

FORM TO SUBMIT CHAPTER BEST PRACTICES

PLEASE COMPLETE THE MANDATORY INFORMATION (Marked*) BELOW AND SUBMIT VIA EMAIL TOGETHER WITH ANY ATTACHMENTS TO HOLLY DOTSON FOR REVIEW: hdotson@mpiweb.org

MINIMUM INFORMATION WE KINDLY ASK YOU TO SUBMIT
*MPI CHAPTER NAME: <u>Southern California</u>
*RELEVANT CONTACT PERSON: <u>Shelley Grey, CMP</u>
*RELEVANT EMAIL: <u>shelley.grey@tcw.com</u>
*RELEVANT PHONE (Please indicate country code): <u>(213) 244-0579</u>
*CATEGORY (Drop box with each category to choose from): <u>Education/Content</u>
*LENGTH OF PROJECT: <u>1 full day; for 3 days</u>
*YEAR OF COMPLETION: <u>It started over 20 years ago and has evolved through the years.</u>
*INTRODUCTION / DESCRIPTION OF BEST PRACTICE (max 200 words): <u>Meeting Planning Basics & Beyond program provides an in-depth overview of not only our industry, but also includes learning objectives beyond meeting planning basics. The three part, all day educational program is currently offered three days during fiscal year, one per month. Each day has a different agenda. Attendees will have the opportunity to hear from leading industry professionals, consultants, and educators in each of the sessions. Topics for part 1 include risk management, goals and objectives, adult learning styles, logistics and eithics. Topics for part 2 include site selection, negotiations, budgeting, strategic management, and F&B. Part 3 will include...This is a joint venture between Hyatt Hotels and Resorts and MPISCC. MPISCC provides faculty and program. and is our venue host for this ongoing program that includes breakfast, lunch and a tour of the hotel. The cost to the attendee is a \$50 donation that funds (MPISCC) Gary J. Rosenberg, CMP Scholarship Program for for continuing educaiton (CMP, CMM, WEC or other MPI conferences). See attached agenda as a sample.</u>
*WHAT WAS IT PRIMARILY THAT MADE THIS BEST PRACTICE SUCCESSFUL FOR YOUR CHAPTER? <u>This program has been self sufficient for about 20 years and has brought in annually \$3,000 for scholarships to be given to two MPISCC members annually to be used towards educational pursuits (CMP, CMM, WEC or other educaitonal programs MPI offers. This program is designed to be a full day of education, co hosted by Hyatt Hotels, and led by volunteer instructors (MPISCC members) and cover the nuts and bolts of meeting planning. Over the past year, "& Beyond" was added to entice more senior industry members to participate with topics like Strategic Meetings Management. Having this program, allows our regular monthly educational programs the flexibility to have topics that appeal to a wide variety of Planners and Suppliers that attend our regular meetings. I would also add that it provides a platform for more senior members to exercise their presentation and teaching skills.</u>
ADDITIONAL INFORMATION YOU ARE WELCOME TO SHARE
TOTAL REVENUE GENERATED (Please indicate currency): <u>Generates an average of \$3,150 annually by attendees giving a \$50 donation</u>

TOTAL IN-KIND VALUE GENERATED (Please indicate currency): <u>\$5,000 per meeting (2 or 3 per year).</u>
TOTAL EXPENSES (Please indicate currency): <u>minimal; \$100/year for cvent fee. All materials are sent via email to attendees (no printing); Speakers cover their own expenses are in-kind.</u>
TOTAL PLANNING HOURS: <u>Currently takes our program coordinator about 20 hours to plan/year. Developing will take more.</u>
ROLE DESCRIPTION (max 200 words): <u>Set program, find volunteer speakers, create materials, establish venue sponsorship (find and set dates), coordinate with venue(s), promote program via cvent with chapter office, communicate with those interested.</u>
WOULD YOU REPEAT THIS BEST PRACTICE IN THE FUTURE, IS SO, WHY? <u>Yes. This has become an ongoing program because it meets the needs of entry level planners and creates scholarship dollars for our chapter to award annually for industry education.</u>
SUGGESTED TYPE OF CASH OR IN-KIND SPONSOR FOR THIS PROJECT: <u>Full venue sponsorship for classes; senior industry professionals give their time to teach a session or two.</u>
IS THERE ANYTHING THAT YOU WOULD CHANGE FOR NEXT TIME, IF YES, WHAT WOULD THIS BE? <u>The program started out as a "Basics" but was later changed to add "& beyond" to include other educational opportunities for more senior planners/suppliers.</u>
IS THERE ANYTHING THAT YOU WOULD RECOMMEND TO A DIFFERENT CHAPTER, IF YES, WHAT WOULD THIS BE? <u>Start out with a one day "Meeting Planning Basics" then grow from there. This would depend on the type of audience for that chapter.</u>
BEST PRACTICE WEBSITE, LINK OR VIDEO: <u>n/a</u>
You are more than welcome to attach any additional information that you would like to share your peer so please email information such as project plan, budget, templates and samples to hdotson@mpiweb.org