**INSERT CHAPTER LOGO**

**201\_ - 201\_ ANNUAL BUSINESS PLAN**

MPI Global Vision Statement:

*To be the first choice for professional career development and a prominent voice for the global meeting and event community*

MPI Global Mission Statement:

*To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry*

Chapter Purpose Statement

*[ADD PURPOSE STATEMENT HERE*

All Chapter Vision & Mission statements should be the same as Global. Each chapter may have an additional purpose or proposition statement to further clarify the chapter. Purpose statements should include the geographic location served, size of membership, make up of membership, hallmark events, buying power, or other defining information. Chapter purpose statements should not conflict with the Mission and Vision statement.]

**Chapter Performance Standards:** Scores below are based on Sustaining Performance and should be considered minimum benchmarks.

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| **Membership** | **Leadership** | **Admin & Financial** | **Communications** | **Educational Offering** |
| Satisfaction: 8.00 – 8.50 | Succession: Full Slate | Compliance: All Documents by June 15th Annually | Community: Up to date Website and Social Media | Maintain Minimum Satisfaction Score: \_\_\_\_\_\_\_ |
| Retention: 70-75% | Volunteer Ratio: 20-25% | Governance: Bylaws & P&Ps Current | Brand Compliant – Across all platforms | Execute a minimum of 6 Educational Events |
| Net Member Growth  Achieve: 0.51 – 3.99% | Global Trainings: Participation in Minimums (4 attendees CBS/New board members attend Board 101) | Net Profit: 1% or higher |  |  |
| Non-Member Conversion  Achieve: 2-10% |  | Reserves: 6 months operating expenses |  |  |

**METRIC 1: Net Member Growth**

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| **2016 - 2017 Actual**  **2015 - 2016 Actual:**  **2014 – 2015 Actual:** | \_\_\_\_\_\_  \_\_\_\_\_\_  \_\_\_\_\_\_ | **2017/2018 Goal** | \_\_\_\_\_\_\_\_ | **Net Member Growth Incentive Key** 4-4.49% growth = 1 Point  4.5-4.99% growth=2 Points  5.0% or above = 3 Points |

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| **Item** | **Description** | **Owner**  (Who is responsible?) | **Committee or Position** | **Budget** | | **Completion Date**  (No Later than) | **Stage to Completion e.g., 10%, 25%, 50%, etc.** |
| Expense | Revenue |
| **Objective 1.1** |  |  |  |  |  |  |  |
| Action 1.1.1 |  |  |  |  |  |  |  |
| Action 1.1.2 |  |  |  |  |  |  |  |
| Action 1.1.3 |  |  |  |  |  |  |  |
| Action 1.1.4 |  |  |  |  |  |  |  |
| Action 1.1.5 |  |  |  |  |  |  |  |
| Action 1.1.6 |  |  |  |  |  |  |  |

**METRIC 2: Education Satisfaction**

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| **2016 – 2017 Year-End Avg:**  **2015 – 2016 Year-End Avg: 2014 - 2015 Year-End Avg:** | \_\_\_\_\_ \_\_\_\_\_ | **2017 – 2018 Goal:** | No less than \_\_\_\_\_\_ | **Education Satisfaction Incentive Key:**  **1 pt = 5.03-5.16**  **2 pt = 5.17-5.43**  **3 pt = 5.44 or above** |

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| **Item** | **Description** | **Owner**  (Who is responsible?) | **Committee or Position** | **Budget** | | **Completion Date**  (No Later than) | **Stage to Completion e.g., 10%, 25%, 50%, etc.** |
| Expense | Revenue |
| **Objective 2.1** |  |  |  |  |  |  |  |
| Action 2.1.1 |  |  |  |  |  |  |  |
| Action 2.1.2 |  |  |  |  |  |  |  |
| Action 2.1.3 |  |  |  |  |  |  |  |
| Action 2.1.4 |  |  |  |  |  |  |  |
| Action 2.1.5 |  |  |  |  |  |  |  |

**METRIC 3: MEMBER SATISFACTION – Overall Chapter Satisfaction Score**

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| **Previous Year Score:** | \_\_\_\_\_\_ | **Meets Score: 1 point** | \_\_\_\_\_% overall satisfaction | **Exceed Score:**  **2 points** | \_\_\_\_ % overall satisfaction |

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| **Item** | **Description** | **Owner**  (Who is responsible?) | **Committee or Position** | **Budget** | | **Completion Date**  (No Later than) | **Stage to Completion e.g., 10%, 25%, 50%, etc.**) |
| Expense | Revenue |
| **Objective 3.1** |  |  |  |  |  |  |  |
| Action 3.1.1 |  |  |  |  |  |  |  |
| Action 3.1.2 |  |  |  |  |  |  |  |
| Action 3.1.3 |  |  |  |  |  |  |  |
| Action 3.1.4 |  |  |  |  |  |  |  |
| **Objective 3.2** |  |  |  |  |  |  |  |
| Action 3.2.1 |  |  |  |  |  |  |  |
| Action 3.2.2 |  |  |  |  |  |  |  |
| Action 3.2.3 |  |  |  |  |  |  |  |
| **Objective 3.3** |  |  |  |  |  |  |  |
| Action 3.3.1 |  |  |  |  |  |  |  |
| Action 3.3.2 |  |  |  |  |  |  |  |

**METRIC 4: Volunteer Engagement**

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| **2016 – 2017 Avg:**  **2015-2016 Ave:** | \_\_\_\_\_\_\_ | **2017-2018 Goal:** | No less than \_\_\_\_% | **Volunteer Incentive Key:**  **1 pt = 20-25%**  **2 pt = 26-30%**  **3 pt = 31% or above** |

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| **Item** | **Description** | **Owner**  (Who is responsible?) | **Committee or Position** | **Budget** | | **Completion Date**  (No Later than) | **Stage to Completion e.g., 10%, 25%, 50%, etc.** |
| Expense | Revenue |
| **Objective 4.1** |  |  |  |  |  |  |  |
| Action 4.1.1 |  |  |  |  |  |  |  |
| Action 4.1.2 |  |  |  |  |  |  |  |
| Action 4.1.3 |  |  |  |  |  |  |  |
| Action 4.1.4 |  |  |  |  |  |  |  |
| Action 4.1.5 |  |  |  |  |  |  |  |

**METRIC 5: FINANCIAL MANAGEMENT**

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| **2016-2017 FYE**  **2015-2016 FYE** | \_\_\_\_\_\_% gross margin | **Gross Margin % Goal for 2017-2018:** | No less than \_\_\_\_\_% | Gross Margin Profit Scale  YE is 1-5% = 1 Point  YE is 5.1-10% = 2 Points  YE is 10.1% or above = 3 Points | **Calculation:** Total Revenue Minus Total Expenses Divided by Total Revenue = Gross Margin % |

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| **Item** | **Description** | **Owner**  (Who is responsible?) | **Committee or Position** | **Budget** | | **Completion Date** (No Later than) | **Stage to Completion e.g., 10%, 25%, 50%, etc.**) |
| Expense | Revenue |
| **Objective 5.1** |  |  |  |  |  |  |  |
| Action 5.1.1 |  |  |  |  |  |  |  |
| Action 5.1.2 |  |  |  |  |  |  |  |
| **Objective 5.2** |  |  |  |  |  |  |  |
| Action 5.2.1 |  |  |  |  |  |  |  |
| Action 5.2.2 |  |  |  |  |  |  |  |
| **Objective 5.3** |  |  |  |  |  |  |  |
| Action 5.3.1 |  |  |  |  |  |  |  |
| Action 5.3.2 |  |  |  |  |  |  |  |
| Action 5.3.3 |  |  |  |  |  |  |  |