle, Encore

Salima Lakhliji, Atlific Hotels, Courtyard Ottawa Downtown

Stephanie Lapensée, Wall Centre Hotels

Tami Leblanc, Discover Halifax

Jessica Tremblay, Lord Elgin Hotel

Chriss Holloway

MARKETING AND COMMUNICATIONS

VICE PRESIDENT OF COMMUNICATIONS, STEPHANIE LAPENSEE

The 2025 year marked a pivotal evolution for MPI Ottawa's communications and marketing function. The focus shifted from primarily tactical execution to a more strategic, data-informed, and story-driven approach aligned with MPI Ottawa's growth objectives, member engagement priorities, and national brand standards.

Key achievements this year included:

- Strengthening MPI Ottawa's brand voice across LinkedIn and Instagram
- Increasing consistency, professionalism, and relevance of chapter communications
- Supporting record engagement for education sessions and signature events
- Laying the groundwork for scalable systems (content planning, governance, and analytics)
- Expanding the committee's role from "promotion" to "value storytelling"

Communications became a strategic lever to demonstrate MPI Ottawa's leadership within the Canadian events community—not just to promote events, but to position the chapter as a trusted convener, educator, and industry voice.

Strategic Objectives (2025)

The Communications portfolio was guided by four core objectives:

1. **Elevate Brand Presence**
Ensure MPI Ottawa's voice reflects professionalism, inclusivity, and leadership within the events industry.
2. **Drive Member Engagement**
Increase awareness, attendance, and interaction across education sessions, networking events, and signature programs.
3. **Support Chapter Priorities**
Align communications with Board priorities, sponsorship commitments, and national MPI initiatives.
4. **Build Sustainable Infrastructure**
Develop systems, roles, and processes that enable continuity beyond individual volunteers.

Key Initiatives and Highlights

Social Media Growth & Performance

Platforms: LinkedIn & Instagram

Key outcomes:

- Increased posting consistency and visual cohesion
- Shift from promotional-only content to value-based storytelling
- Stronger engagement on behind-the-scenes, member-focused, and thought leadership content

Notable content themes:

- Member spotlights and volunteer recognition
- Education session previews and recaps
- Signature event storytelling
- Industry-relevant insights and timely commentary

Social channels increasingly functioned as community touchpoints rather than broadcast-only platforms.

Signature Event Communications

Communications played a central role in supporting MPI Ottawa's flagship events by:

- Developing clear event narratives beyond logistics
- Creating pre-event anticipation, on-site amplification, and post-event recaps
- Ensuring sponsor visibility was integrated naturally into storytelling

For national-facing programs, MPI Ottawa content reinforced the chapter's reputation as a strong contributor to the broader MPI community.

Education and Professional Development Promotion

Education sessions—including virtual and in-person programming—benefited from:

- Clear value-driven messaging ("what you'll gain")
- Stronger alignment with member pain points
- Improved visual branding and copy consistency

Example: *Navigating the Turbulence: A Candid Discussion on the Current State of the Events Industry*

- Clear differentiation of member vs. non-member value
- Consistent messaging across email, social, and registration platforms

Analytics and Insights

While analytics maturity is still developing, key insights from this year include:

- LinkedIn continues to outperform Instagram for professional engagement and reach
- Posts with people, faces, and quotes consistently outperform graphic-only content
- Event recaps and behind-the-scenes content drive higher engagement than pure promotions

2026 Opportunity

Implement standardized monthly reporting dashboards to track:

- Engagement rate trends
- Follower growth
- Click-throughs to registration pages

Challenges and Learnings

Challenges

- Volunteer capacity and competing priorities
- Compressed timelines for event promotions
- Balancing national MPI alignment with local chapter voice

Learnings

- Clear strategy reduces execution friction
- Fewer, higher-quality messages outperform volume
- Storytelling (people + purpose) resonates more than promotion

The 2025 year represented a shift in how communications supports MPI Ottawa—not simply as a promotional function, but as a strategic partner to the Board, events, education, and membership experience.

With strong foundations now in place, MPI Ottawa is well-positioned to further elevate its voice, visibility, and value to members in 2026.

Thank you to the dedication of the following volunteers who contributed their time to support the marketing and communications of the Chapter in 2025:

Cynthia Beaudin, Canada Foundation for Innovation (Editor)

Disa-marie Cameron, Encore (Website Chair/News Around Town)

Susan Dallin O'Grady, Royal College of Physicians and Surgeons of Canada (The Tea)

Darlene Kelly-Stewart, STONEHOUSE Sales & Marketing Services (Editor)

Steven Lacelle, Encore (News and Views Digital)

Stephanie Lapensée, Sheraton Vancouver Wall Centre (VP, Communications)

Lisa McNulty, Field Effect (Director, Marketing)

Jordan Potter, Canadian Association of Schools of Nursing (News and Views Co-chair)

Sophyra Pum, Algonquin College student (News and Views Co-chair and Coaching Corner)

Krystal Sabourin, Association of Medical Microbiology and Infectious Disease (AMMI) Canada (Social Media Chair)

Jean-Daniel Zomou, Atlific Hotels (Graphic Design)

Stephanie Lapensee

DIRECTOR OF MARKETING, LISA MCNULTY

This year, the Marketing team focused on strengthening MPI Ottawa's communications strategy to enhance member engagement and event participation.

Our key achievements included:

Establishing a Formal Editorial Calendar

We successfully implemented a formal editorial calendar for all MPI Ottawa Chapter communications. This calendar ensures consistent, well-coordinated messaging across platforms, including the website, email campaigns, and social media. Content is now strategically aligned with organizational goals and key events from the chapter, the regional council, and MPI Global. This initiative has improved planning, reduced last-minute communications, and enhanced brand consistency.

Increasing Event Attendance through Strategic Communications

To support our goal of increasing MPI Ottawa Chapter event attendance by 5% by December 2025, we introduced targeted strategies:

- **Consistent Event Promotion:** Events were promoted across all channels with clear, timely messaging to maximize visibility and engagement.
- **Personalized Outreach:** Direct communication efforts were tailored to encourage participation and strengthen member connections.

Data-Driven Optimization

We regularly monitored engagement metrics and adjusted tactics in real time to optimize performance. This data-driven approach allowed us to refine messaging and improve registration rates, keeping us on track to achieve our attendance growth target.

Looking Ahead:

These initiatives have laid a strong foundation for continued growth in member engagement and event participation. By combining strategic planning, personalized communication, and data-driven insights, MPI Ottawa is well-positioned to deliver even greater value to its members in the coming year.

Lisa McNulty

LEGACY OF DEDICATION

Past Presidents' Honour Roll (1984-2025)

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
2025 Bruce Landry Ndayizeye



OTTAWA CHAPTER

ANNUAL MEETING Minutes
April 25, 2025
12:00 PM ET

Welcome & Housekeeping | Emily McKay

Emily McKay (Director, Member Events) opened the meeting at 12:00 PM ET. A land acknowledgement was delivered for the Algonquin Anishinaabe people. Instructions were provided on using the Zoom "Raise Hand" function for motions and the polling function for voting, noting that only members were eligible to vote.

Call to Order & Quorum Confirmation | Karen Norris

Karen Norris (Immediate Past President) officially called the meeting to order once quorum was achieved. She noted that the meeting was being recorded solely for the purpose of ensuring accurate minutes.

Approval to Dispense with Reading of 2023 Minutes, 2024 Financials, and 2023-24 Annual Report | Karen Norris

A motion was brought forward to dispense with the reading of the 2022-2023 AGM minutes, the 2024 financial statements, and the 2023-2024 annual report.

Motion

To dispense the reading of the 2023 AGM Minutes, the 2024 Financial Statements and the 2024 Annual Report

- **Mover:** Darlene
 - **Secunder:** Carla
 - **Discussion:** None.
 - **Outcome:** Motion Carried.
-

Financial Report & Approval of 2024 Financial Statements | Greg Plazek

Greg Plazek (VP Finance) presented the financial position for the 2023-2024 year. He clarified that 2023 was a short fiscal year due to a transition to a calendar year alignment, so 2023 and 2024 figures are not directly comparable.

Net Income: Positive \$20,740 for 2024.

Net Assets: \$157,731.

Revenue: Totaled \$250,113, with member events being the largest stream.

Expenses: Totaled \$229,373, with major investments in education and member events.

Cash/Investments: Ended the year with \$62,959 in cash and \$94,593 in short-term investments.

Motion: Approval of 2024 Financial Statements A motion was brought forward to approve the 2024 financial statements as presented.

- **Mover:** Carla
- **Secunder:** Nancy Bradshaw
- **Discussion:** None.
- **Outcome:** Motion Carried.

Annual Report Highlights & Key Achievements | Karen Norris

Karen Norris reviewed achievements from the 18-month governance period (mandated to align global fiscal years).

Awards: The chapter received the **2024 Chapter of Excellence Award**, achieving this distinction three years in a row.

Performance Metrics: Member satisfaction reached 86% (global average is 70%), and net member growth was 15.2%.

Education: Hosted five accredited offerings, including "Building Blocks of Sustainability," "Brain Brunch," and "AI in the Afternoon".

Signature Events: The 2024 Prix Prestige Gala celebrated the chapter's 40th anniversary. The 2024 Charity Auction & Dinner raised a record-breaking **\$33,475** for local charities.

Acknowledgements: Recognition was given to the 60+ volunteers and the Association Management Company, Cardinal AMC.

Motion: Approval of 2023-2024 Annual Report A motion was brought forward to approve the 2023-2024 annual report as circulated.

- **Mover:** Desmond
- **Secunder:** Marie Menard-Bos
- **Discussion:** None.
- **Outcome:** Motion Carries

Q & A and Adjournment of Formal AGM | Karen Norris & Emily McKay

No formal questions were raised in the chat regarding legal or financial matters. Karen Norris officially adjourned the formal AGM at **12:53 PM EDT**.

POST MEETING PRESENTATIONS

2025 Vision: Bruce Landry (President) introduced the 2025 Board of Directors and discussed the new three-year strategic plan, which will utilize SMART goals through 2027.

Membership Milestones: Julie Begbie recognized tenure milestones, including **Ellyn Holzman (30 years)** and several 25-year members including David Dugas and Marie Menard-Bos. The chapter welcomed over 100 new members since 2023.

ATTCHS //

1. **2024 Financial Statements**
2. **2023-2024 Annual Report**