



2021/2022

ANNUAL REPORT

**Presented at the Annual General Meeting
September 28, 2022
Digital Event**

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BUSINESS PLAN 2021/2022

MPI Global Vision: Leading and empowering the 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 11,500 engaged members. It has nearly 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>

2021/2022 Executive Summary

Our Chapter has a dedicated team of volunteer board members who are committed to increasing the awareness of our chapter among our diverse professions. While our member retention rate decreased in 2021/22 due to the pandemic conditions in our event industry, we are focused on returning our membership numbers to historic levels by offering what our members value most, unique education sessions, networking opportunities and signature digital and live events. As of July 2022, the Ottawa chapter has 172 members.

Tools & Resources

Funding: Our Chapter employs a diverse funding strategy which includes:

- event registrations
- event sponsorships
- advertising
- memberships
- grants and donations

Time & Talent: Our Chapter's operations were assisted by approximately 50 volunteers, who on average devoted 5-7 hours per week to our Chapter, including our dedicated board of directors. In late 2021 we were able to secure a new chapter administrator for 10 hours a week to help the chapter keep up with day-to-day basic operations.

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 & Trainings
- Content & Speaker Database
- Chapter Business Summit and WEC Events
- Membership Directory
- Board Position Specific Zoom Meetings
- MPI Foundation Grants

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

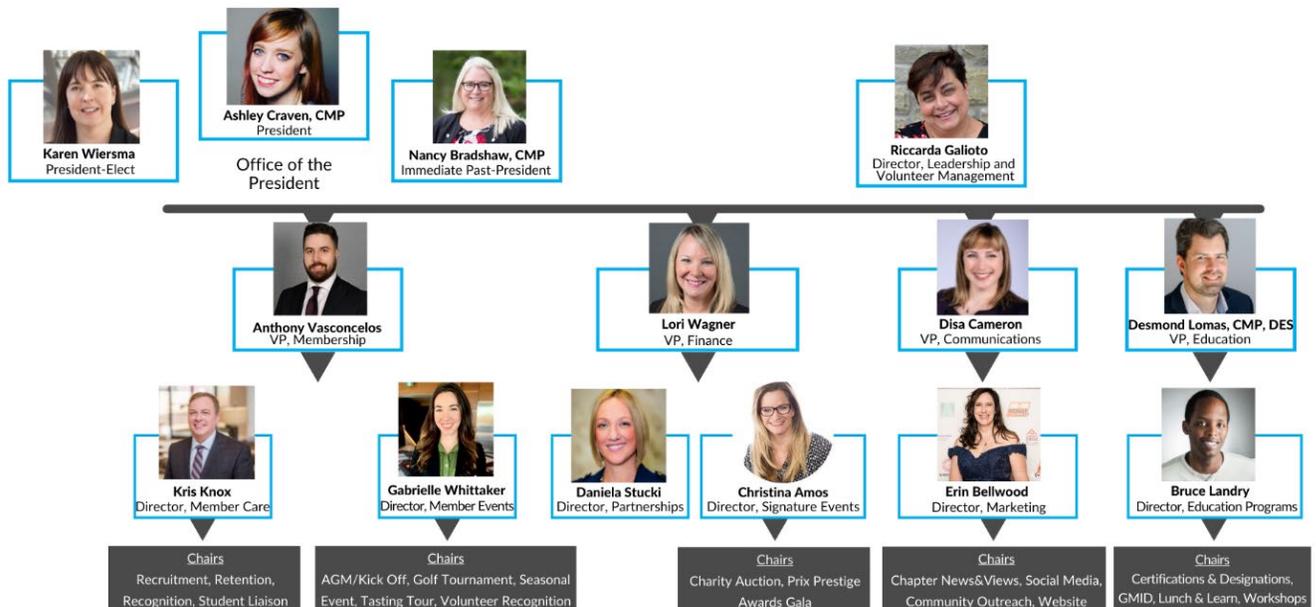
- Monitors progress against the chapter business metrics at each board meeting
- Monitors business plan and budget at each board meeting and adjusts as needed
- Monitors 24-month calendar at each board meeting
- Evaluates education programs with post event surveys and reviews results at board meetings
- Performs Chapter needs assessment on a bi-annual basis

Products and Services:

- Up to 6 Education Events per year
- CMP Study Group and CMP Bootcamp annually
- Up to 10 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, weekly (bi-weekly in the summer)
- RFP Postings for Chapter service providers
- RFP, Job Listings and resume postings for members

BOARD OF DIRECTORS ORGANIZATIONAL STRUCTURE

2021-2022 Board of Directors



OFFICE OF THE PRESIDENT

ASHLEY CRAVEN CMP, DES, PRESIDENT

This year was truly a year of transition for our chapter and our industry. It has been a career and lifetime highlight for me to have been given the opportunity to help lead our board of directors these past 12 months.

We were able to thrive through the continued uncertainty of the pandemic while ensuring our members were well taken care of and supported.

Thank you to Nancy Bradshaw for her leadership as president as we started out the 2021-2022 by receiving several 2021 chapter awards that are presented by the Global office in the early fall every year and is based on a series of metrics that all chapters strive to achieve.

- 2021 Chapter Award Overall Excellence
- 2021 Chapter Award Honorary Achievement
- 2021 Merit Award - Volunteer Engagement
- 2021 Merit Award - Net Profit

Throughout the summer and fall of 2021 a committee was formed with a few key board members to lead the RFP process for our association management company as we were now in a position to bring one back on after 18+ months of the board running the majority of the chapter administration. We were excited to bring on Stephanie Lockhart and Pam Gosewich, 2678153 Ont Inc, in the late fall of 2021 on a very part time basis of 40 hours a month which about 25% of what we had in the past prior to the pandemic with EM+. This meant the board of directors is still doing many of the administrative tasks. With the goal of slowly increasing their hours year over year as we become more financially stable, we have increased their hours to 50 per month for the 2022-2023 to continue to work to ease the burden of admin off the board. Stephanie and Pam have gotten up to speed quickly and are doing a wonderful job. Thank you again to Events Management Plus for many years of effective and dedicated service.

Each of our VPs and Directors went above and beyond to achieve the strategic goals of their portfolios which they will detail in their perspective reports below. We presented several safe and successful in-person events, dynamic and informative education all well supporting our members needs, raising funds for our local community and the MPI Foundation, provide opportunities for partners to connect with our members while keeping expenses low and increasing profits to build back our reserves to put us into a comfortable position looking forward into 2022-2023 and beyond.

A particular highlight was Meet Week in April. We partnered more closely than ever with CSAE, PCMA, Destination Direct and Revel starting with collaborative meetings in the fall of 2021. This collaboration led to a simultaneous opening of registrations for all meet week events, and a robust Meet Week website where potential attendees could go to just one spot to find information on all activities happening throughout the week. We look forward to partnering closely again for many years to come to create the best experience possible for everyone who comes to Ottawa for Meet Week.

theEVENT collaboration with Toronto and Montreal was a success with Angelita Aboukassam representing Ottawa as the Co-Chair with several other members of our chapter participating as volunteers, many of whom lead the communications team. Congratulations to the entire theEVENT team in bringing our chapter together. Our board has decided to take a step back from participating in theEVENT as we no longer have the resources to support it at this time and as we look forward it is our intention to focus on rebuilding our chapter at a local level by supporting local events and initiatives. We did not make this decision lightly and held several discussions over the course of the spring and summer weighing all options, we wish them the best and hope to collaborate with Toronto and Montreal in other ways in the future!

For the 2021-2022 year we have also been recently awarded the CHAPTER OF EXCELLENCE status after our annual preference review with global. The merit awards, as mentioned above, will be given out later this fall.

Key metrics

- Membership satisfaction: 88% (average globally, 53%)
 - Goal: 55% or higher
 - This is based on the global survey that is sent to all member at the beginning of the calendar year. Please be sure to fill it out again when it hits your inbox in early 2023.
- Membership retention (non-student) 77.57% (average globally, 70.93%)
 - Goal: 71.1% or higher
 - This indicated the percentage of all members, excluding students, who renewed in 2021-2022
- Net Member Growth: 1.24% (average globally, -0.1%)
 - Goal: 1.51% or higher
 - This is the first time since I joined the board in 2017 that we have had positive member growth
- Net Profit: 19.30% (average globally, -36%)
 - Goal: 1.1% or higher
- Reserves % vs fixed annual operating expenses: 88.70 % (average globally, 196%)
 - Goal: 75.1% or higher
 - We will be in a position to add to our reserves this year to insure we have around 150% of reserves vs operating expenses. This will mean we will have enough reserve to operate without profit for 18 months if needed, which is our goal on a chapter level. Anything additional we will be able to re-invest in our chapter in the future by running a 1-2% net profit. For 2022-2023 we are hoping for another year of healthy net profit, and we can look at more of a break-even budget for 2023-2024.
 - Operating expenses include chapter administrator fees, zoom/basecamp/canva/etc. subscriptions, website, and insurance fees etc.
- Education content satisfaction, out of 5: 4.6
 - Goal: 4.33 or higher
- # of accredited education offerings: 6
 - Goal: 4 or more

While this year still had its challenges relating to the pandemic and our board had to make some tough decisions, I am so proud that we were able to carve out a way to return to in-person events safely while maintaining a high level quality to our events and everything we do.

This board of directors worked so incredibly hard every day and as the president and a member myself I am so thankful to each and everyone one of them. There is a herculean amount of volunteer hours that goes into running this chapter and our many many initiatives, especially over these last few years, so congratulations to the board and their volunteers for an unbelievably successful year.

We are all in great hands with Karen Wiersma at the helm for 2022-2023. Her passion for our industry, positively, leadership and calming presence makes her the perfect person to lead us as we continue to rebuild our chapter. She wears that City of Ottawa heart shaped necklace nearly every day and I like to think of it as symbol as to how we are going to focus on our local chapter and bring love to all our Ottawa Chapter members in the year to come.

Finally, thank you to my employer, the Canadian Association of Medical Radiation Technologists, especially my director, Karen Morrison, for giving me the flexibility to focus on this role for the past few years. I quite literally would not have been able to do it without her constant support and understanding.

Ashley Craven

NANCY BRADSHAW, CMP - IMMEDIATE PAST PRESIDENT

As the Immediate Past President, one of my key roles is to form a dynamic recruitment team to ensure a skilled and diverse board is in place for future years. It was exciting to see that our 5-year recruitment plan was effective and that we continue to have dedicated volunteers eager to take their place in leading our chapter.

As our chapter moved closer to fiscal recovery, we were able to once again contract chapter administration services. It was wonderful to learn there were so many talented companies out there who specialize in this field and were interested in working with us. As a member of the Office of the President I took on the task of leading us through a very thorough recruitment and evaluation process which brought us lots of qualified member options to choose from. We have been working with our new chapter admin since late fall of 2021, at reduced hours compared to our pre-pandemic services, and have successfully achieved our goal of giving the board members back time to focus on governance.

My term on the board has been very rewarding. I have made lifelong friends who I look to for support and guidance in my career and my day-to-day life. I of course also earned the unique title of being among the very elite 100% Virtual Presidents of MPI – a title I wear with honour! The joy of giving back to my industry especially during the past uncertain times created such cherished memories of accomplishment through the power of teamwork that I am sure I will miss being part of our chapter leadership but look forward to new opportunities with MPI Ottawa. I am so excited to see what comes next for our chapter under the kind, professional and thoughtful leadership of Karen Wiersma and the guidance of our amazing soon to be Past President Ashley Craven. They will take care of everything!

Lastly, I want to thank my mentors and leaders Paul Bugge and Candace Schierling for understanding that giving back to our industry through allowing me time to help lead our chapter was a valuable use of my time. Their support made it possible.

Nancy Bradshaw

KAREN WIERSMA - PRESIDENT ELECT

At the start of my term as President Elect, we were continuing to meet virtually but were hopeful that restrictions would lift to allow for in-person events. I am so proud of how our board and volunteers continued to execute amazing education and networking events virtually. When the restrictions were loosened and the opportunity came for in-person events to happen they worked on a duty of care that allowed for us to meet in a safe environment, following all provincial guidelines. The marketing and communications committee continue to be the resource and voice of all things MPI, events and latest news in our industry.

With the chapter being in a slightly more financially stable place, one priority in the fall was to find an Association Management Company and we were thrilled to find the right fit with Stephanie and Pam, 2678153 ONT INC, who were brought on in October. The winter and spring brought discussions with the MPI Foundation and the steering committee for the future of theEVENT to help bring awareness, education and raise funds for our chapter and the Foundation.

I am so thankful to have been able to learn so much under Ashley Craven's Presidency and Nancy Bradshaw, as Past President as they led us through this roller coaster of a year with safely bringing back in-person events for our members and continuing to keep the chapter financially sound.

I'm truly excited for the year ahead and am looking forward to working with the board on continuing to be the membership of choice for event professionals.

Karen Wiersma

RICCARDA GALIOTO - DIRECTOR OF LEADERSHIP AND VOLUNTEER MANAGEMENT

The Director of Leadership and Volunteer Management provides guidance, mentorship, and support to: the MPI Ottawa Board of Directors, individual board members, and the chapter's membership as whole, with special attention given to the members who volunteer their time, energy, and creativity to supporting the chapter.

Fundamentals of the leadership portion of the position focus on policy, procedure, process, and practice while the volunteer management portion focus' on crafting, communicating, implementing and adherence. All of this is achieved by listening, empowering, and engaging.

The Director of Leadership and Volunteer Management, facilitates appropriate matches between volunteers and committees' scope of work requirements. This past year we averaged 58 active volunteers, representing 33.7 % of the chapter. The Ottawa Chapter is recognized globally for its very active and engaged volunteers.

This past year has seen a reimagining of the chapter, as the industry rebuilds. I would like to take this opportunity to thank and congratulate the membership and board for an outstanding year, for staying the course, even when that meant making very difficult decisions and most especially for accomplishing great success during very difficult and challenging times.

Riccarda Galioto

FINANCE

FINANCIAL STATEMENTS

**MEETING PROFESSIONALS INTERNATIONAL
CANADA
OTTAWA CHAPTER**

FINANCIAL INFORMATION

JUNE 30, 2022

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COMPILATION ENGAGEMENT REPORT

To 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 June 30, 2022, the Statement Of Changes in Net Assets, Operations, 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.

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.

Parker Prins Lebano Chartered Professional Accountants Professional Corporation
Authorized to practice public accounting by the Chartered Professional Accountants of Ontario

Ottawa, Ontario
August 24, 2022

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2022
(Unaudited – see Compilation Engagement Report)

	<u>2022</u>	<u>2021</u>
ASSETS		
CURRENT		
Cash	\$ 85,365	\$ 55,383
Short-term investments (note 3)	49,718	3,978
Accounts receivable	41,419	18,345
HST receivable	-	2,511
	<u>\$ 176,502</u>	<u>\$ 80,217</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 10,028	\$ 4,979
HST payable	3,791	-
Deferred revenue - Sponsorship	39,171	5,000
	<u>52,990</u>	<u>9,979</u>
NET ASSETS		
Unrestricted	<u>123,512</u>	<u>70,238</u>
	<u>\$ 176,502</u>	<u>\$ 80,217</u>

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**

**STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2022**

(Unaudited – see Compilation Engagement Report)

	<u>2022</u>	<u>2021</u>
UNRESTRICTED NET ASSETS		
Balance, beginning of year	\$ 70,238	\$ 24,305
Excess of revenue over expenses	<u>53,274</u>	<u>45,933</u>
Balance, end of year	<u>\$ 123,512</u>	<u>\$ 70,238</u>

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED JUNE 30, 2022

(Unaudited – see Compilation Engagement Report)

	2022	2021
REVENUE		
Communications	\$ 16,660	\$ 6,522
Education events	4,240	4,870
Interest	1,788	150
Membership	5,445	11,760
Member events	79,732	21,373
Partnership income	48,000	15,700
Strategic education	-	750
	155,865	61,125
EXPENSES		
Board of directors	4,483	-
Education and members events	62,264	5,847
Finance	5,285	3,162
Management fees and expenses	30,324	4,907
Member care	235	1,276
	102,591	15,192
EXCESS OF REVENUE OVER EXPENSES	\$ 53,274	\$ 45,933

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JUNE 30, 2022**

(Unaudited – see Compilation Engagement Report)

	<u>2022</u>	<u>2021</u>
CASH FLOWS FROM (USED FOR) OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 53,274	\$ 45,933
Items not affecting cash:		
Accrued interest on investment	<u>(1,046)</u>	<u>(68)</u>
	62,228	45,865
Net changes in non-cash items related to operations:		
Investments	(44,694)	-
Accounts receivable	(20,563)	(8,088)
Prepaid expenses	-	304
Accounts payable and accrued liabilities	5,049	2,392
Government remittances payable	3,791	1,072
Deferred revenue	<u>24,171</u>	<u>(5,220)</u>
INCREASE IN CASH AND EQUIVALENTS	29,982	36,325
CASH AND EQUIVALENTS, BEGINNING OF YEAR	<u>45,383</u>	<u>19,058</u>
CASH AND EQUIVALENTS, END OF YEAR	<u><u>\$ 75,365</u></u>	<u><u>\$ 55,383</u></u>

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2022

(Unaudited – see Compilation Engagement Report)

1. GENERAL

The organization 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. Revenue is derived from membership fees and various social and educational programs and is recorded when the event is held.

2. SIGNIFICANT ACCOUNTING POLICIES

The basis of accounting applied in the preparation of the financial information is on the historical cost basis, reflecting cash transactions with the addition of the following:

- Accounts receivable; and,
- Accounts payable and accrued liabilities.

3. SHORT-TERM INVESTMENTS

Short-term investments in mutual funds, consisting of a TD Comfort Balanced Portfolio, are recorded at cost (fair market value 2022 - \$43,529.63, 2021 - \$4,582).

LORI WAGNER - VICE PRESIDENT OF FINANCE

The 2021-2022 fiscal year was a year of recovery as we saw the return to in-person meetings. Our continued focus as a board was to ensure that our Ottawa chapter provided education and networking opportunities in a safe environment for all our members. We continued to closely monitor expenses and looked at unique sponsorship opportunities to increase revenues. We finished our year in a much better than anticipated position which has assisted us in building up the chapter reserves for the future.

Statement of Financial Position

Currently, we are in a strong position as we operated without a paid administrator until the late fall 2021 when we hired Stephanie Lockhart and Pam Gosewich, 2678153 ONT INC, to take over the administrative responsibilities. The Office of the President board members took over the lead in covering this role for the past year and a half and I can't thank Nancy, Allison, Ashley, Karen and Riccarda enough for all their ongoing efforts and support. The chapter continued to receive great support from our sponsors throughout the year for our virtual events. At the end of the fiscal 2021-2022-year, excess of revenue over expenses of \$53,274.

The board decided to continue to host the Prix Prestige Awards Gala virtually, in the fall and theEVENT took place in-person in April in Toronto and provided \$16,250 in revenue for our chapter. The Charity Auction took place as part of Meet Week in April and raised \$23,925. The board decided to move forward with the annual golf tournament in June instead of September. This change was supported by our sponsors.

As in-person meetings and events returned, the board continued to evaluate new opportunities that would be attractive to our members. The goal was to end the year with a surplus and begin to rebuild our reserves. I am pleased to announce that as of June 30th we have reserves in the amount of \$43,529.63.

Statement of Operations

- The budget submitted to MPI Global in June 2021 planned for a deficit of \$651.84
- The board reviewed all service agreements and contracts to try and reduced event fees as much as possible to reflect no cost or minimal cost to membership. We hosted the awards gala and festive dinner virtually and implemented the return of in-person events for GMID, the Charity Auction, theEVENT, and the golf tournament
- The advertising revenue was budgeted at \$6,000 and we achieved \$16,660 Through the hard work of our Director of Partnerships and our generous sponsors, we achieved \$43,000 in sponsorship revenue in 2021-2022
- MPI Global reinstated our chapter rebates at a reduced amount of 9% as of July 1, 2021, after holding them back since the beginning of the pandemic and we will receive them quarterly as of July 2022 at our fully initialed amount of 18%
- EM+ (our association management company) continued to manage our books until the fall of 2021. We have appreciated all of their assistance over the past two years.

Summary

The 2021-2022 year was a year of transition back to in-person events and we continued our focus of being fiscally conservative as there were still so many unknowns with the pandemic. This lead us to achieve the Global award for net profit in 2021. The ongoing support of our sponsors

and our members helped us to increase our chapter revenues and put the chapter in a strong position. Our volunteers continue to play such an instrumental role in ensuring that our chapter remains relevant and sustainable. Our focus will continue to remain on delivering the best education and networking opportunities as we move into the 2022-2023 fiscal year. The board will continue to remain flexible and will evaluate all opportunities as they arise while keeping the safety of our chapter members top-of-mind. My time on the board has come to an end and I wish everyone the very best moving forward. Our chapter is in great hands with the board member volunteers and I want to thank everyone for their support and friendship over the past four years.

Lori Wagner

DANIELA STUCKI - DIRECTOR OF PARTNERSHIPS

In the 2021/2022 fiscal year, the Partnerships portfolio once again overachieved the goal of \$35,500 in sponsorship and advertising revenue. Although MPI Ottawa was only able to host a limited number of live events due to COVID-19, we finished the year with a total of \$59,660 in revenue, which is 167 % over our target.

Our Partnership Care initiative continued to be our focus in the return to in-person events. I worked with partners directly figuring out this new virtual world and then slowly started moving back to small live events, which finally happened in April 2022 for Meet Week. With the help of the Directors of Signature Events and Member Events, we successfully navigated through each event and customized partnership opportunities. Creativity, an open mind, and great understanding from the partners gave us the confidence to finish the year stronger than we had anticipated, finishing the year with the Annual MPI Ottawa Golf Tournament.

The virtual awards gala was again a strong contributor to our success as partners saw great value in playing a role, celebrating all the amazing individuals. We also continued with some great local virtual education sponsorship such as the Makatew workshop, DMO's recognized great value in attending, as other options were very limited in a virtual event world until March/April 2022. Meet Week was a great start to live events, with the addition of a partnership between GMID and the Charity Auction, we were able to boost our sponsorship dollars above the \$20,000 mark, bringing us back to the normal prospectus opportunities that live events provide.

As the pandemic continued into the first quarter of 2022, we found value in sharing advertising opportunities to our partners as COVID restrictions started to ease, and we could see live events were on the horizon. This strategy paid off as several partners recognized these opportunities and committed to MPI Ottawa for advertising. At this time, we have now secured above pre-pandemic advertising revenue already, which is a great sign for our well needed industry recovery. We look forward to hosting live events, as we ease into this new and hopefully back to normal world.

We thank all our VALUED, LOYAL and NEW partners for their continued support during the pandemic and look forward to LIVELIER and more NORMAL year.

Daniela Stucki

CHRISTINA AMOS - DIRECTOR OF SIGNATURE EVENTS

In the 2021-2022 year, we held our Prix Prestige Awards Gala virtually in October and our Charity Auction live during the April Meet Week in Ottawa.

Prix Prestige Awards Gala

On October 21, 2021, we hosted our awards gala virtually and recognized our deserving members for their hard work and dedication to our chapter and industry. We secured sponsorship from Tourism Saskatoon, Destination Vancouver, Kingston Tourism, Encore, Destination St. John's, Quebec City, ISI Live, PC/nametag, D.E. Systems, My Conference Suite, the Shaw Centre, Ottawa Tourism, MasterMind Event Rentals and Ignite Magazine. \$6700 in sponsorship revenue was secured and all nominees received a surprise visit with gift boxes and balloons.

Charity Auction Dinner

On April 7, 2022, 336 attendees gathered for a sold-out event at the Shaw Centre for the Annual MPI Charity Auction & Dinner. The organizing committee provided a theme of Spring with floral décor as part of the event. Many people took this theme to heart and dressed accordingly.

Fundraising was done via generous donations to the Silent and Live Auctions. Six live auction item packages and 36 silent auction items generated a total amount donated is \$23,965 to the chosen charities.

The MPI Ottawa Chapter proudly supports the work of these organizations and sincerely appreciates the value that they add to our community.

We surveyed our members in early 2022 to give them the opportunity to choose which charities we supported through our fundraising efforts at the charity auction dinner. We were honoured to be able to donate to the following charities:

- The Ottawa food Bank
- Moisson Outaouais
- Hopewell
- School Breakfast Program

The overall feedback from the evening was very positive and attendees were happy to be back in-person again.

Christina Amos

EDUCATION

BRUCE LANDRY CMP - DIRECTOR EDUCATION

DESMOND LOMAS CMP, DES - VICE-PRESIDENT EDUCATION

The education committee had a very successful 2021-2022 program year. The team continued with the virtual format for 3 out of the 5 education events and held its first in-person event since the beginning of the pandemic for Global Meetings Industry Day (GMID). Additionally, the MPI Ottawa chapter joined forces again with MPI Montreal and Toronto to deliver theEVENT.

The education portfolio had several goals this past year:

- Set up a digital education events library and monetize it.
- Widen the reach of MPI Ottawa education events and increase attendance from other chapters.
- Help find future board members through the recruitment, retention, and development of education committee volunteers.
- Continued to build on the success of the education events and work together to figure out the post-covid landscape.
- Deliver a successful in-person or hybrid event to show our members the possibilities.
- While we couldn't complete our first goal of the digital events library, we did get things moving in the right direction with the creation of an RFP.

We were able to widen the reach with non-members and members of other chapters joining our events especially at GMID where we had record attendance. The vast majority were not chapter members.

We were successful in recruiting Courtney Jones as Director of Education and bringing Bruce Landry into the VP role for 2022-23. We retained most of our Education Committee members and we were able to recruit a few more.

The education committee put together 4 accredited education events this year, the remaining 2 events were tied to theEVENT, hosted by the MPI Ottawa, Toronto and Montreal chapters. With 100% of our 4 events EIC accredited, we surpassed our target metrics from MPI Global. Our sessions in general were very upbeat with relevant programming to match the challenges of the times we are in. It should be noted that every education event in 2021-22 was profitable including our in-person GMID event. This was in part due to continued use of the digital events medium but also from excellent attendance and cost control for GMID.

This year's event highlights included:

September Education Event: Summer of Preparation: Contracts

Lori Wagner led a virtual fireside chat, with contract expert Heather Reid

November Education Event: "Mask, Vaxx and Pass":

A panel discussion led by Karen Wiersma about the successes and challenges of in-person events during the pandemic. The panelists were Gabrielle Whittaker of Kinaxis, Nick Goddard of the Edmonton EXPO Centre, Shawnee Cranston of the Brookstreet Hotel and Carole Whitehorne of the Canadian Parking Association.

February Round Tables Event: MPI Ottawa Roundtables: What is our Future

Traditionally the most popular education event of the year once again delivered on expectations. The following facilitators and topics were featured:

Roundtable 1: Sustainability at events: Making Intentional Change!

Natalie Lowe and Candice Tulsieram

Roundtable 2: Intentional event design – Embedding Safety!

Malak Sidky, DES, HMCC,

Roundtable 3: The 5th wave: Navigating contracts in the new context

Daniela Stucki

Roundtable 4: Tips (no tricks) for a fulfilling and sustainable career in the events industry (AKA “Wow, how did 35 years go by so quickly?”)

Melanie Hudson

April Education Event: GMID: Spring into Nice

Author, consultant, and speaker, Dave Delaney shared his three pillars to improving employee retention and growing stellar cultures at fast-growing firms in the meeting industry.

The following individuals helped Desmond Lomas and Bruce Landry have a memorable year.

Thank you to all the volunteers who helped make our education programs a success.

Allyson Tonelli	Kalli Foster
Bruce Landry	Karen Norris
Courtney Jones	Kristina Sabourin
Daniela Caputo	Paul Glover
Emily MacKay	Lynn Chiasson
Ted Robinson	Zeina Acherir

Bruce Landry

Desmond Lomas

MEMBERSHIP

ANTHONY VASCONCELOS - VICE-PRESIDENT OF MEMBERSHIP

In 2020-2021 the VP of Membership was responsible for the following portfolios: Member Care, Director of Member Events and Director of Volunteer Management. For year 2021-2022, Director of Leadership and Volunteer Management combined the two portfolios, falling under Riccarda Galimoto, outside of the Membership Portfolio.

Member Care (Director, Kris Knox)

- Following Committees and activities for the last fiscal year have been properly transitioned with a legacy plan.
 - Student Liaison Sub-Committee
 - Recognition – Delivered through Prix Prestige Awards
 - Monthly Membership Calls
 - Recruitment
- Committee Members
 - Karen Norris

Member Networking Events (Director, Gabrielle Whittaker)

- Gabrielle executed the first in-person events for the greater MPI Ottawa membership, the first in quite some time since the COVID-19 restrictions.
 - The Festive Dinner 2021 was held at “The Head Office and saw 83 attendees in-person.
 - A small Golf Tournament was held in June, rather than September. This position will re-evaluate whether golf is a viable option moving forward as we have historically done.
 - February 2022 held a workshop with Makatew Workshops.
- Committee Members:
 - Jenny Dao
 - Carla De Koning
 - Rebecca Trafford
 - Carolyn Leslie
 - Cindy Gascon
 - Chris Dingley
 - Liv Sylvester

Of course, the two directors handled their portfolios expertly within a dynamic year with several factors changing over the year. Most of the events were re-designed, to accommodate or adjust for varying changes in regulation but also comfort levels of the membership.

Anthony Vasconcelos

KRIS KNOX - DIRECTOR OF MEMBER CARE

The 2021/2022 year for Member Care started during pandemic times, and slowly moved to in-person again – which gave more opportunities to meet members face to face. Our membership and volunteer numbers took a significant hit as many were laid off, lost their jobs, or left the industry. This was seen in a fluctuating up and down membership count throughout the year. The continued focus of Member Care was a 'back-to-basics' approach of simply checking in on members personally – with the help of the entire Board of Directors. As we continued to monitor provincial pandemic guidelines for in-person gatherings, we were able to host our first in-person DIY networking event in May 2022 (first in-person event since 2019!)

HIGHLIGHTS

Recognition

The Prix Prestige awards took place virtually in October 2021 and the nomination committee had been working with all the nominees on the forms. Nominations were launched in July when the Director of Member Care took them on under their portfolio. The virtual Prix Prestige Awards were an incredible success thanks to the Director, chairs and committee members. With the awards moving permanently to the fall the recognition committee will start to prepare in June to be able to launch the call for awards nominations in July.

Working with the chair from News & Views, the Member Spotlight series has started again and has been well received.

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

Student Liaison Sub-Committee

We continue to speak with Algonquin College classes virtually. Director Member Care and Incoming President prepared a video for the college that was being shared with the students about why they should be a part of MPI. As pandemic restrictions have eased in Ottawa, for the next fiscal, in-person visits should continue again with the school.

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. Due to the pandemic, volunteers were a challenge to find for calls. The Director Member Care followed up with new members, and the VP of Membership assisted with cancellations and delinquent members.

The board of directors assisted in sharing the full membership list and making personal calls to all members starting in the new year of 2022 – calling it our 'Happy New Year' campaign. This was a success and members were very happy to get personal outreach from the board.

Recruitment

The monthly DIYs were set up to consistently take place the second Thursday of every month on Zoom. The recruitment chair and Comms team have been incredible at getting the word out and creating buzz with various themes. Those that attend have expressed that they have enjoyed

themselves, had some great laughs and discussions. DIYs will be returning to back to quarterly meetings, and pending any pandemic restrictions within Ottawa, will be back in-person. The first DIY in-person was held in May 2022.

MPI Ottawa was present at the Tête-à-Tête tradeshow in April 2022. The booth was complimentary due to a partnership with CSAE to promote Tete a Tete to the MPI Ottawa membership. There was a very strong volunteer base for the event this year. The chapter offered a 20% discount promotion for new members to sign up during the week of the tradeshow.

Successful projects:

Initiating contact with new members, sharing welcome letter, and asking for a personal appointment to say hello virtually with the new member. This was well received.

Starting up in-person events again – specifically the first DIY in May.

Postponements:

-The speed mentoring event has been very successful in the past, and t engaged our young professionals which is an important investment in the future of our chapter. This was postponed again in 2021/2022. It should be brought back when in-person events have resumed.

-Ambassador program and MPI Bucks have been put on hold due to financial and logistical reasons. Looking at a New Member Welcome meet up prior to in-person events when they can be held again.

-Coaching corner articles were postponed due to chair working with theEVENT's communications team. Would be great to bring back again for 2022/2023.

Committee Members

Karen Norris, CMP, Canadian Association of General Surgeons

Kris Knox will be continuing in his role as Director, Member Care for the 2022/2023 fiscal year.

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, especially the Office of the President who saw us through a financially strenuous time.

Kris Knox

GABRIELLE WHITTAKER, DIRECTOR MEMBER EVENTS

The 2021-2022 year saw the return of in-person events for the MPI Ottawa chapter. Thanks to the small but mighty committees, member events was able to reunite our chapter at the first in-person event the chapter held since the start of the COVID-19 pandemic. The 2021 Festive Dinner was held in early December at Head Office Ottawa and saw 83 attendees who enjoyed an evening of open networking and reuniting. Having an evening of unstructured time, proved very successful as people just wanted to be able to mix and mingle without interruption.

A virtual event was held February 2022 with Makatew Workshops, where members learned the difference between cultural appreciation vs appropriation while building a traditional Indigenous peoples medicine bag.

The year ended with a golf tournament which was moved from September to June for the first time. Attendance was unfortunately, at an all-time low, but attendees seemed to really enjoy the event and the execution and planning were flawless. It has been recommended to reconsider the type of event held in June, as a golf tournament no longer seems to be successful.

Key Highlights:

Planning a safe in-person event

Being able to bring the chapter back together and showcase to our members how to plan a safe in-person event was a highlight of the last year. Vaccine passports and health screenings were implemented upon arrival and contact tracing information was collected. A colored ribbon system was put in place to help attendees indicate their comfort level with physical contact. Masks were recommended while moving about the venue, other than when eating or drinking. No attendees reported testing positive for two weeks following the event. Survey data showed that 100% of attendees felt safe at the event.

Sponsorships

Working closely with the Director, Partnerships allowed the creation of sponsorships unique to the events. These sponsorships generated lots of revenue for the chapter and allowed the committees to be more creative with the activations they were able to implement. The Director, Member Events and Director, Partnerships should continue to work closely together to maximize revenues, engage the committee, and create the best opportunities for sponsors that tie to the events. 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 2022-2023.

Committee Members

Jenny Dao

Carolyn Leslie

Cindy Gascon

Liv Sylvester

Carla de Koning

Rebecca Trafford

Chris Dingley

Gabrielle Whittaker

MARKETING & COMMUNICATIONS

DISA-MARIE CAMERON – VICE PRESIDENT OF COMMUNICATIONS

ERIN BELLWOOD – DIRECTOR OF MARKETING

July 2021 to June 2022 was both an innovative and exciting year for the Marketing and Communications Committee as we focused on our external and internal marketing strategies. In terms of community engagement, our committee extended our annual goals and strategies to better reflect the growing needs of both our Chapter and its Membership. A major area of focus was on continuing to increase our participation and engagement through Social Media Platforms (Twitter, Instagram, Facebook, and LinkedIn). In addition to these social media forums, we have our online magazine, Chapter News & Views, to deliver great community driven content and spark advertising interest.

As top performing Chapter, MarComms has supported the various events committees throughout the everchanging industry landscape through the following areas:

- Through cross-promotions on our social media forums
- Recognition of our Chapter partners online
- Host a space for the local community to thought share
- Publishing articles in our Chapter News & Views

The Marketing and Communications committees are represented by three sub-committees: our Chapter News & Views, Social Media, and Community Outreach.

Social Media Subcommittee – Highlights and Accomplishments:

- The MPI Ottawa Chapter has an official Twitter Page, Facebook Page and Group Forum, Instagram Page, and LinkedIn Page and Group Forum.
- Building off the growth and success from 2021-2022, many of the Marketing and Communications Committee goals for this year were realized. As social media is an ever-growing content-sharing tool it must remain a top effort of the Chapter's marketing and communications portfolio.
- The Social Media subcommittee has been very successful this year in increasing followers and growing engagement on every platform by developing original and interesting content for each.
 - Our social media platforms are crucial when it comes to promoting Chapters events, recognizing sponsors, and helping to increase our ticket sales.
- Notable mention is Facebook page was hacked and we had to create a new page.

Chapter News & Views Subcommittee - Highlights and Accomplishments:

- After moving away from print many years ago, the Chapter News & Views Subcommittee has 4 committee members with regular or rotating roles that range from article writers, editors, and publisher (to the chapter website).
- The Subcommittee has continued to develop and produce thought-provoking content for the online readership this year.
 - Some articles include reporting on our local MPI Ottawa events, providing best practices for planners and suppliers, what's hot in industry news, member spotlights, some MPI Global and Foundation updates, along with educational content and any other meetings and events industry-related topics.

- The News & Views subcommittee has increased article writing and publishes approximately 8-10 articles per month.

Community Outreach Subcommittee - Highlights and Accomplishments:

- Due to COVID-19 there was a limitation on the kinds of activities that MPI Ottawa could safely support and execute.
- We performed a member survey in January 2022 to help determine the charities we will support
- This committee will be moving to another portfolio for 2022 onwards
- We continue to donate 1% of registration fees for certain chapter events \ to the MPI Foundation

Committee Members:

- Website Committee
 - 2022-2023 Committee member, Disa-marie Cameron and Erin Bellwood
- Social Media Committee Members
 - Chair: Krystal Sabourin (previous chair Katherine Craig)
 - Facebook: Disa-marie Cameron
 - Instagram: Emily McKay
 - LinkedIn: Janet Maslin, position will be vacant as of July 1st, 2022
 - Twitter: Patricia Simpson
- Chapter News & Views Committee Members
 - Chair: Elodie Lortal
 - Editor: Cynthia Beaudin
 - Editor: Darlene Kelly Stewart
 - Writer: Disa-marie Cameron
 - Writer: Lydia Blanchard
 - Web Publisher: Steven Lacelle
- Community Outreach Committee Members
 - Chair: Courtney Jones
 - Katherine Craig
 - Marc Forgette
 - Rose-Marie Guerra
 - Brian Henry
 - Rebecca Narr
 - Cindy Gascon

Disa-Marie Cameron

Erin Bellwood

LEGACY OF DEDICATION

Past Presidents' Honour Roll (1984-2022)

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

MINUTES OF THE 2021 ANNUAL GENERAL MEETING



MINUTES OF ANNUAL GENERAL MEETING: Tuesday, September 21, 2021
12:00 PM - 1:00 PM - Zoom Conference Call

CALL TO ORDER: 12:04 PM

Nancy Bradshaw, Immediate Past President calls the AGM to order.

Nancy introduced a motion to dispense the reading of the 2020 AGM Minutes, the 2020– 2021 Financial Statements and the 2020 – 2021 Annual Report

- 1. Darlene Kelly-Stewart as a mover**
- 2. Riccarda Galioto as seconder**
- 3. Nancy asked if there were any questions**
- 4. No questions or amendments. No discussion**
- 5. Motion carried**

Approval of the 2020 Annual General Meeting Minutes

Nancy moved to approve the 2020 Annual General Meeting Minutes.

- 1. Marc Forgette as mover**
- 2. Greg Plazek as seconder**
- 3. No questions or amendments. No discussion**
- 4. Motion carried**

FINANCIAL STATEMENTS

Approval of the 2020 / 2021 Financial Statements

Nancy introduced Lori Wagner current VP of Finance to review the Statement of Financial Position for our 2020 /2021 year.

Lori spoke to the Financial Statements.

The 2020-2021 year started in a very challenging position financially with no live in-person revenue generating events, but the Chapter continue to offer excellent education and networking opportunities.

- The board suspended the agreement with EM+ as administrator, to limit expenses but continued to have them manage the books on an hourly basis.
- The Chapter started the year with \$24,305 but ended the year with a surplus of \$70,238 which was much better than anticipated.
- The budget submitted to MPI Global in June 2020 had a plan for a surplus of about \$25,733 but ended up with a surplus of \$45,933, thanks to our sponsors, a grant from MPI Foundation that was used for the GMID speaker and revenue from TheEvent.
- Global Chapter rebates resumed in September 2020 at a lower percentage, 50% of the usual rebate coming back to the Chapter.
- The bank account was moved to a local retail branch with a low mutual fund. Funds are accessible to cover expenses.

The focus for the 2021-2022 year will be to continue to focus on rebuilding the Chapter reserves and to hire a new chapter administrator on a limited scale. There is a plan to bring back some in-person events. The Chapter will rely on the creativity and flexibility of volunteers and members in order to continue to deliver services with minimal expenses. Thank you to every single board member who stepped up to ensure the Chapter remained solvent.

Nancy put forth a motion to approve financial statements.

MOTION TO APPROVE THE 2020 / 2021 FINANCIAL STATEMENTS

- 1. Riccarda Galioto as mover**
- 2. Christina Amos as seconder**
- 3. No questions or amendments. No discussion**
- 4. Motion carried**

Nancy Bradshaw: Highlights of the Annual Report

- The MPI Ottawa Chapter not only survived but thrived this year with new innovative ways to produce education and networking opportunities while being fiscally responsible.
- MPI Ottawa achieved the High Performing Chapter and one highlight was having a 94% member satisfaction score. We were also asked to be one of four Chapters to speak at the 2021 Global Chapter Business Summit.
- The Chapter moved their Coffee Talks back to DIYs to continue the branding once we moved from virtual to in-person meet ups.
- The Education Team continue to produce engaging events virtually with the round tables and GMID. We applied for a MPI Foundation Grant which was used to pay for the GMID speaker fees. Thank you to the Foundation and encourage all members to continue to support the Foundation as they supported our Chapter throughout the pandemic.
- The Prix Prestige Awards and Festive event (a cook along) were held virtually and were very successful.

-Thank you to our loyal sponsors who continued to support the Chapters and members are encouraged to reach out to our partners and support these organizations when looking for a DMO, city, venue, service, etc.

-Thank you to the outgoing board members: Allison Collins, David Dugas, Nicole Jeffrey, and Dennis Turpin for their service and thank you to those staying on for 2021-2022.

MOTION TO APPROVE THE 2020-2021 ANNUAL REPORT

- 1. Greg Plazek as mover**
- 2. Lira Buschman as seconder**
- 3. No questions or amendments. No discussion**
- 4. Motion carried**

Ashley Craven: Looking ahead

Ashley welcomed the 2021-2022 board. Spoke to hope for the industry and for our members. While there is so much that we can't control, we can control our outlook. The outlook is positive, realistic and we have realized that we are stronger together.

The Member-Events committee is looking at hosting the festive event in person and the Chapter is looking to collaborate with other industry organizations to bring Ottawa Meet Week back. The Education Committee is working on their next event scheduled for November and are on track to hire an Admin by October. With a new admin, this will free up time for the board to focus on other areas such as DE&I and how we can improve as a chapter. Looking forward to seeing new and familiar faces in person soon.

Q&A

Question: "Is there a tentative date for the Festive dinner?" Gabrielle confirmed that they are looking at December 1st but won't be able to confirm until a location and contract have been signed.

Question: "How are membership numbers holding up?" Follow up is "Compared to other chapters?" Karen W confirmed that our membership retention is one of the metrics outlining how well the chapter has done. Promotions were communicated by our MarComms team, initiatives from Destination Toronto and Imex helped with grants to members and Global assisted with differing payments. Thank you to all supporters. Ashley confirmed that our retention is at 66.8% compared to Global at 63.6% and net growth, expected to be down with MPI Ottawa's at -19.9 and Global is -21.9%. Tracking above Global numbers.

Nancy adjourned the AGM at 12:32 pm