



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

Membership Bootcamp

Bryan Garza, Timothy Gunn, Kristie Estrada

Meet the Member Services Team



Kristie Estrada
Member Engagement Representative
Team Lead



Tracy Levi
Membership Acquisition Team
Lead



Marlene Jackson
Member Services
Specialist



Teresa Saucedo
Member
Engagement
Representative

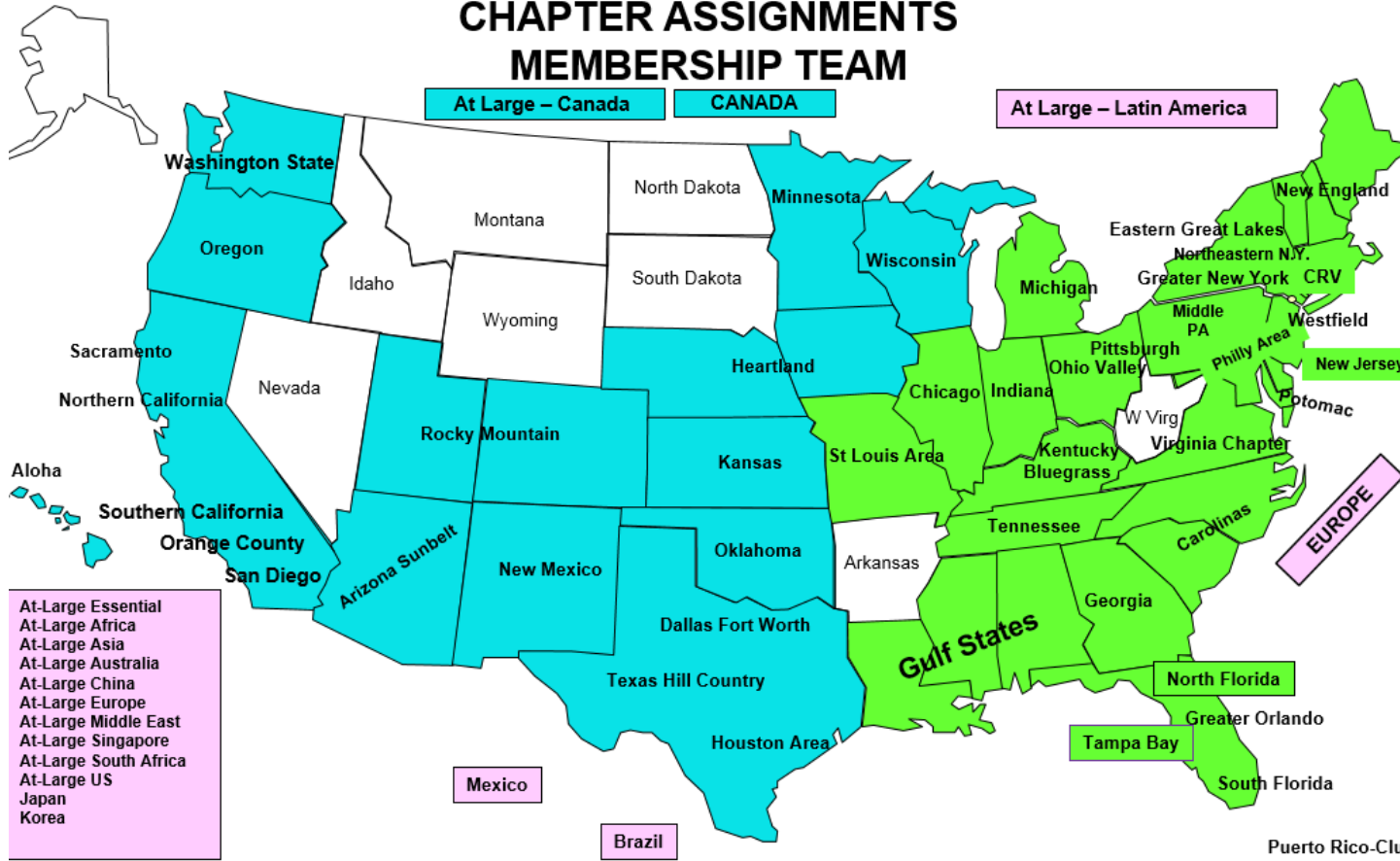


Monica Gauthier
Member
Engagement
Representative



Mark Killgore
Member
Engagement
Representative

CHAPTER ASSIGNMENTS MEMBERSHIP TEAM



● *Kristie Estrada*
 ● *Monica Rodriguez*
 ● *Teresa Saucedo*

Our Objective

To provide you with enough information to help you
but not too much to overwhelm you.



Our Time Together Includes...

1. Define your role in Membership
2. Update on three tier membership model
3. Dive into the Membership Action Plan
4. Understand your population
5. How to attract new members
6. Discuss what makes your chapter great
7. Tactics to engage members
8. Ways to retain members



Meet Your Leaders

Your Name, Your Chapter, Years on Board



Tomorrow!

What Issue Would You Like To Solve?



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Defining Your Role

Timothy Gunn



Your Role in Membership

- “The Vice President Membership shall oversee new member recruitment, new member orientation, member recognition programs, scholarships and Chapter retention. The Vice President Membership will access membership reports including new members and retention from the MPI database and report at all meetings of the Board of Directors and at other times when called upon by the President.”

MPI Chapter Bylaw

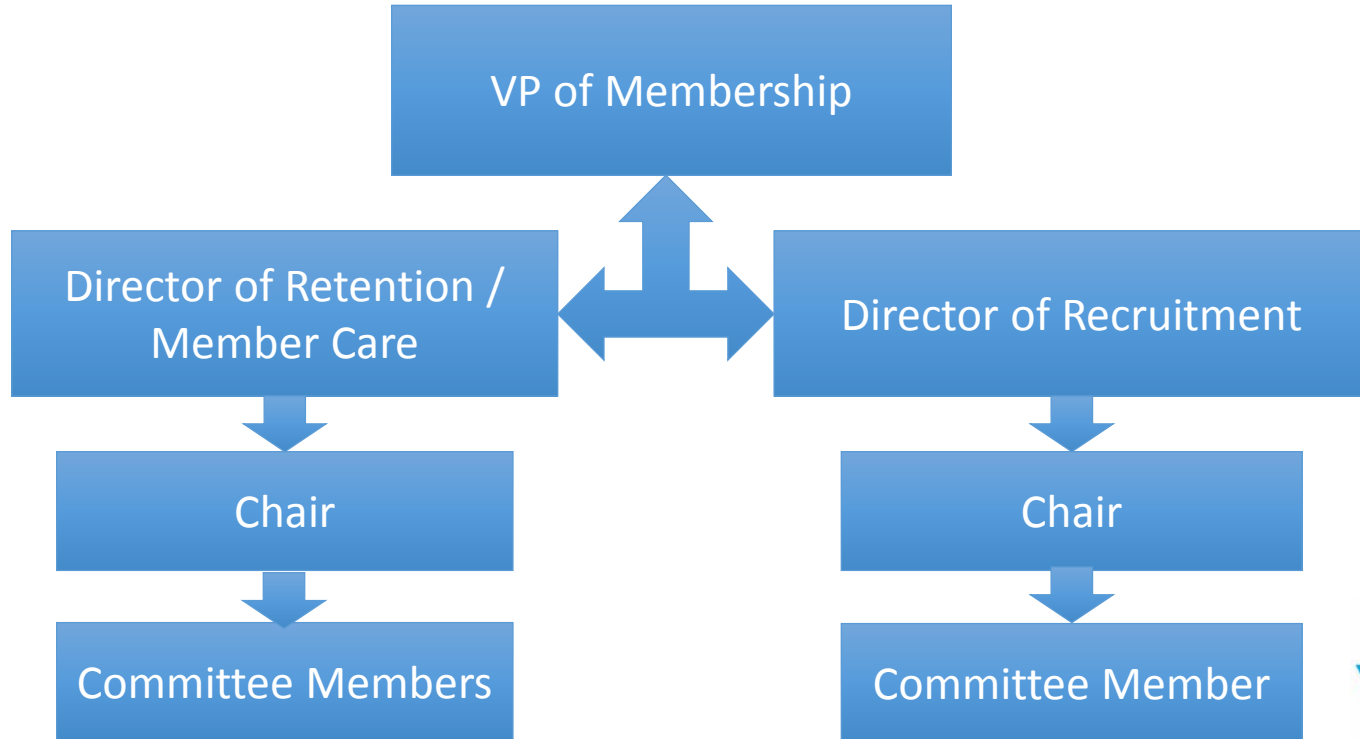
Tip: Read your Chapter Bylaws & Chapter Policy Manual

Your Role in Membership

- Be able to share the value of membership
- Develop SMART goals for your business plan
- Set clear goals for your committee
- Motivate and communicate with your committee

Tip: CLRP → President's Office → Board Structure and Governance → document: Chapter Leader Job Descriptions

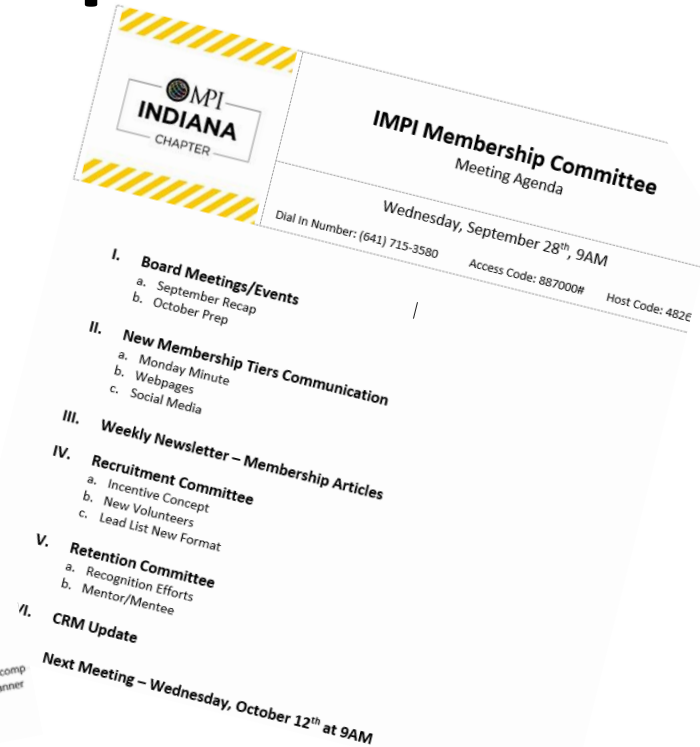
Your Membership Team



Your Membership Team

Keep Your Team Informed and Engaged

- Schedule Meetings
- Ask for feedback
- Discuss issues
- Celebrate success





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Three Tier Membership Model: Status Report

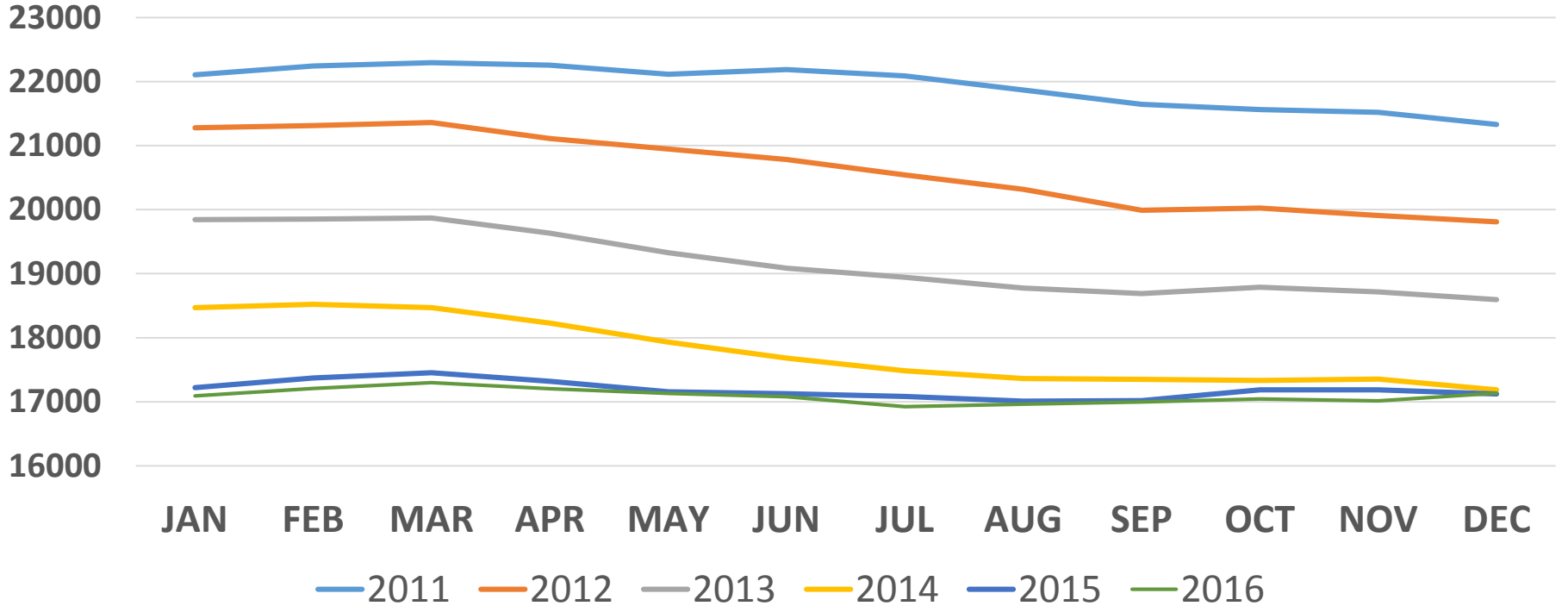
Bryan Garza



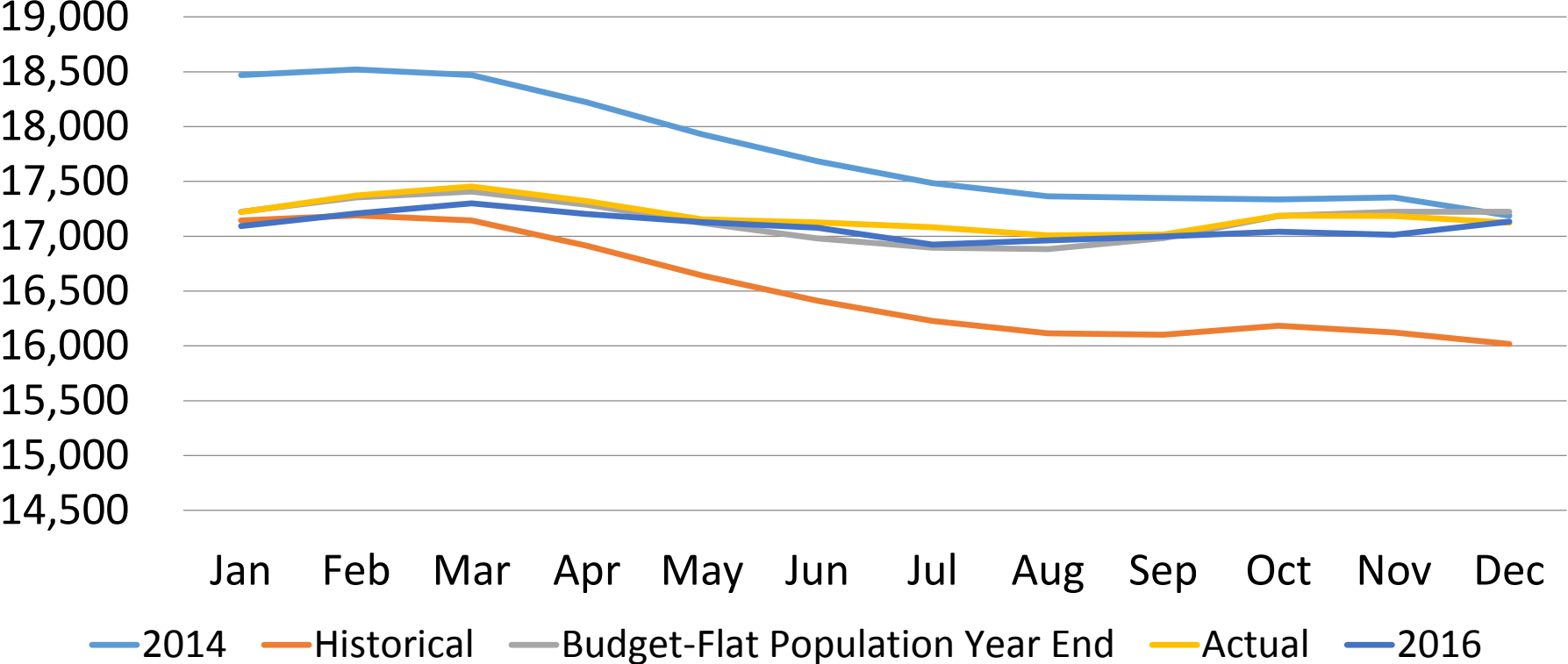
The Past

- MPI has had the same membership model for 42 years
- One size approach - providing no options
- Experienced a declining membership trend

Historical Membership Trend



Membership Population 2016



Historical Acquisition and Retention

Year	Acquisition	Cancellation
2012	5518	7041
2013	5460	6708
2014	5689	7114
2015	5730	5753
2016	5483	5419

Today

Three Tier Membership Model

- The *Essential* membership is a lower price membership option that includes access to MPI resources, but does not include chapter affiliation and other select benefits
- The *Preferred* membership level is what MPI currently offers, both in benefits and price
- The *Premier* membership offers prestige, added benefits, and exclusive opportunities in exchange for a higher dues price

Expectations of the New Model

- Provide **flexibility** for MPI to respond to changing environment
- Provide **clarity regarding value** for the price paid
- **Grow membership** and increase retention
- Offers **more options (choice)** to current and prospective members – increasing the likelihood they join at the level that meets their needs and interests
- Provide a **low barrier to entry** to attract young professionals and those who are unfamiliar with the organization

Three Tier Status Update

- Membership at each level
 - Premier Members – 384 (2.2%)
 - 73% new to MPI
 - Essential Members – 425 (2.4%)
 - 96% new to MPI
- Upgrade process

2017 Successes

- Acquisition
 - 275 new members ahead of last year
- Cancellations
 - 53 fewer cancellations compared to last year
- Highest membership number since June 2014



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Your Membership Action Plan

Timothy Gunn



Membership Action Plan

- Simple, easy to follow
- Scalable to fit your chapter's priorities and size of your membership committee
- Helps prioritize, delegate, or manage tasks
- Transferable to the next team

Tip: CLRP → Membership → Documents → document title:
Membership Action Plan 2017/2018

Membership Action Plan

Review of Tasks by Frequency:

- Ad hoc
- Annually
- Monthly
- Quarterly

Membership Action Plan

Ad hoc Tasks

- Recruitment materials: Applications, brochures, Refer A Friend vouchers, Affiliate Member applications
- Attend Recruitment fairs (table cloth, sign, literature...)
- Conduct New Member Orientation

Membership Action Plan

Annual Tasks

- Anniversary Year Special Recognition

Membership Action Plan

Monthly Tasks

- Cancelled one year ago
- Event attendee follow up (non-members/Essential Level)
- Event Registered (non-member/Essential Level) 1st time attendee
- Event Registered (non-member/Essential Level) 2nd time attendee
- Call to members who haven't attended chapter event in 6 months
- Welcome call to new members
- Publicize list of new members from prior month

Membership Action Plan

Monthly Tasks

- Thank you for renewing last month
- Welcome call to transferred membership
- Welcome call to transferred from another chapter
- Renewal calls – up for renewal in 2 months
- Send delinquent member list to board
- Thank you for renewing last month calls

Membership Action Plan

Quarterly Tasks

- Promote Refer A Friend in newsletter, chapter event
- Send recruitment campaign email to non-members on chapter distribution or prospect list.



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Snack Break Time!

30 minutes



Reminder...



Tomorrow!

What Issue Would You Like To Solve?



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Understand Your Population

Timothy Gunn



Understand Your Population

CLRP Membership Reports

- Updated every 24 hours

SELECT YOUR REPORT

Current Membership Roster (All Active Member)
New Members
Memberships Due for Renewal
Renewals
Reinstates
Cancellations
Membership Transfers
Chapter Transfers
Current Lifetime/Honorary Members
Current Student Members
Currently Delinquent Members
Public Chapter Roster (for printed directories, etc.)
Modified Member Records

Handout: Membership Report Descriptions

Understand Your Population

CLRP Chapter Dashboard

Tip: Use this for your board report

Net Member Growth Incentive			
	FY 15 - 16	FY 16 - 17	
July	129	140	0.00%
Aug	133	144	2.86%
Sept	131	142	1.43%
Oct	134	145	3.57%
Nov	136	147	5.00%
Dec	136	148	5.71%
Jan	140	147	5.00%
Feb	138	0	-100.00%
Mar	137	0	-100.00%
Apr	139	0	-100.00%
May	141	0	-100.00%
June	140	0	-100.00%

Growth goal based on benchmark of 140
Target Goal 4% = 146

YTD Eligibility = 3 Points
YTD Growth Percentage: 5.00%

Member Growth Incentive Key:
1 pt = 4% - 4.49%
2 pt = 4.5% - 4.99%
3 pt = 5.0% or above

Understand Your Population

CLRP Chapter Dashboard

	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Total	140	140	144	142	145	147	148	147
New	35	5	6		4	4	4	4
Renew	98	7	9	3	12	7	8	9
Reinstate	2							
Cancel	29	3	3	1	1	1	2	4
Chapter Transfer Out	2	1	1	1		1	1	1
Chapter Transfer In	11	1	2			1		
Retention	81.75%	81.25%	82.17%	80.45%	80.92%	80.60%	80.15%	79.41%
Retention_NonStudent	81.82%	81.30%	82.26%	81.25%	81.75%	81.25%	80.77%	80.00%
Vol Engagement	53	54	49	50	51	52	53	53
Education Satisfaction				5.67	5.90	5.00	5.55	5.00

Tip: Use this for your committee report

Understand Your Population

MEMBERSHIP STATS REPORTS

CLRP Membership State Reports

- Monthly snapshot

2017	2016	2015	2014	2013	2012	2011
January	December	December	December	December	December	December
	November	November	November	November	November	November
	October	October	October	October	October	October
	September	September	September	September	September	September
	August	August	August	August	August	August
	July	July	July	July	July	July
	June	June	June	June	June	June
	May	May	May	May	May	May
	April	April	April	April	April	April
	March	March	March	March	March	March
	February	February	February	February	February	February
	January	January	January	January	January	January

Tip: Use these for historical data comparison

Understand Your Population

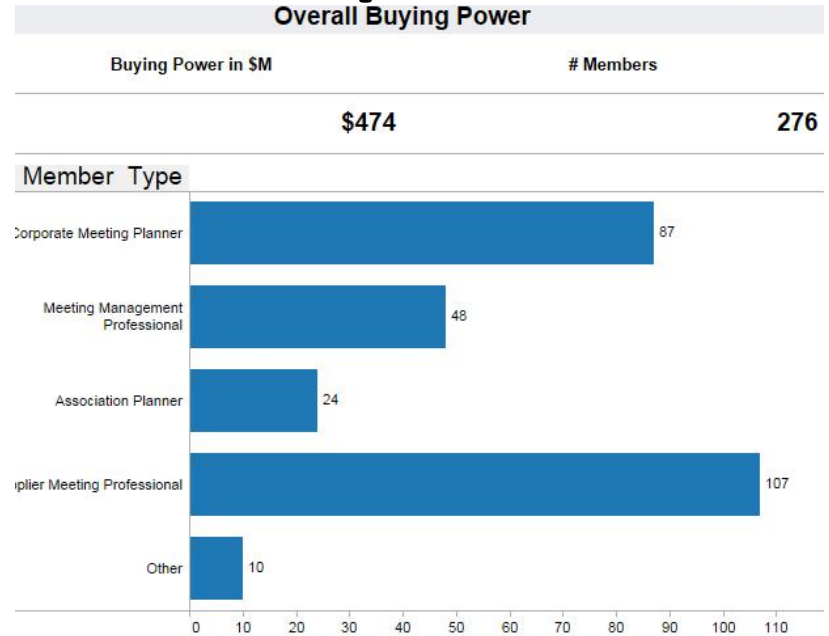
Chapter Buying Power

- Overall and member segment buying #'s

Chapter Profile

- Industry, credentials, budget control...

Tip: Your CBM will send this twice a year

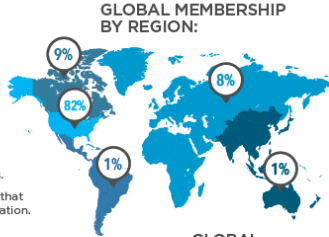


Understand Your Population

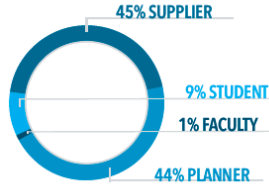


MEMBERSHIP OVERVIEW

MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and over 90 chapters and clubs in 24 countries. MPI has 5,200 exclusive planner members that do not belong to any other industry association.



GLOBAL MEMBERSHIP TYPES:



GLOBAL MEMBERSHIP PROFILE:

MPI GLOBAL BUYING POWER
\$26 BILLION

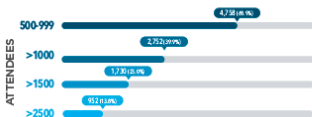


MPI PLANNER MEMBER PROFILE:



MPI'S PLANNER MEMBERS
6,898

MPI PLANNER MEMBERS - SIZE OF MEETINGS BOOKED:



MEETING PROFESSIONALS INTERNATIONAL

The first choice for education, networking and business exchanges for the meeting and event industry.

www.mplweb.org

Create an InfoGraphic

- Share with Education, Sponsorship and Membership.

Tip: Visit www.piktochart.com



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How to Attract New Members

Kristie Estrada



Attracting New Members

- New members bring new friends, business opportunities, volunteers, people to network with, job opportunities, speakers, event locations, sponsors, and ideas to your chapter.
- They fund your chapter

Attracting New Members

	Planner	Supplier
Chapter Rebate from Global	\$62.10	\$83.10
Average Chapter Tenure	\$360.18	\$276.21
Minus Retention Budget	-\$72.03	-\$40.99
Minus Acquisition Budget	-\$36.64	-\$49.38
<u>Net Revenue</u>	<u>\$251.51</u>	<u>\$185.84</u>
Potential Non Dues Revenue	\$348	\$198
Potential Value Per New Member	\$599.51	\$383.84

New Member Acquisition

MPI Global Acquisition

- Prospect nurture campaign
- Social media marketing
- Monthly payment plan – auto renewal
- Live events
 - MPI Global Events
 - Partner Events
 - PYM Live

Group Memberships


MPI offers group membership pricing. Each group membership is charged a \$500 application fee. Any group membership over 50 please call MPI for pricing.

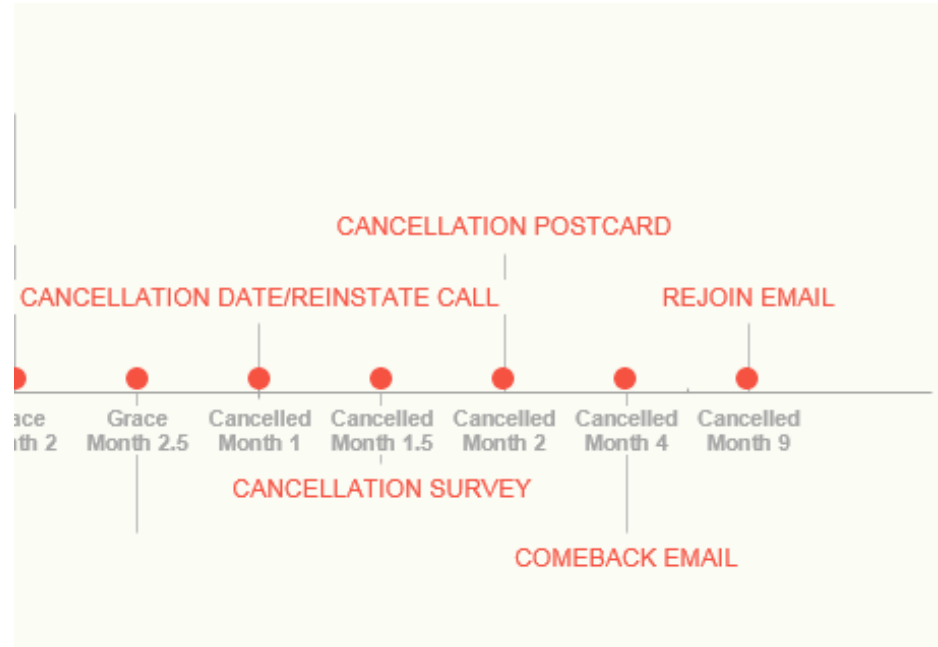
Member	Supplier	Discount
5 to 19	\$455	5%
20 to 34	\$431	10%
35 to 49	\$407	15%

Member	Planner	Discount
5 to 19	\$341	5%
20 to 34	\$323	10%
35 to 49	\$305	15%

Attracting New Members

Cancelled Members:

- Global 
- Chapter
 - Call all members cancelled 3 and 6 months ago.



Tip: Use the CLRP Membership Report called “Cancelled Members” for this tactic. See Membership Action Plan.

Attracting New Members

DISCUSSION:

What tactics do you use to attract new members?

Attracting New Members

Resources Available to You:

- Monthly New Member Campaigns from MPI Global
- Promote MPIF Membership Scholarships
- Obtain new collateral pieces from Global
- MPI Branded booth, pop up banners, or table cloths from Global



Announcement in Meeting Professionals International, Minnesota Chapter

Announcement from Meeting Professionals International, Minnesota Chapter



Rene Palmer-Ashmore

Marketing Events, Experiential Marketing & Meeting Production and Planning

Interested in joining MPI? Know someone who is? Use promo code "MPILinkedIn2015" when you join online before 12/31/15 to waive the \$50 application fee www.mpiweb.org/joinmpi

Please share this savings opportunity with at least one person you think would be a great addition to MPI MN.

Thank you and Happy Holidays!

Respond
Now

View



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Collateral

Education

Advance your career by earning clock hours and certificates through the MPI Academy and our signature events like WEC and EMEC.

Networking

MPI connects you with a global community of meeting and event professionals. Engage online through the MyMPI online community or face to face at our global live events and local chapter meetings.

Business Exchanges

Suppliers and planners are both looking for partners to make meetings great. From our Hosted Buyer Program to abundant sponsorship packages, we've got perfect opportunities for your brand and bottom line.



Meeting Professionals International

is the largest meeting and event industry association worldwide. Founded in 1972, 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 more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries.

Join MPI today at www.mpiweb.org/join



Meeting Planners:

MPI delivers the industry's leading education and networking to meet your needs and advance your career.

(Just look at all these happy MPI faces.)



"Being an MPI member has helped me professionally because of the jobs and career growth it's provided and personally because of the awesome friends I've made in the organization."

Jody Brandes, CHD
Senior Meeting Partner, GenevaTech
MPI Northern California Chapter



Our MPI Member Engagement Team is available to answer your questions.

Phone: 1-866-318-2743

Email: feedback@mpiweb.org

www.mpiweb.org



MEETING PROFESSIONALS INTERNATIONAL

The first choice in education and networking for meeting and event professionals.

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"MPI has opened doors to a world of like-minded people who share the same challenges and aspirations and where conversations about the business of meetings take place on a regular basis."

Tom Stalberg
President,
Foreworks Marketing Group,
MPI British Columbia Chapter

Education

Advance your career by earning clock hours and certificates through the MPI Academy and our signature events like WEC and EMEC.

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Join MPI today at www.mpiweb.org/join



Meeting Suppliers:

MPI delivers the best networking and business exchanges to meet your needs and advance your career.

(Just look at all these happy MPI faces.)



"MPI has truly given me a great foundation for all the success I've enjoyed in my career and I know I would not be where I am today if MPI weren't a part of my life."

Judith Holler, CHD
Founder, HOLLAI Productions, LLC
MPI Chicago Area Chapter



"MPI has introduced me to a lot of people who share my enthusiasm, people I now call friends. Its affect on my life can be summed up in one word: hugal!"

Beend Soewman
Business Development Manager,
Amsterdam, RA
MPI Netherlands Chapter

Our MPI Member Engagement Team is available to answer your questions.

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www.mpiweb.org



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NETWORK. RECONNECT. JOIN THE CONVERSATION!

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NEW JERSEY
CHAPTER



Increasing attendee engagement through better meeting design continues to gain momentum in the industry. But does 'one-size fit all' when it comes to designing meetings for a wide demographic -- cultural, generational and adult learning preferences? Do you have the insights and capabilities to successfully make this happen?

[Read more about the program](#)



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Sands
BETHLEHEM

DISCOVER
NEWPORT
RHODE ISLAND

Kalahari.
RESORTS &
CONVENTIONS

MPI-NJ Chapter Attendance Policy: All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential/Non member rate. MPI Preferred or Premier level members are welcome to attend all chapter events at the member rate.

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Attracting New Members

MORE Resources Available to You:

- CLRP Resources → Membership section
- Documents: Template for Powerpoint presentation
- Refer A Friend → web banners and vouchers
- Justification Documents → letter to boss
- NEW: List of local Essential members



MEMBER AREA LOGIN

Please click below to be taken to the Member Login screen.

Not a member yet? [Click here to join](#)

LOGIN



MARCH 2016 MEETING



March 17, 2016 3:00 PM to March 2016 12:00 PM

Add to Calendar

Spartanburg Marriott
299 North Church Street
Spartanburg, SC 29306

<http://www.marriott.com/spamc>

Directions

A meeting you don't want to miss!

READ MORE

CMP PREFERRED PROVIDER



MPI-CC is a CMP Preferred Provider. The program(s) the CMP Preferred Provider logo meet the requirement

MPI CRV is a CMP Preferred Provider

This program, identified with the **CMP Preferred Provider** logo, meets the requirements to receive **one and a half (1.5) clock hours** of continuing education (CE) credit for the Certified Meeting Professional (CMP) credential.

The Domain is G: Meeting or Event Design.



Thank You To Our Sponsors!

3 Learner Objectives:

1. Discover how to build key security partnerships with local agencies.
2. Find out what questions you need to ask to build event safety measures, and who you need to pose those questions to.
3. Learn best practices from the field that will help you keep your attendees safe.

Domain C: Risk Management and is 1.0 clock hour.



The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Convention Industry Council of the quality of the session.

This logo means that this session has met the criteria to be pre-approved for CMP certification credit.

Agenda:

- 9:30am-11:00am Board Meeting
- 11:00am-11:30am New Member Orientation
- 11:00am - 11:30am Registration & Networking
- 11:30am - 12:30pm Lunch
- 12:30pm - 1:30pm Education



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Domain B Project Management

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What Makes My Chapter Great!

Timothy Gunn



Chapter Specific Benefits

Why do you need them?

- They make your chapter stand out from the rest.
- Encourage members to affiliate with you.
- You learn how to sell your Affiliate Membership.
- Templated membership webpages for all chapters

Handout: CLRP → Membership → Documents → document title:
Chapter Specific Benefit Template

Chapter Specific Benefits

What NOT to do on your membership page;

- No PDF documents
- Do not promote Essential Level membership
- Publish a personal email or phone number

Handout: CLRP → Membership → Documents → document:
Chapter Specific Benefit Template

Chapter Benefits



Preferred Level – Also for Affiliate Members

Premier Level

Discount rate to all chapter events

You will also receive all of the benefits in the Preferred Level as well as;

Attend an unlimited number of MPI New Jersey Chapter education and networking events (non-members/Essential Level Members are limited to two events per year)

One complimentary chapter education event per year

Opportunity to expand your leadership skills by becoming a chapter volunteer or leader

Reserved seating with board members at chapter events

Eligibility for the Chapter Annual Awards

Complimentary Admission to Annual Bowling Event, one of our largest networking events each year

Meet and Greet invitation with select chapter speakers immediately following event

Welcome gift from MPI New Jersey

WELCOME! *Heather Kresge, Director of Membership*

Chapter Benefits



Preferred Level – Also for Affiliate Members	Premier Level
Discounted rate to all chapter events	All Preferred membership benefits PLUS
Attend an unlimited number of chapter education and networking events (non-members/Essential Level Members are limited to two events per year)	Special recognition as a “Premier Level Member” at chapter events ... on event badges
Opportunity to expand your leadership skills by becoming a chapter leader (committee involvement or being on the board of directors)	Promo code to receive an additional 15% discount to all chapter education events (excludes MAC & joint industry events)
Eligibility for the Chapter Annual Awards at annual recognition event	In addition to the annual recognition event, receive one complimentary education event (REACH or monthly luncheon) per year
Recognition through the chapter’s social media when you join as a new member to include one post with feedback and profile picture you provide the month your membership becomes official	Recognition on PowerPoint at monthly chapter meetings (name, company name & logo)
Inclusion in “New Member” listing spotlight in DEFINE, MPI Ohio Chapters quarterly print newsletter	

WELCOME! *Diana Shackelford, VP of Membership*





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Engaging Your Members

Bryan Garza & Kristie Estrada



Engaging Your Members

What does it mean to be engaged?

Why are engaged members important to our chapter?

Engaging Your Members

HANDOUT: “New Member Engagement Best Practices...”

Developed by the 2015/2016 MPI International Task Force for New Member Engagement

Download: CLRP → MEMBERSHIP TAB → BEST PRACTICES
→ Document: New Member Engagement Best Practices...

Engaging Your Members

Global On-boarding

- New Member Orientation webinar by Global
- Calls by MER's.
- New Member Emails

Engaging Your Members

Resources Available to You:

- Ambassador Program examples
- MPIF Scholarships for conference attendance
- MyMPI discussion boards
- Volunteering opportunities



MPI New England

@MPINewEngland

Following

Join fellow chapter members at **#WEC17**.
Apply for a scholarship through the MPI
Foundation. ow.ly/ow7L308IU3I



RETWEET

1

LIKE

1



6:01 AM - 26 Jan 2017



1



1



Meeting industry trends, insightful reports,
networking events around the world - find it all right here.



CONNECTICUT RIVER VALLEY

CHAPTER SCHOLARSHIP OR GRANT!

The MPI Foundation provides MPI members professional development and career opportunities through grants and scholarships and propels the meeting and event industry forward by funding pan-industry research.

Conference scholarships follow the normal application cycle and will be reviewed each month. To allow adequate time for registration and travel arrangements, application deadlines are listed below. We encourage applicants to submit their applications as early as possible.

IMEX Frankfurt: January 31, 2017

WEC: February 28, 2017

[Click here to learn more or apply!](#)



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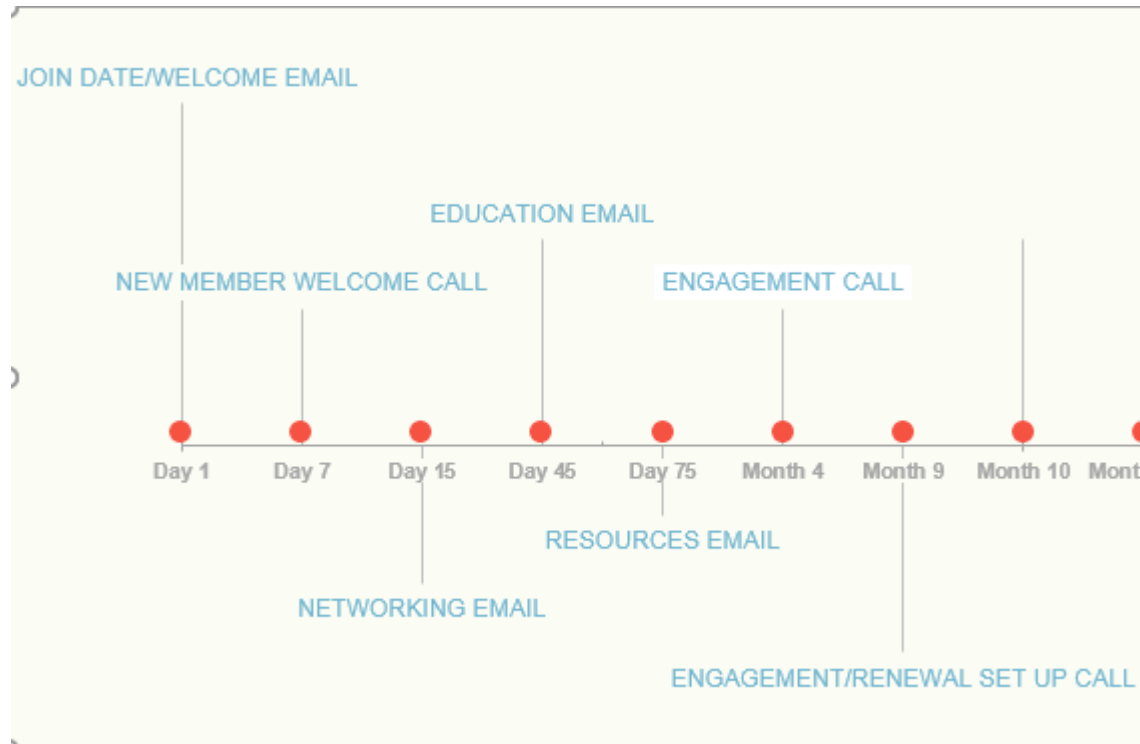
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Retaining Your Members

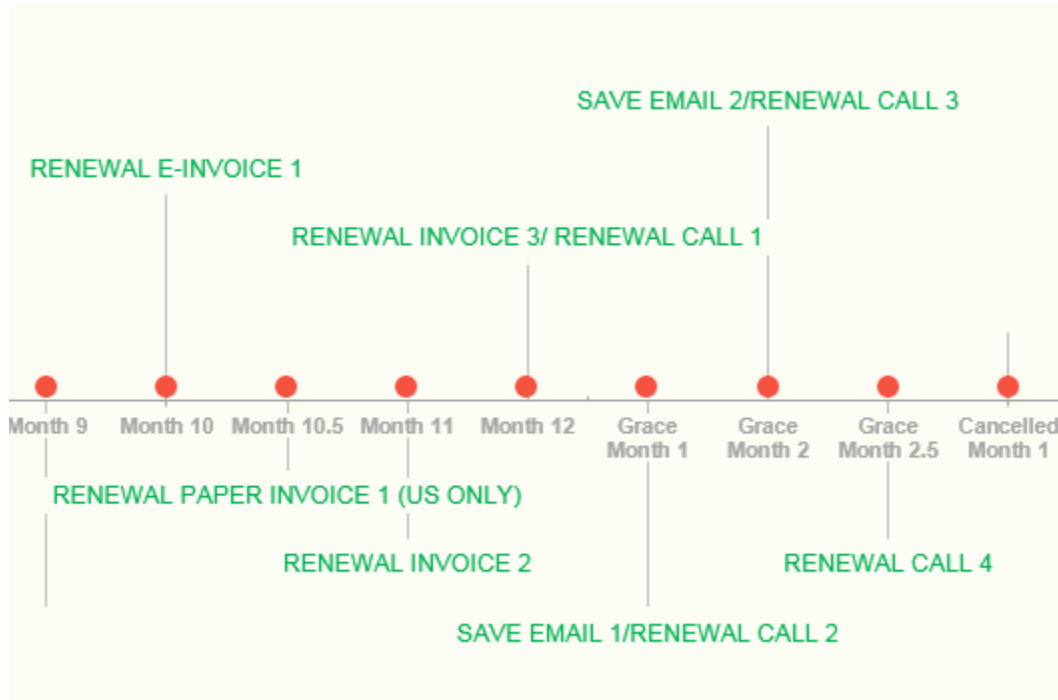
Bryan Garza



Support from Global



Retaining Your Members



Win-back Former Members

How can you compliment the Global Renewal Timeline?

- Use CLRP Membership Report titled “Cancellations”.
- Craft communication to highlight upcoming chapter events, summarize past 12 months, highlight benefits for Preferred & Premier levels.
- Call/Email members on list

NETWORK. RECONNECT.
JOIN THE CONVERSATION!

MPI
NEW JERSEY
CHAPTER



February Member Anniversaries

Let's send some love to our members celebrating anniversaries
with the chapter this month!!

Lynn Campbell, CMP: Sun Chemical Corp - 23 Years
Joanne Joham, CMP: Int'l Congress & Convention Association - 19
Years
Todd Steinberg, CMP: Hilton Worldwide - 15 Years
Kimberly Lewis, CMP: State Farm Mutual - 14 Years
Mary Varone, CMP: Educational Testing Service - 11 Years
Gabriella Truman: TruMarketing - 10 Years
Jennifer Zavaglia: The Borgata Hotel Casino & Spa - 6 Years
Susan Corrado: Westminster Hotel - 6 Years
Bonni Scepkowski: Stellar Meetings & Events - 6 Years
Kelly Bodnarchuk, CMP: American Express Travel - 6 Years
Keli Bell-Cole, CMP: Craft & Hobby Association - 4 Years
Melissa Winfield: Carlson Rezidor - 4 Years
Heather Capelan: Hotel Talisa Vail - 4 Years
Mike Tidwell: Seaview Dolce Resort - 3 Years
Susan Fixler: Meet AC - 2 Years
Naz Cuzzo: APA Hotel Woodbridge - 2 Years
Suzanne Fekete: Wilshire Grand Hotel - 2 Years
Alexis Waddell: Crowne Plaza Edison - 2 Years
Linda Mezzacappa, CMP: The Lynx Group - 1 Year
Roland Mracek, Crowne Plaza Hotel Bucks County - 1 Year
Daria Volkova - 1 Year

WE ♥ OUR
MEMBERS

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

In the Loop: Update Your MPI Global Profile Today!



Our chapter Membership Directory pulls your contact information from the MPI Global website; ensuring your Global profile is up-to-date ensures that our Chapter Members can contact you! Take a few moments today to review and update your contact information.

How do I update my MPI Profile?

- Update your profile at u.mpiweb.org
- Click on "Sign in" in the upper right corner, above the MPI Logo.
- Enter your user name and password.
- Use the pull-down menu in the upper right corner of the site, above the MPI Logo and click on "Profile".
- View your profile and make any necessary updates by clicking on the pencil icon.

*Need assistance? Contact MPI Member Care at 972-702-3053

Next Steps

- Share what you learned with you committees and board members
- Membership Action Plans are due by July 1
- Conduct a web audit of membership page
 - Outdated brochures and PDFs should be removed

Tip: Watch the 3 webinars on CLRP → Membership tab

It Doesn't Stop Here

Friday Sessions | 10:30 AM – 12:15 PM

- Membership Action Plan: Implementing it back home
- Best Practice Sharing – Solution Circles



Housekeeping

TODAY!

- Welcome Reception, City View Terrace, 4th floor, 6:00-8:00pm
 - Arrive by 6:15 for welcome remarks and CSR announcement

TOMORROW!

- Breakfast, Grand Ballroom Foyer, Salon DE, 7:30am
 - Welcome & Foundation remarks at 7:55am
 - Keynote at 8:00am



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THANK
YOU.

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