



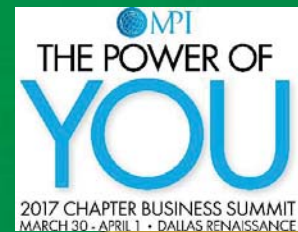
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**Educational Boot Camp Day 1**  
Kristi Casey Sanders, Jessie States & Misty Helm

# WELCOME TO THE SOLUTION ROOM

cc: mac steve - <https://www.flickr.com/photos/34955637987/@N01>





# SNOWBALL FIGHT!

cc: Bshivad - <https://www.flickr.com/photos/85095446@N00>

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A close-up photograph of a squirrel with grey and brown fur, sitting on a wooden nut feeder. The squirrel is holding a nut in its mouth and using its paws to peel it. The feeder is a vertical post with several wooden discs, each holding a nut. The background is a soft-focus green lawn.

# CHALLENGES

cc: exfordy - <https://www.flickr.com/photos/32659528@N00>

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# DOTMOCRACY!

cc: International Livestock Research Institute - <https://www.flickr.com/photos/7155605@N03>

  
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# YOUR LEADERSHIP, YOUR ROLE.

cc: kevin dooley - <https://www.flickr.com/photos/12836528@N00>





Newbie? Veteran?  
Line up please!  
#spectrograph

# VP OF EDUCATION

- Create 18-month calendar of activities
- Include a minimum of 6 educational opportunities
- Design, secure speakers and manage program registration and other logistics
- Take the lead on special educational projects (e.g., regional events, CMP Prep courses, GMID)
- Be fiscally responsible
- Help plan the 3-year strategic vision
- Pass on your knowledge, mentor others



You Are Beautiful

**MPI ACADEMY + YOU**

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# MPI ACADEMY LOVES YOU!

- Regular calls with VPs of Education ... or trainings?
- Ready, Set, Meet educational packages
- 100s of hours of free education on [academy.mpiweb.org](http://academy.mpiweb.org)
- Professional certificate courses
- Speaker Portal
- MPI Career Center
- Articles/best practices in TMP, PYM, [planyourmeetings.com](http://planyourmeetings.com) & [mpiweb.org](http://mpiweb.org)
- Don't forget ... **SCHOLARSHIPS!**

# MPI ACADEMY LOVES YOUR MEMBERS!

- 100s of hours of free education on [academy.mpiweb.org](http://academy.mpiweb.org)!
- Free weekly webinars
- Self-guided certificate programs on [academy.mpiweb.org](http://academy.mpiweb.org)
- Executive education: CMM & Women in Leadership
- Compliance education: HMCC & Emergency Preparedness
- Basics Boot Camp: Meeting Fundamentals
- Dynamic business exchanges at WEC, EMEC/Global Summit, PYM LIVE, SES, IMEX
- Online courses on [academy.mpiweb.org](http://academy.mpiweb.org)
- Don't forget ... SCHOLARSHIPS!



# OTHER WAYS WE CAN HELP

- **Speaker suggestions**
- **Trend/topic ideas**
- **Engagement strategies**
- **How to find, use and extend the life of your content**
- **An online home for your captured conference content**
- **Connect you with resources about getting your CMP, CMM, HMCC, etc.**
- **Lead global conversations about tough topics: diversity, safety and security, etc.**



# WAYS YOU CAN HELP US

- Let members know about [academy.mpiweb.org](http://academy.mpiweb.org)
- Visit [mpiweb.org](http://mpiweb.org) and see what's happening
- Add our webinars your calendar of events
- Share our certificate class schedule on your calendar
- Encourage your membership to come to MPI/PYM events
- Let us know what kind of education you need
- Share our education with your colleagues
- Let us know how we're doing
- Document what you do

A photograph of three female alpine skiers celebrating on a podium. They are holding large American flags. The skier in the center is wearing a blue and white racing suit with the number 16 and 'VANCOUVER 2010' on her bib. The skier on the right is wearing a white and red racing suit with the number 5 and 'VANCOUVER 2010' on her bib. The skier on the left is wearing a blue and white racing suit with 'USA' on her leg. The background is a snowy mountain slope under a clear blue sky.

# CHAPTER SUCCESS STORIES

cc: beachpiks - <https://www.flickr.com/photos/37293177@N05>

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Education Bootcamp

Mary Desrosiers, New England Chapter

# Member Education Survey

- Survey to membership letting them know that we want to hear about what they're looking for in the way of educational content – both monthly and at our annual Educational Institute. What we learned:
  - What the deciding factors were in someone choosing to come to an event or not
  - What the most important topics were that our membership really wanted to hear about (we received very specific information with a lot of additional comments being filled out)
  - Unique learning setups – planner to planner sessions, panel discussions, interactive



# Call for Presentations

- Let them come to you!
- “You spoke – and we are listening”
  - Survey results helped compose our Call for Presentations for our Annual Educational Institute
  - Response was fantastic!
  - Used the submissions to start building our content
  - Anyone we may not have used for the Institute was a potential candidate for monthly programs
  - Chapter felt involved in helping to build content

# Call for Presentations

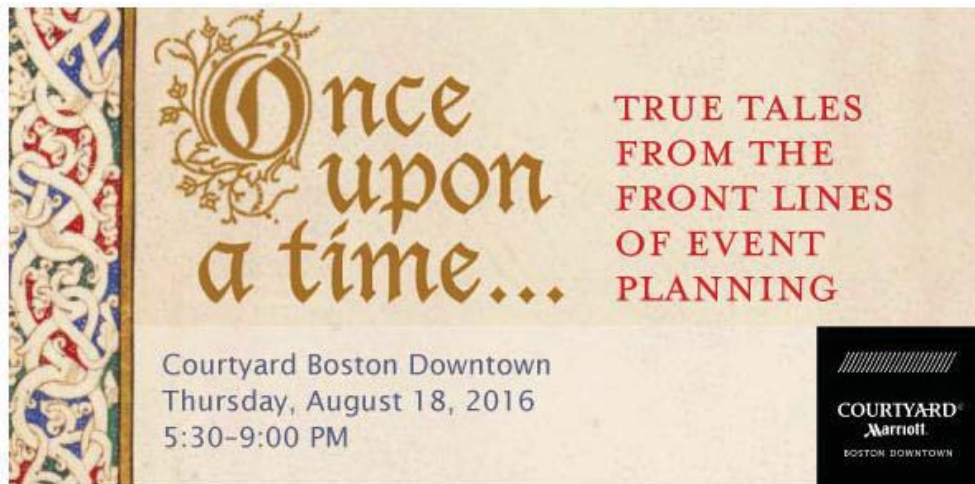
- Dear MPINE Chapter Members and Industry Colleagues:
- Meeting Professionals International New England Chapter (MPINE) invites you to submit your ideas and speakers for our 2016 Fall Education Institute being held November 21 and 22, at the beautiful and newly renovated Hotel Viking in Newport, Rhode Island. The deadline to submit your ideas and speakers is, **July 15, 2016** so don't delay!
- We recently polled our membership and they have requested topics such as contracting and negotiating, event technology, audio visual technology, food and beverage trends, and budgeting. Our Institute sessions are to be no more than 60 minutes and should be complete learning experiences with specific outcomes and learning objectives. We are open to proposals from individuals, collectives, and industry partners.
- Our members are particularly interested in sessions that engage attendees in unique ways and are creative twists that are more than just the standard presenter/PowerPoint model. We have found that our most popular sessions take the form of:
- Facilitated Discussions—present an issue or trend as a conversation among experts followed by Q&A.
- Case Studies—describe a program or project in-depth, focusing on innovative solutions to clearly defined challenges and their implications for the field.
- Skill-Building and Hands-On Learning Experiences—encourage participants to use professional skills to explore a scenario and to teach and learn new tactics.
- Experiential—introduce participants to a topic or issue through a creative presentation followed by feedback, discussion, and questions.
- *Please note that submitting a session idea or speaker does not mean that session will be selected for the Institute. Submissions will be reviewed by the Institute Committee and speakers will be contacted within two weeks of the submission deadline. If two session proposals are similar, presenters may be contacted to determine if they will be willing to collaborate on the session. An important note regarding funds: acceptance of your proposal does not obligate MPINE beyond assuring you of a meeting space, audio/visual support, and inclusion in the printed program. Institute registration is not waived and reimbursement for expenses is limited. A small honorarium may be available for select speakers traveling from outside of the New England area.*
- We thank you in advance for helping us continue to build the Fall Education Institute into the best learning and networking event of the year. Attached is our submission form and ask that you send your ideas or please forward this to colleagues or speakers you feel may be interested in presenting by July 15, 2016.
- Sincerely,  
Mary Desrosiers
- MPINE Board, Director-Institutes

# Speakers that don't break the Budget!

- Utilize industry partners and their knowledge to get creative, help build a program and save on speaker expenses.
- Look right in your own backyard!

Browser window showing the URL: <http://www.mpine.org/events/missed-the-meeting/new-item8>. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help) and a taskbar with open applications: Microsoft Office, Mail - MDesrosier, delphiasp.newma, and 2016 August - ...

## 2016 August



### Instant Replay - What you missed last night

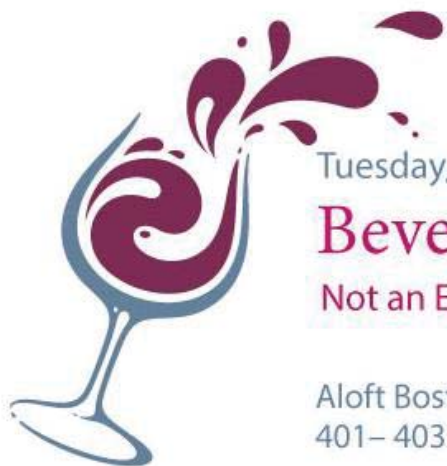
Drama, humor, uncertainty and fear...our three storytellers relived their experiences with great emotion to an audience that was captivated and engaged throughout the evening. In tightly focused ten minute stories, our senior planners shared the lessons they learned from navigating challenging event environments.

Our moderator Steve Kolander was masterful in weaving together the threads that connected Sarah Hamilton's recounting of working in the aftermath of the Boston Marathon bombing; Kevin White's most humbling self-discovery after he, the Director, got fired from a major job; and Stephanie Cunningham's, "The Skit" which made us laugh and understand the consequences of not embracing imminent failure and stepping out of our creative comfort zone.

The [Courtyard Boston Downtown](#) was our gracious host for an evening that brought home the value of your MPI New England membership.

**Event Co-Chairs:**

## 2016 September



Tuesday, September 27 | 5:30 – 9:00 pm

### Beverage Experiences

Not an Enhancement, an Expectation

Aloft Boston Seaport  
401– 403 D Street, Boston



What's more fun than learning about wine? Learning about wine and then getting to drink wine.

That was the experience last night for over 140 meeting and event professionals who gathered at the spiffy Aloft Boston Hotel. **Jonathan Sobel** the Director of Restaurants Bars and Venues at the Sheraton Boston and **Tina Silverberg** the Corporate Sommelier at Legal Seafoods were our presenters.

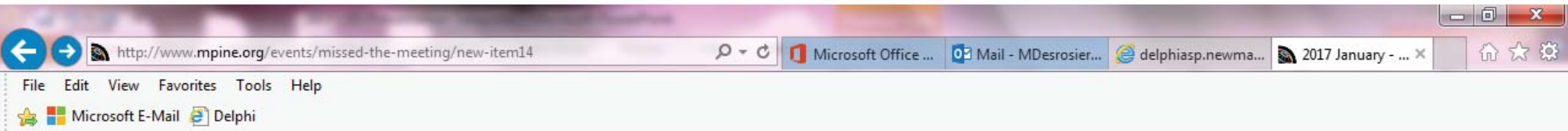
Jonathan talked about avoiding the same-old-same-old in our beverage offerings and how to reimagine a space to make it more inviting for our guests. Tina took us on a thoroughly enjoyable odyssey of wines and wine growing regions around the world and gave many helpful tips on what wines are currently popular. Then we drank some wine!

MPI/NE constantly strives to bring you educational experiences that are relevant and add to your professional skills. Sorry we missed you last night.

Special thanks to our host **Aloft Boston Seaport Hotel** and event co-chairs **Ashley Cakounes, CMP**, **Stephanie Baxter** and **Robb DeSimone**.

See their presentations.

[Jonathan Sobel](#)



## 2017 January

### ***Missed the Meeting***

#### Don't Let The Ball Drop- A Countdown To Event Success in 2017

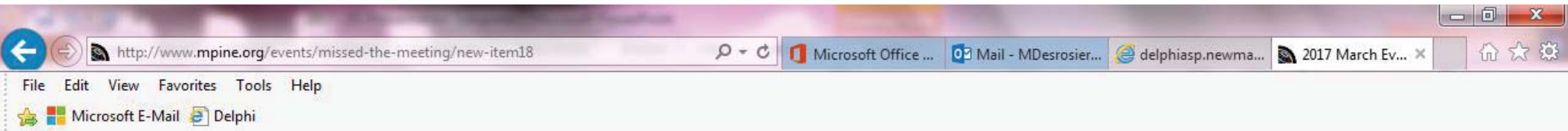
MPINE started off the New Year in educational style with a breakfast event designed to inspire attendees with new ideas and plenty of great tips. The Joseph B. Martin Conference Center was our host as we invited experts from across the industry to share their thoughts on how to make your next event spectacular and even save time and money in the process. Before the presentation, attendees were assigned to different tables to mix up planners, suppliers and industries and allow time to meet new people, make connections and talk with the experts about how to incorporate some of these ideas into their own events.

In true New Year's fashion, each presenter gave a countdown of ten of their best tips and tricks for hosting the perfect event and gave some great advice on the best ways to incorporate them seamlessly into every function. Panelists came from every area of the industry:

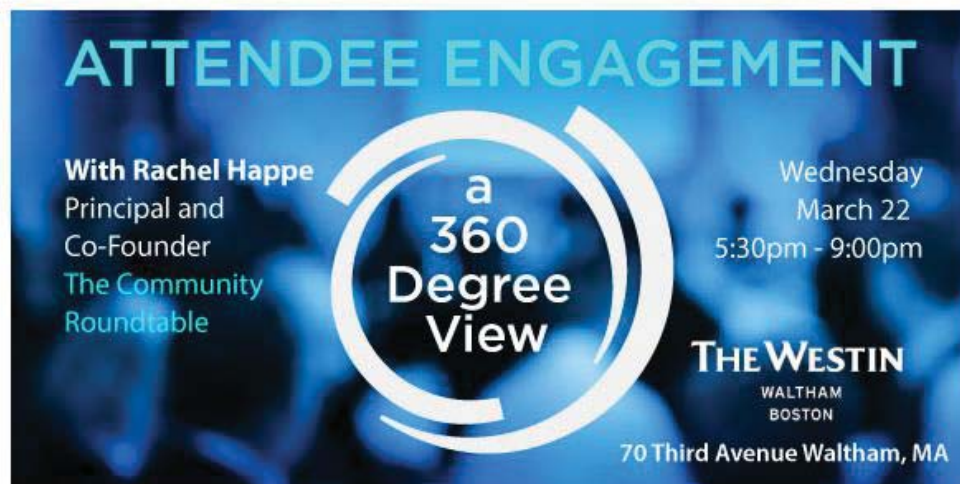
- Karly Danais, Catering Sales Manager for the Mandarin Oriental Hotel, spoke about banquet event orders
- Sean Reno, Director of Event Technology for PSAV, spoke about audio visual
- Alex Bombard, Lighting Designer for ALPS, spoke about lighting
- Edison Chae, Owner of Madison Floral, spoke about floral design
- Vanessa Holroyd, Owner of Music Management, spoke about entertainment
- Julia Vose, Director of Special Events for the Isabella Stewart Gardner Museum, spoke about unique venues
- Tarryn Prosper, Director of Tent Sales and Events for the Peterson Party Center, spoke about tenting
- Mike Rothenberg, Executive Producer for Peak Productions, spoke about video production
- Drew Sullivan, Marketing & Speaker Relations Coordinator for APB Speakers International, spoke about speaker management
- Lisa Santoro, Account Executive for CORT Event Furnishings, spoke about furnishings
- Ken Volk, Sr. Director of Corporate Marketing Communications for Kronos, spoke about Creative

Combined with a wonderful breakfast and fantastic venue, it was an amazing morning! Thank you to our generous sponsors Alberta Canada, Four Seasons Greenery, the Peterson Party Center and our host, The Joseph B. Martin Conference Center.

We look forward to seeing you on Wednesday, February 16<sup>th</sup> at the Babson Executive Conference Center for our next event, Speak Up: Presenting to Decision Makers with Presence, Clarity and Impact.



## 2017 March Event Recap



### **Burger anyone? Yes, please! Actually, I'll take 6...**

Last Wednesday over 100 Meeting Planners and Suppliers came together as the Food & Beverage team at the Westin Waltham kicked-off, or more accurately, kicked-up our monthly educational program with a "Battle of the Burgers". Through this fun and interactive team building exercise, not only did we get hands on experience with Attendee Engagement, the topic for the evening; but, we were also preparing the foundation for the show stopping food presentation for our networking reception. Stepping out of the ballroom to a parade of delicious and thoughtfully made sliders was very impressive!

As the beverage running and friendly competition came to a close, Rachel Happe, Co-Founder of The Community Roundtable took the stage and spoke to us about her passion for connecting people through shared experiences. One of the many truths imparted was that being the first follower is just as critical to the success of a movement as the person who initially had the idea.



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Tennessee Chapter- Education

Cory Brooks, CMP



## Creating Ideas - Check Past Calendar



Add on to a popular theme or dig deeper



Tripp Mitchell

# Whiteboard Brainstorming



# MPI News Briefs, Forum, other publications



## All Members Forum

[Post New Message](#)

Mar 7, 2017

### What TRENDS are we really seeing? [↗](#)

1. [Hello everyone, I have been asked to speak about...](#) victoria hudson

## Needs Assessments

- Make sure we have CIC approved content



CMP-IS Domain A: Strategic Planning

# Balance between planners and suppliers

- Look for programs that meet both member's needs
- Appeal to seasoned members for mentoring or forums



Survey membership – always asking for suggestions...

How is  
MPI doing?  
**We want to know.**

**Take the MPI Membership & Chapter Survey**

## *Finding Great Speakers*

- Ask membership for input and ideas





# MPI Favorites



Michelle Johnson



Michael Dominguez

# New styles like PechaKucha with our award winning President's Road Show



# Attending other meetings & conferences

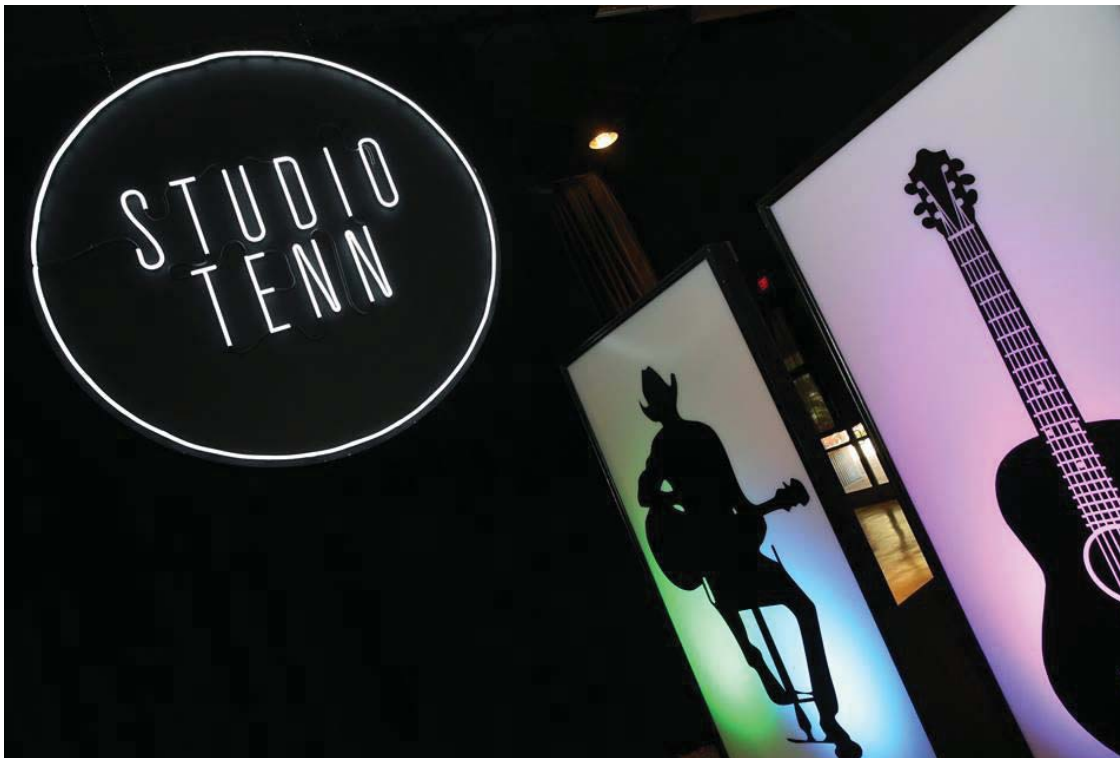


WEC 2016

## Designing Spaces - Using stations to get people moving around



Holding events in different spaces that go with the theme, ie... Authentic programs = Nashville Theme



# Roundtable Sessions – use décor partners



# Varied seating to create comfort and interaction



# “Tonight Show” panel







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MPINCC ACE Case Study  
Chelsea Marshburn, CMP, DMCP

# MPINCC Annual Conference & Expo



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# Attendance

- Over 1,200 attendees
- Over 550 exhibitors
- Over 400 Planners
- Over 50 Students
- 25 Speakers



# Creative Ideas for Education

- Sunrise Sessions
- Spark Sessions on the tradeshow to offer additional learning opportunities
- Student Session
- Topics included technology, legal trends, experience design, food waste, and safety and security

# Creative Ideas for Education

- Keynote:
  - Security Issues & Concerns for Event Organizers
  - Clarence Izzard, CPP, PSP, Director of Security, Marriott Vacations
  - Jonathan Wackrow, Executive Director, RANE
  - Blue Devils Drum and Bugle Corps



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# Using Data

- Reviewed previous program evaluations
- Repeated popular topics from previous years
- Moved away from educational tracks

# Designing Spaces to Enhance Learning

- Spark Sessions on the tradeshow floor
- Changed event format to include the General Session Luncheon





**orange**  
orangephotography.com

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A group of people are seated at an outdoor cafe table. In the foreground, a woman with short brown hair and sunglasses is looking down at her phone. Next to her, a man with long blonde hair and sunglasses is also looking at his phone. To his right, a woman with blonde hair and sunglasses is looking at her phone. In the background, other people are visible, some wearing sunglasses. The scene is brightly lit, suggesting a sunny day. A dark blue jacket is draped over a chair in the foreground.

# LET'S TALK

cc: abbilder - <https://www.flickr.com/photos/21117436@N00>

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A woman with dark hair, wearing a sparkling purple dress and large heart-shaped earrings, is singing passionately into a black microphone. Her eyes are closed and her mouth is open in a powerful note. The background is a dense field of shimmering purple and pink bokeh lights.

# OPEN MIC!

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Unique Learning Formats

Jessie States, CMM

# Exploring **Unique** Learning Formats



with Jessie  
States, CMM



@Jessie\_States |  
#MPI

# AGENDA

1. Why change it up?
2. New session formats
3. Group discovery
4. Definitions and usage



@Jessie\_States |  
#MPI

change it up?



@Jessie\_States |  
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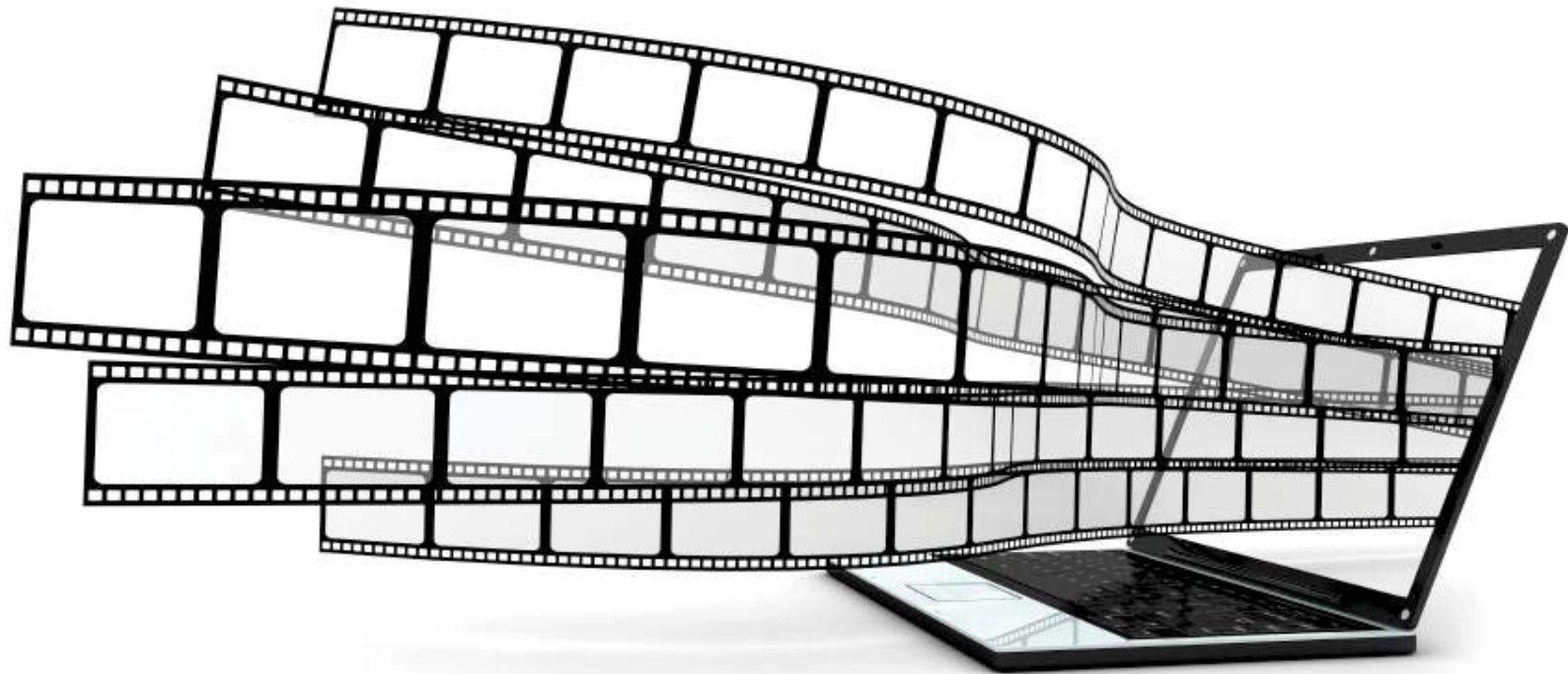
**It's ALL Free**



@Jessie\_States |  
#MPI

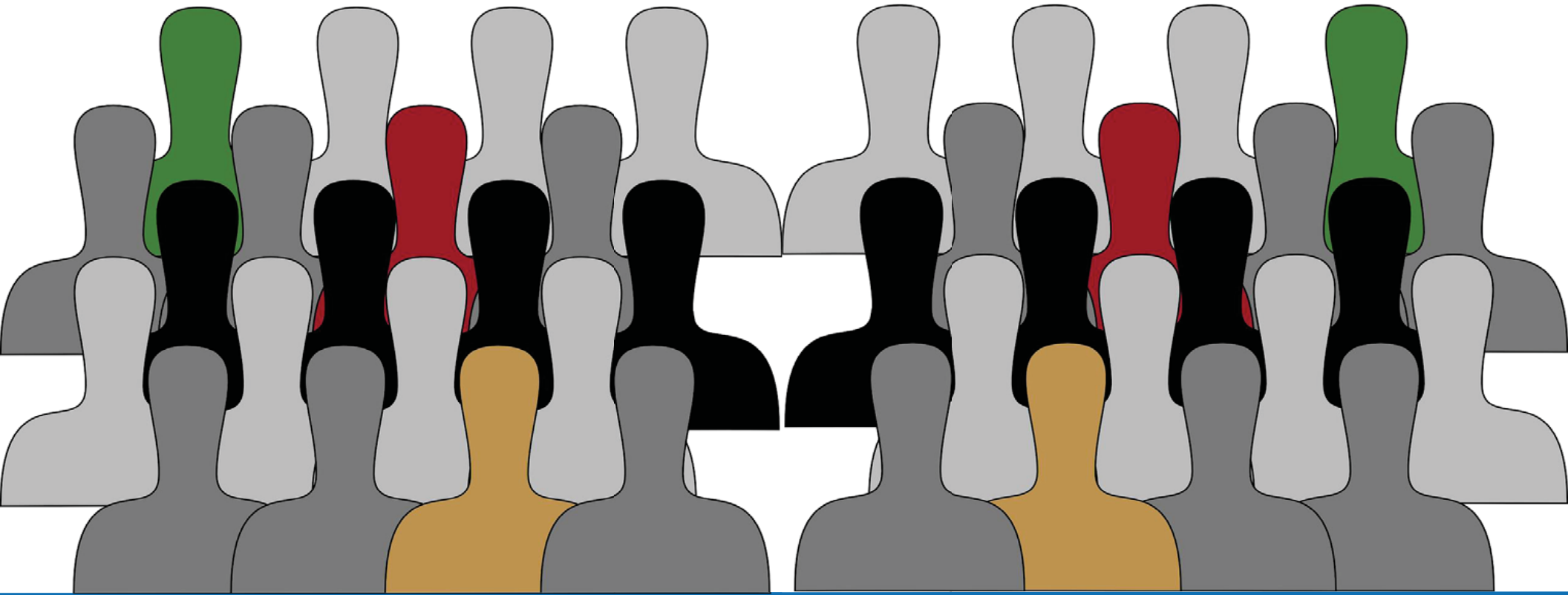


# Free Delivery



@Jessie\_States |  
#MPI

# Free Attendance

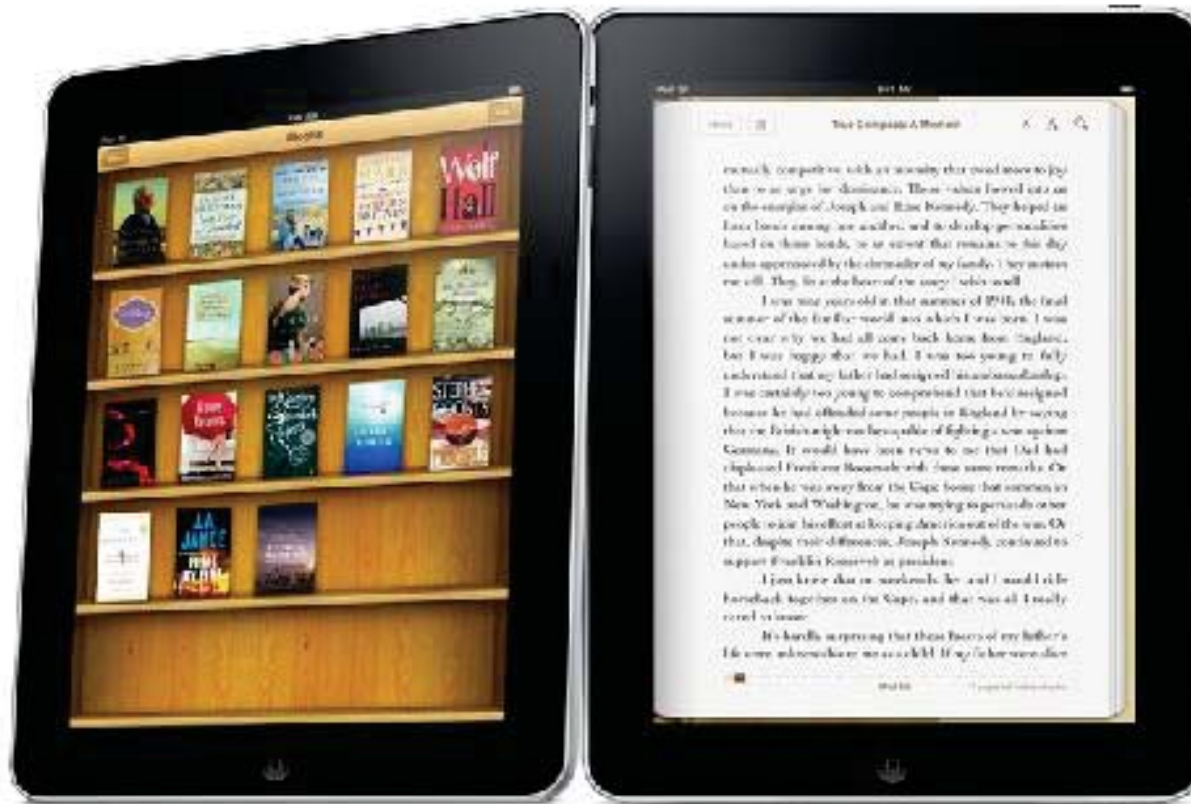


@Jessie\_States |  
#MPI

# Free Content



# The BEST Online



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#MPI

Access has led youth to rely less on info they receive from teachers and parents. As a consequence, they are less interested in lectures, and more interested in having their specific questions addressed.



MPI Future of Meetings research



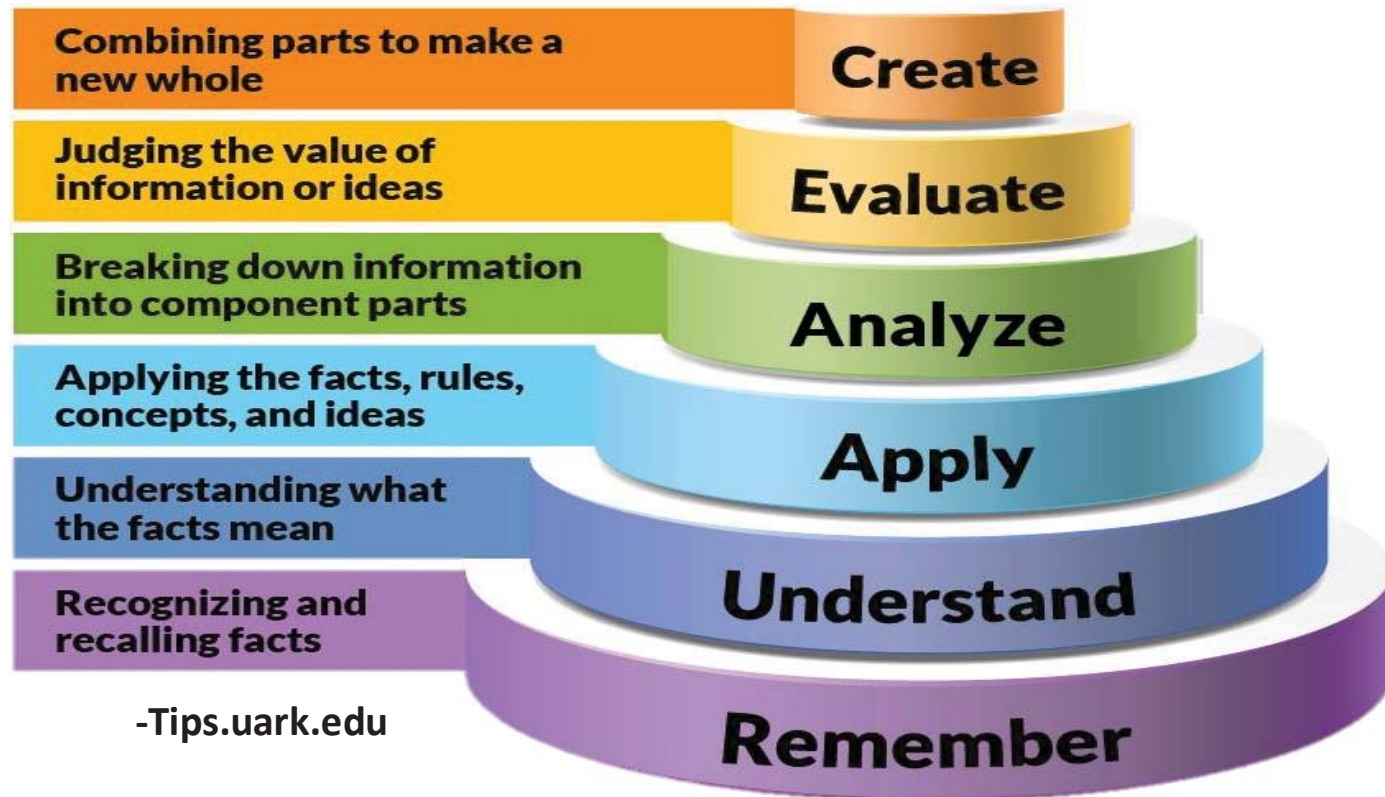
@Jessie\_States |  
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# What We Know About Adult Learning

- Adults learn what they *really* want to learn.
- Adults learn by doing and participating.
- Adults learn quickly and for a purpose.
- Adult learner experiences are valuable and can enrich learning situations.



# Bloom's Taxonomy



# What's the Answer?







*Make It Engaging!*



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#MPI

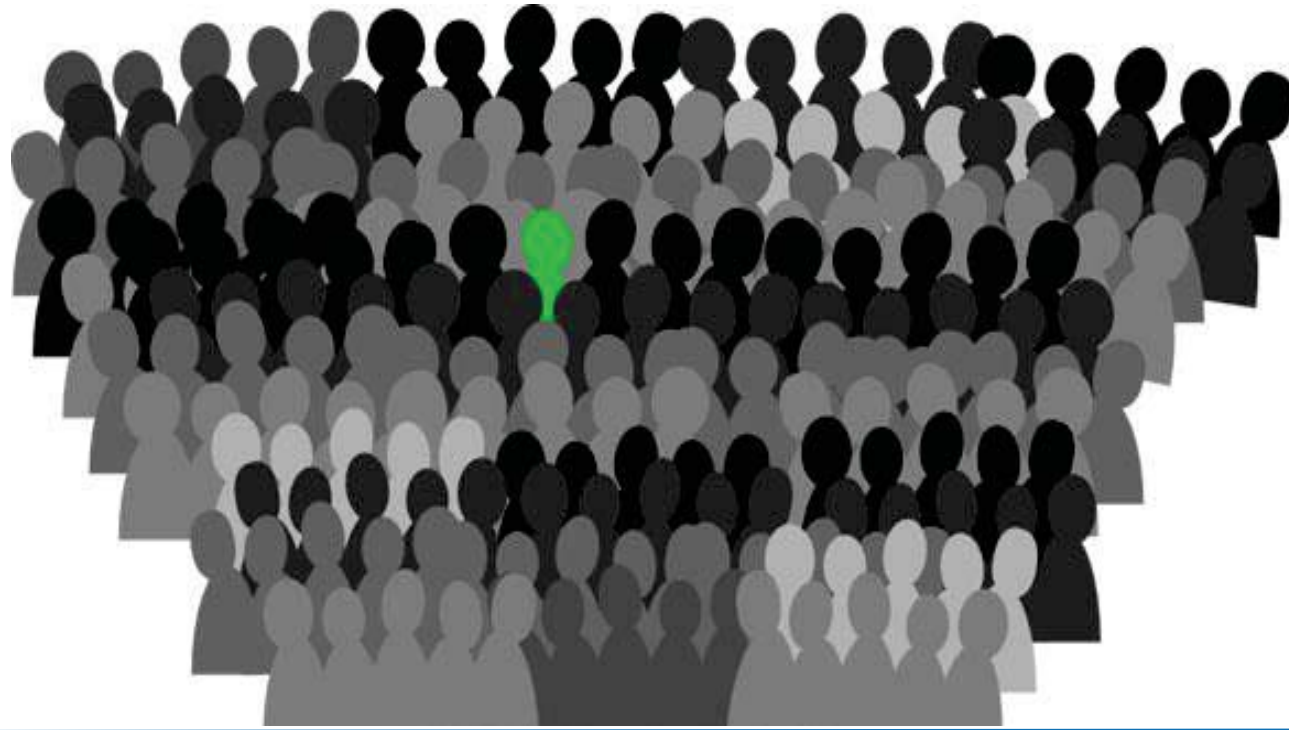
# How to find

Helping delegates learn how to find answers may be much more valuable than what the answers actually are.



@Jessie\_States |  
#MPI

# New Session Formats



# Session Formats



@Jessie\_States |  
#MPI

## New Session Formats

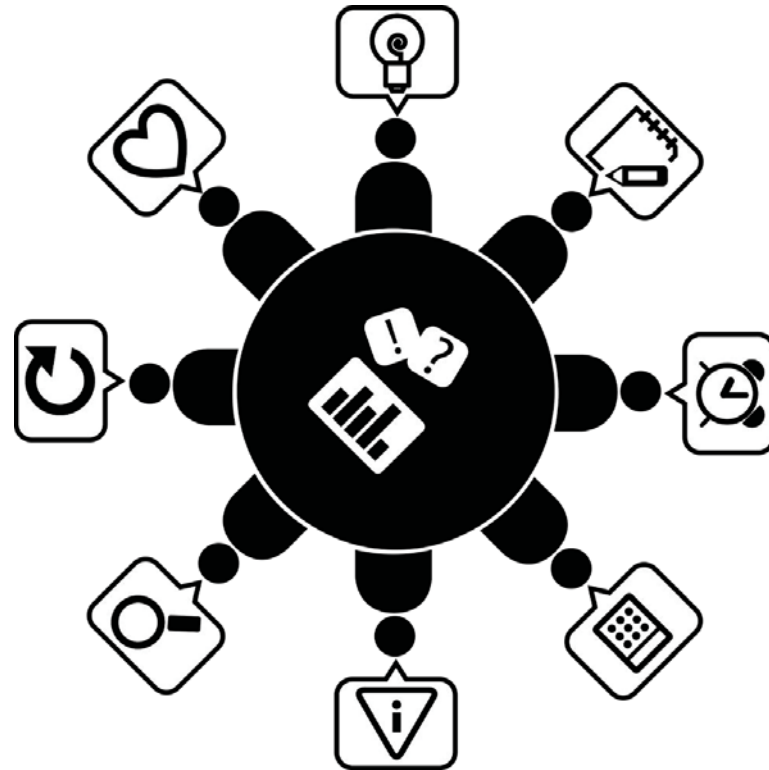
- Unconference
- Unpanel/Fishbowl
- Spectrogram
- Speed Geeking
- Knowledge Café
- Mini Lecture
- Dotmocracy
- Pecha Kucha/Ignite
- Open Mic
- Storyslam
- MashUP
- Buzz Group

# Definitions & Usage



@Jessie\_States |  
#MPI

# Unconference







# Spectrogram



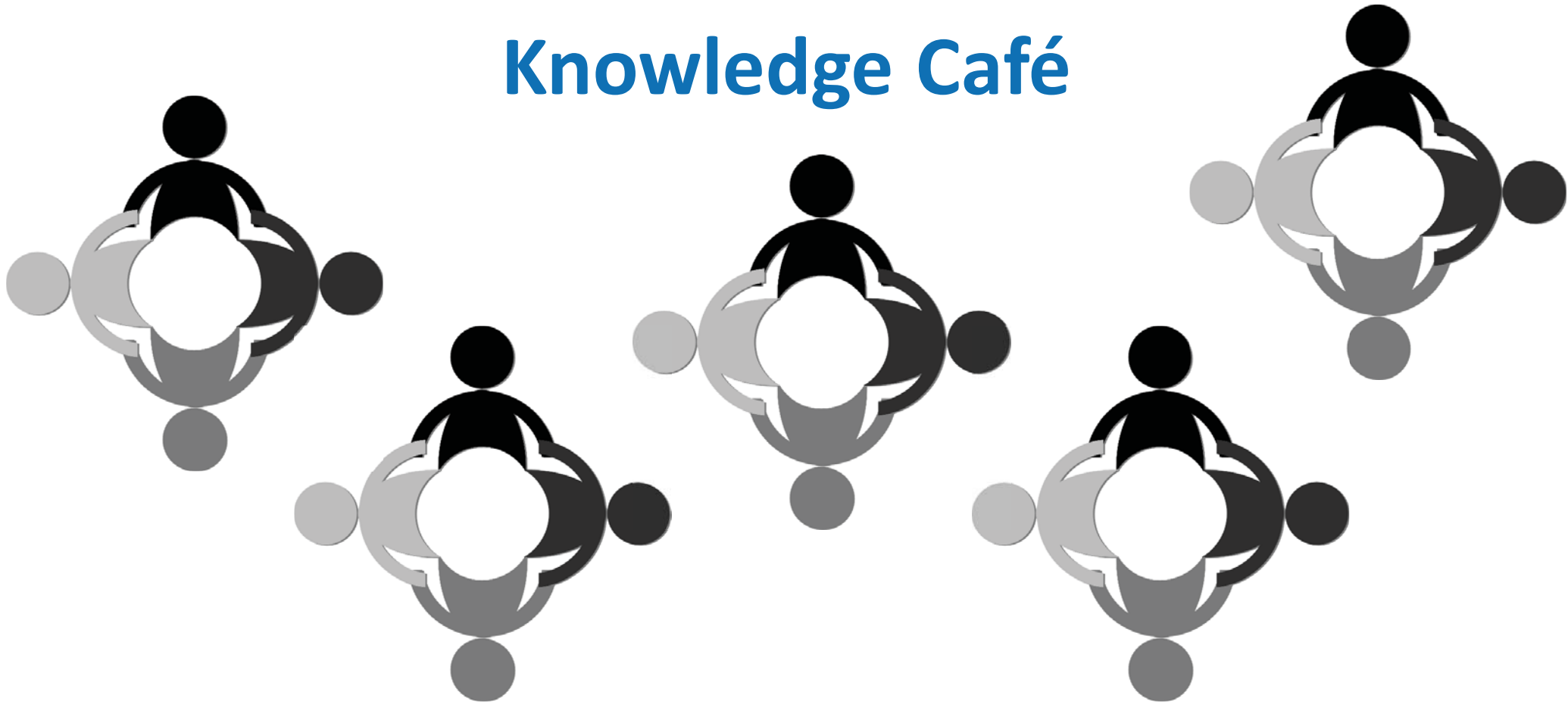
@Jessie\_States |  
#MPI

# Speed Geeking

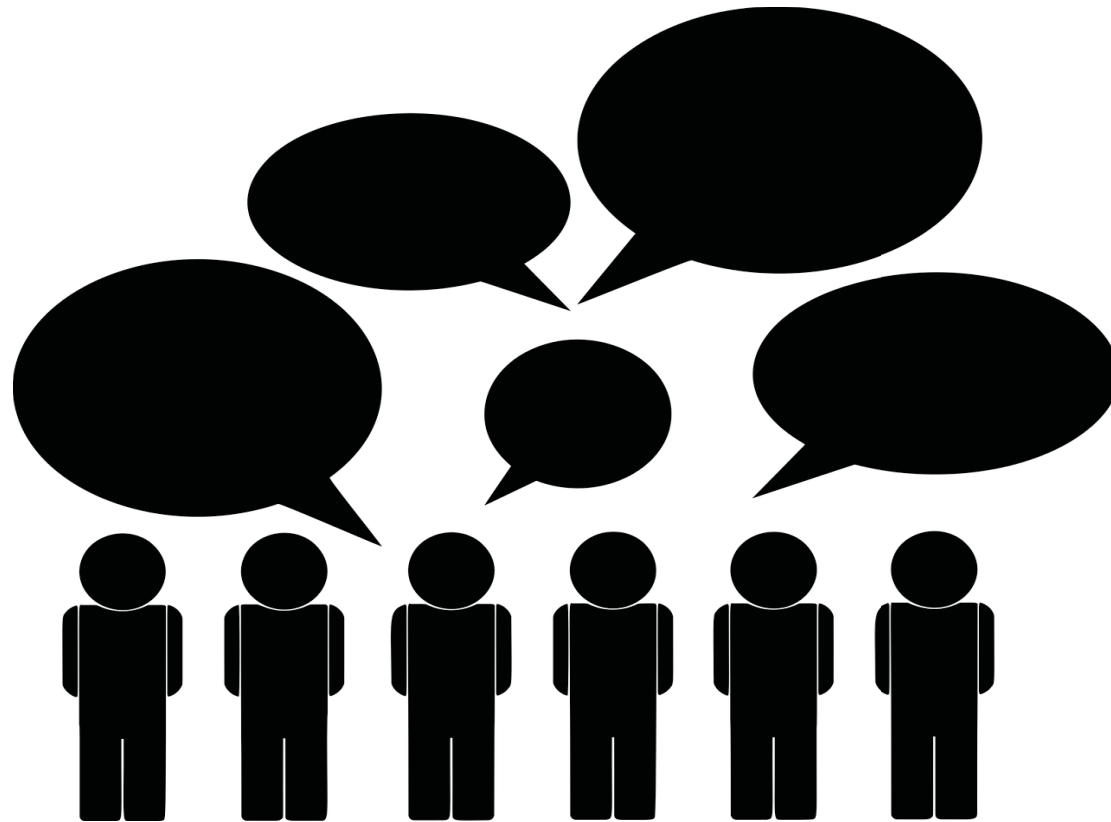


@Jessie\_States |  
#MPI

# Knowledge Café

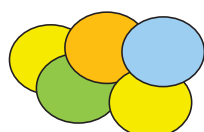


# Mini Lecture

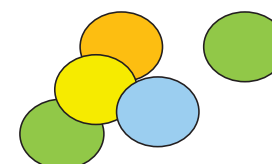


# Dotmocracy

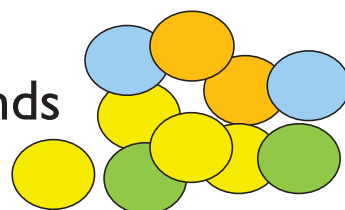
Meeting Design



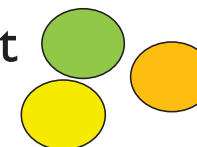
Safety & Security



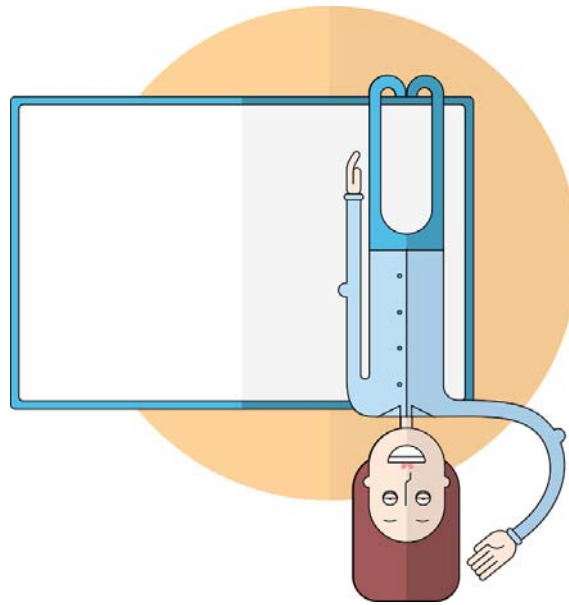
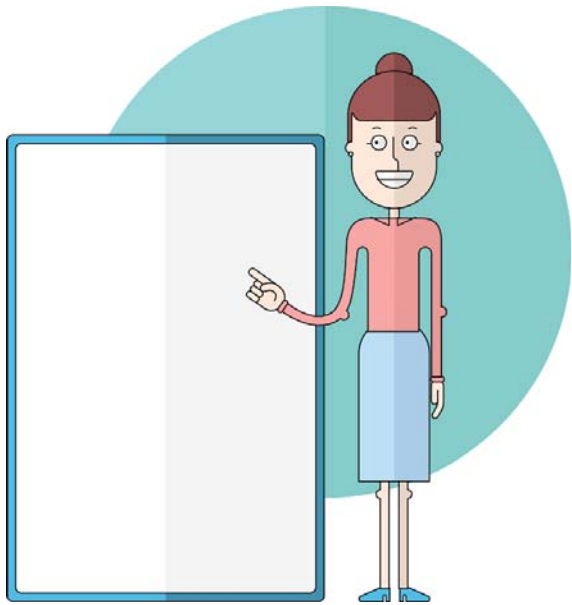
Catering Trends



Strategic Management



# Pecha Kucha/Ignite



# Storyslam



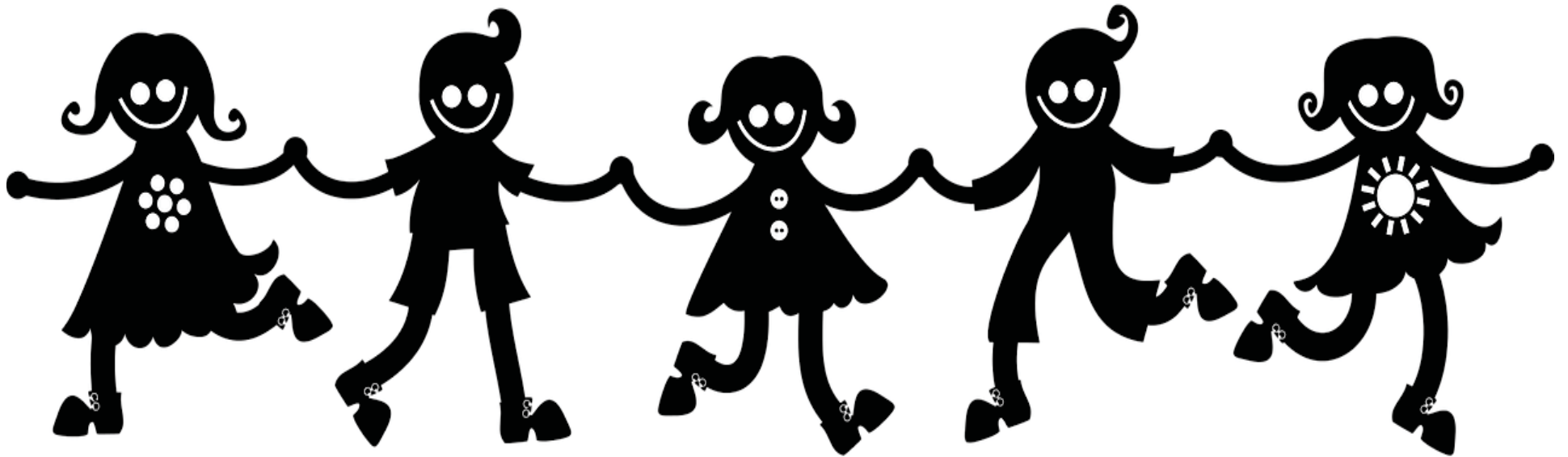
@Jessie\_States |  
#MPI

# Open Mic

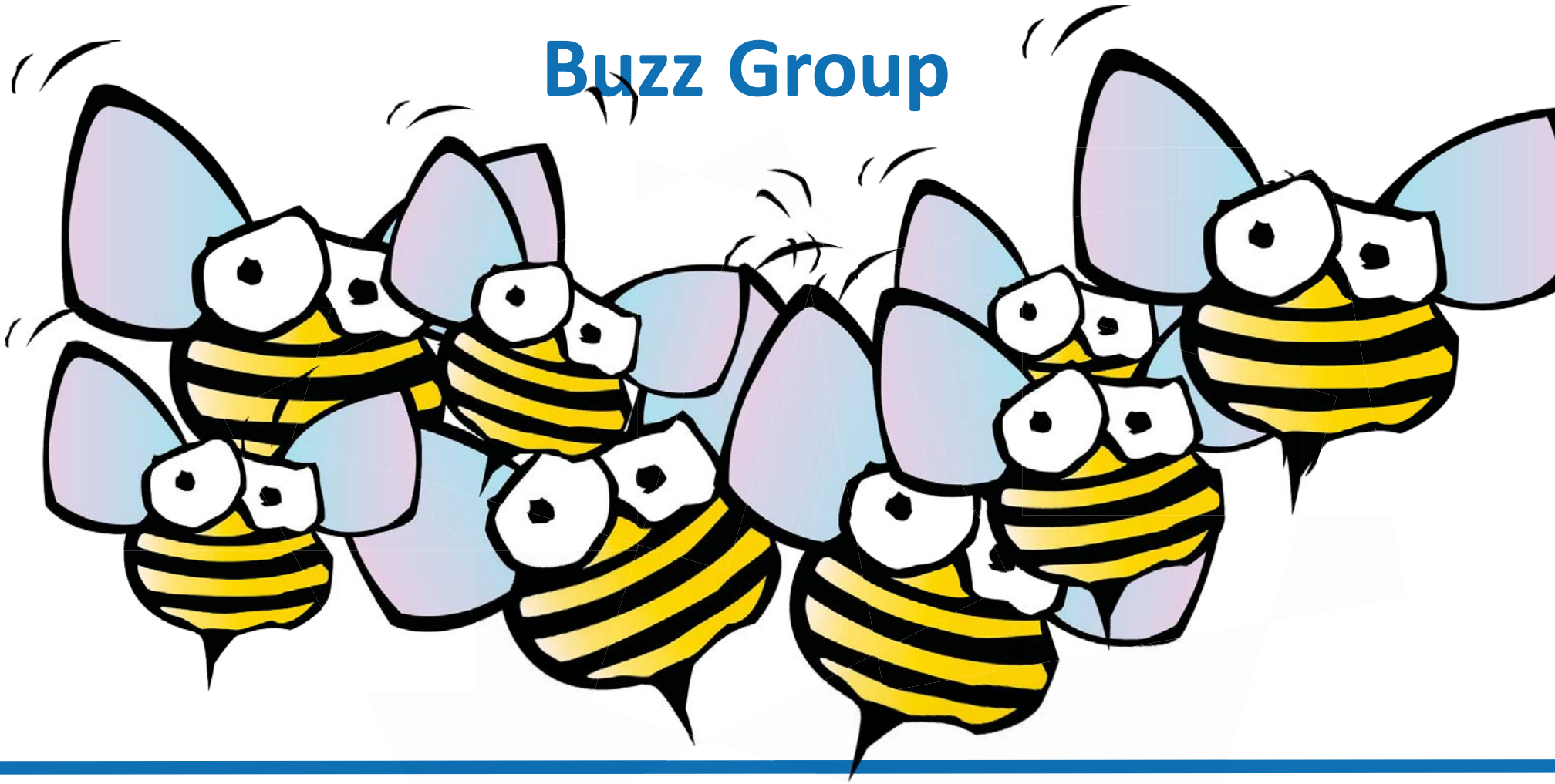




# MashUP



# Buzz Group





@Jessie\_States |  
#MPI

The background of the slide features a photograph of several people sitting on a balcony at night. They are looking out at a large wall of light projections. The projections show the silhouettes of bare trees against a background of vibrant colors: blue, green, red, and purple. The overall atmosphere is modern and artistic.

# BUZZ GROUPS

cc: smalljude - <https://www.flickr.com/photos/35569413@N00>



# Sit anywhere unless you're looking for an expert (here they are) & tell KCS if your name is missing

- Engaging volunteers
  - Joan, Carla R., Rachel H. & Trish Scott
- Finding venues to host events
  - Nancy, Chelsea Marshburn, Stacey, Cory Brooks & Kaitlin Jakel
- Defining the why, tracking return on investment (ROI) & communicating value
  - Cory F.
- Working well with others
- Sharing value prop with sponsors, keeping unhappy ones
  - Katie M.
- Getting planners to come
  - Cassie Poss & Steve T.
- Virtual CMP Prep
  - She works for Attendee Management Inc. (Rachel?)
- How to avoid recycling content
  - Nicole Coon
- Finding balance between work/life/MPI volunteership
  - Amelia & Nicole Bemmer
- How to make education fun & sexy
  - ??



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Educational Boot Camp Day 2  
Kristi Casey Sanders, Jessie States & Misty Helm



# BIG AUDACIOUS IDEAS

cc: Nina Matthews Photography - <https://www.flickr.com/photos/21560098@N06>

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# SNOWBALL FIGHT!

cc: Dan Nguyen @ New York City - <https://www.flickr.com/photos/32451477@N02>

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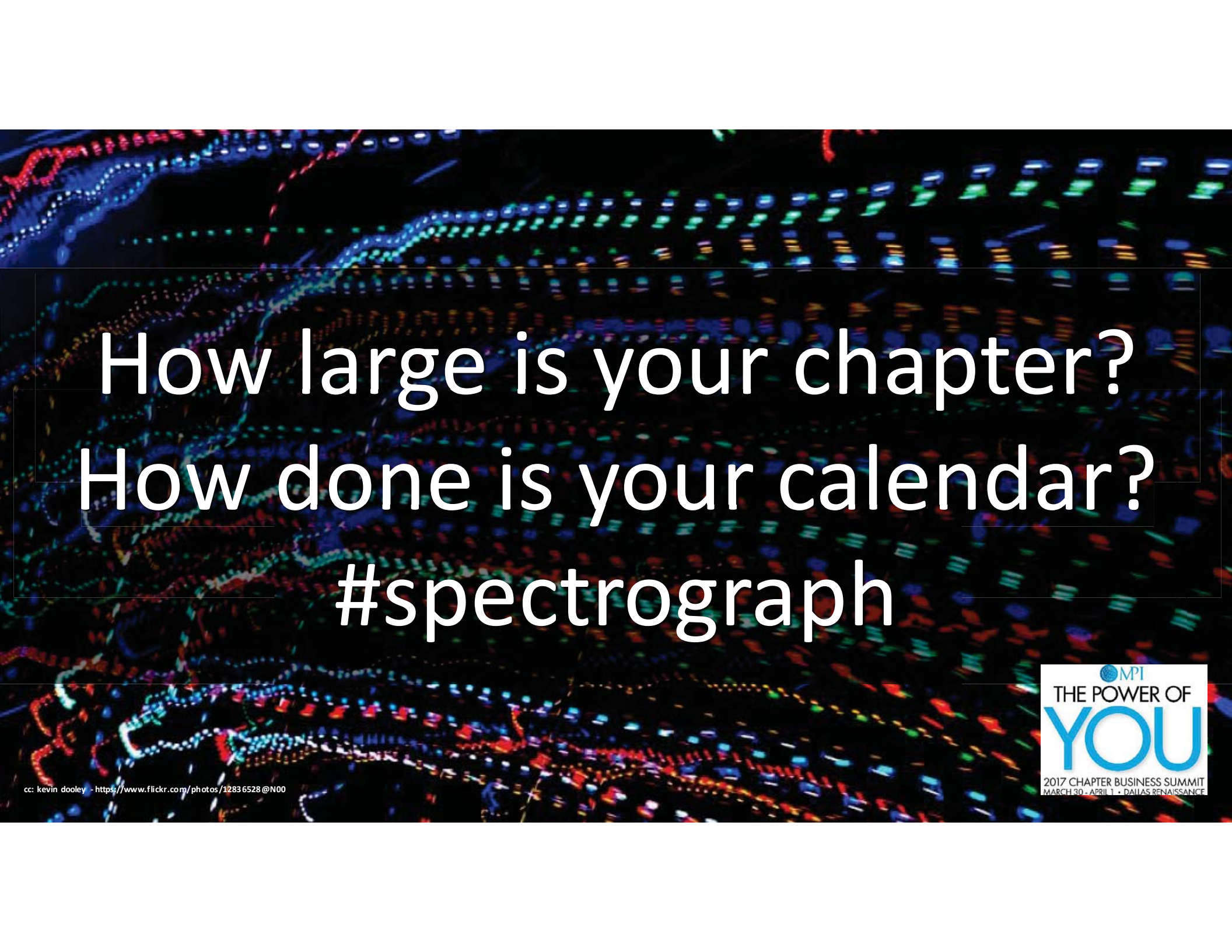


A group of people are gathered around whiteboards in a meeting room. The whiteboards contain handwritten notes in blue and black ink. One whiteboard lists several points: '1. Ensuring that all graduate teaching programmes are globally recognised', '2. Taking the teaching & research environment to highly regarded', '3. Providing stability & continuity for all's graduate teaching programs for research - for mobility students', '4. Improving gender balance within the', and '5. Acting as an internationally attractive'. Another whiteboard lists: '1. Twin institutes (new)', '2. Post graduate program (new)', '3. Focusing on broadening the', and '4. Leading through'. The people are dressed in business casual attire. The overall atmosphere is professional and collaborative.

# DOTMOCRACY!



What interests you?  
#buzzgroups

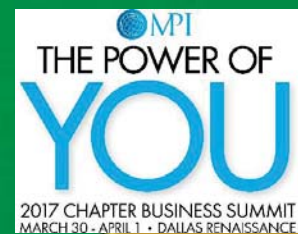


How large is your chapter?  
How done is your calendar?  
#spectrograph



**Make 3 commitments**

**YOU ARE THE SOLUTION**





THE POWER OF

YOU

2017 CHAPTER BUSINESS SUMMIT  
MARCH 30 - APRIL 1 • DALLAS RENAISSANCE

Educational Boot Camp Findings

Challenges, Ideas & Solutions  
from the 2017 VPs of Education

# The Big Challenges (in descending order)

1. Finding quality programming that appeals to planners and suppliers (14)
2. Avoiding recycling of the same old speakers and content (7)
3. Finding ideas for topics and speakers who are high-quality and within budget (7)
4. Making educational events, content (and volunteering to be on your team) “SEXXXXY” and as fun as networking programs (5)
5. Engaging volunteers (4)
6. The fear that I don’t know what I’m doing because I’m brand new (4)
7. Offering certificate programs in languages other than English (3)
8. Defining the “why”, tracking ROI and explaining value (2)
9. Working well with other chapter leaders (1)



# The Big Challenges (in descending order)

10. Finding venues to host (1)
11. Integrating digital technology into events (1)
12. Understanding how MPI Global can help me with education (1)
13. Getting planners to show up (1)
14. Getting other chapter leaders to use templates and technology (1)
15. Nurturing the next generation of leaders
16. Juggling work/life/MPI time
17. Creating a virtual CMP prep program
18. Explain the value of partnering to host programs or return to support if sponsors are unhappy/avoid sponsor burnout

# Ideas for 2017-2018

- Offer monthly training opportunities for VPs of Education
- Create a global partnership, overseen by a committee of VPs of Education and PD Task Force subcommittee to create one CMP Prep course for membership that benefits all
- Create a group within the MyMPI community where VPs of Education can communicate, share best practices and materials
- Develop a Toolbox for Education that helps you solve the challenges you (and your successors) face
- Create a global calendar of events so it's easier to spot collaborative opportunities where MPI Global can partner with local chapters

# Ideas for 2017-2018

- Improve the communication chain with local chapters in cities MPI brings certificates to
- Figure out the content licensing piece so MPI Global content can be translated into other languages and presented locally
- Create an international business glossary/guide that explains what common terms are in different regions of the world
- Find new ways the LMS and certificate programs can benefit/help the VPs of Education
- Invite VPs of Education to present their case studies Pecha Kucha-style at next year's CBS!

# Big Audacious Ideas (in order of popularity)

1. Create education that appeals to all planners at all levels (11)
2. Bring a huge headliner (celebrity) (10)
3. Create incentives that generate more volunteers (9)
4. Get more than 60% member engagement at events (9)
5. Create a unified, standardized CMP Prep program with MPI Global and all chapters that have developed materials (6)
6. Partner with other chapters and associations (5)
7. Find more unique venues (4)
8. Create a traveling MPI Roadshow for smaller cities (3)
9. Increase new membership and create a full day of GMID programs (no votes)

# Big Audacious Ideas & Solutions

- Attract celebrity headliners/entertainment
  - Leverage the MPI Global relationships
  - Book local talent
  - Connect the value of a common cause/CSR project happening at event with celebrity's pet cause
- Create incentives that attract more volunteers
  - Create a volunteer navigator who can do customer service for your volunteers, customizing the approach and the tasks to that person's interest and availability
  - Connect with schools to offer credit for volunteers
  - Let volunteers earn credit hours that they can redeem for free admission to chapter events or perks
  - Pair opportunities (and micro-opportunities) to individual strengths
- Create a "Buy MPI" campaign to engage community
  - Have MPI Global create the materials and verbiage to support and distribute to the chapters to mobilize their membership

# Big Audacious Ideas & Solutions

- Take a PYM LIVE-style roadshow to different countries and smaller cities
  - Use to increase awareness, acquire new members, share knowledge
  - Can raise sponsorship dollars
  - Several chapters can work together
  - Can put the “I” back in MPI
  - Rather than MPI LIVE (which sounds American) call something like Viva MPI which has international appeal and sounds fun
  - Maybe it’s a joint collaboration between 3 cities that over 3 years goes to 3 different locations
  - Create agreements that promote equal partnership, joint funds, liability and responsibility as well as revenue splits
  - Even at a joint meeting, you can still have individual elements that fundraise for the partnering chapters
  - Base budget on break event and revenue share after costs are covered

# Big Audacious Ideas & Solutions

- Get 60% of members to attend events/engage (currently at 20-25%, top performers are at 40%)
  - Keep the day of the month for meetings consistent
  - Shorten the monthly housekeeping notes and find a better way for sponsors to address the audience
  - Get the program set before venues are signed up so you can promote
  - Make more time for networking (or combine networking with education)
  - Send handwritten notes to new members
  - Clock hours for education is important
- Create a MPI Global-approved CMP Prep course that's available to and benefits all chapters
  - Invite chapters to join in effort to standardize the quality of CMP Prep materials – all who submit will be able to revenue share. Content will be reviewed and best elements will be selected by the VPs of Education
  - Provide chapters with templates that have the same content from UK to LA. Templates would include suggested formats, timings and suggested trainers. In-person as well as virtual delivery and study tools are needed
  - MPI Global should work with CIC to create audiobooks and podcasts that address CMP issues
  - Revenue share and training need to be elements offered and managed by MPI Global
  - Create international glossary so non-English speakers and internationals understand the CIC terms they'll be tested on

# Big Audacious Ideas & Solutions

- Create awesome content that appeals to planners and suppliers and people at every stage of their careers
  - Theme the 18-month calendar around business objectives, specifically around Strategic Meetings Management
  - Provide education about how to hire third parties, manage staff and marketing help
  - Really work on integrated marketing and communications calendars so it's not just a lunch and learn, there's branded event content, immersive event design, signage, a look and feel and execution that makes everything feel connected
  - MPI Professionals need advocacy/career help showing why they should be hired vs. PYM admins
  - Offer master class, in-depth deep dives that are part of the monthly program (maybe invite only), have roundtables with senior level pros
  - Offer a planner track and supplier track where they explore the same topic from their different perspectives and report back
  - Make sure if you offer tracks that they're different (e.g., novice vs. advanced)