Thank you for making a commitment to fight against human trafficking. As Meeting Professionals, we have the responsibility to be vigilant in ensuring that our events are safe for all attendees and bystanders. We are calling on you to take this step and host a Human Trafficking Awareness and Response Training with your chapters.

Here's your guide on how to conduct an Anti-Human Trafficking training with your MPI Chapter.

STEP 1: CHOOSE A DATE, VENUE, AND SPEAKERS.

Date & Venue should be finalized 6 weeks out from the meeting when possible. *Venue can be in-person or virtual, and the meeting will be around 2 hours total, including time for networking & registration.*

The first recruitment emails to speakers should be sent 6 weeks out from the meeting, and **speakers should be finalized 4 weeks out from the meeting**.

A GUIDE TO SELECTING AND RECRUITING SPEAKERS:

You'll need a moderator and a panel of experts. This group of people should be a draw for your members. They should want to attend to see the speakers.

Your moderator should be a "local celebrity." What is a name that your members will know and *want* to meet? They should also be a fun, engaging speaker with a good social media presence with the potential of helping to advertise the meeting.

Your panelists should be experts in human trafficking. Explore your community - who is fighting human trafficking in your area? Is it law enforcement, social workers, organization leaders, activists? Do you know anyone who has witnessed human trafficking in your community?

Send a recruitment email to each potential speaker - we recommend 3 panelists and a moderator. *See appendix for an invite email template.*

Plan to have a Thank You gift ready for your speakers post-meeting. A card and a gift basket featuring products from your members' businesses would be a fabulous Thank You gift, and would create the potential for a future relationship or collaboration with each speaker.

STEP 2: ANNOUNCE YOUR MEETING.

You should announce the meeting 4 weeks from the day of the meeting. *By this point, you should have your venue and speakers finalized as well, but if not, you can announce the meeting with "TBA" as a placeholder.*

After you have announced the meeting, **continue to advertise via social media, email, and any other platform that your chapter regularly uses to communicate** *(i.e. Slack, Messenger, Signal, Whatsapp, GroupMe, etc.). You can also offer your members an incentive to join - a raffle, small gift, etc. and advertise that in your social media posts and emails.*

Weeks to Meeting	Channel	Content
4 Weeks Out	Social & Event Platform	Create an event in your chosen event marketing platform - Eventbrite, Facebook, etc. **Event title:** See it. Say it. Human Trafficking Awareness and Response Training **Event description:** *Join fellow MPI <Chapter> chapter members and moderator X for a panel discussion on recognizing and responding to the warning signs of human trafficking.* *Human trafficking can - and does - occur in many settings all over the world, but we know that there is a large uptick in human trafficking activity at large events. As meeting professionals, it is our responsibility to take notice and respond in an informed and effective way.* *Learn to recognize and properly respond to the warning signs of human trafficking at your events from speakers X, X, X.* ***See appendix for event banner examples.***
4 Weeks Out	Social	Post 1x on existing social media (Facebook, Instagram, Twitter, LinkedIn) to announce your meeting. You can use snippets of the event description as a caption for the graphic. ***See appendix for a social media graphic example.***
4 Weeks Out	Email	Send an email to your membership list announcing the meeting. ***See appendix for an announcement email example.***

3 Weeks Out	Social	Post 1 x on social sometime during week three. We suggest using one of the short Myth/Fact videos or a fact graphic to remind your followers of the importance of the training, and always include your meeting date & time in the caption. *See appendix for graphics/video options.*
2 Weeks Out	Email	Send an email to your list reminding them to register for your meeting. *See appendix for an email example.*
2 Weeks Out	Social	We suggest using one of the short Myth/Fact videos or a fact graphic to remind your followers of the importance of the training, and always include your meeting date & time in the caption. *See appendix for graphics/video options.*
1.5 Weeks Out	Social	We suggest using one of the short Myth/Fact videos or a fact graphic to remind your followers of the importance of the training, and always include your meeting date & time in the caption. *See appendix for graphics/video options.*
1 Week Out	Email	Send an email to your list reminding them to register for your meeting. *See appendix for an email example.*
5 Days Out	Social	Post a graphic with headshots of your speakers, the meeting name and time/date/location of your meeting. *See appendix for graphic example.*
3 Days Out	Social	Post a graphic with your meeting name, time, date, and location. *See appendix for graphic example.*
1 Day Before	Social	Post a graphic with your meeting name, time, date, and location. Should include "Tomorrow" in the graphic or caption. *See appendix for graphic example.*
1 Day Before	Email	Send a final registration reminder to your entire list. *See appendix for an email example.*
Day of	Email	Send a reminder to RSVP'd members with last minute info about the event. *See appendix for an email example.*
Day of	Social	Post a graphic with your meeting name, time, date, and location. Should include "Today" in the graphic or caption. *See appendix for graphic example.*
Day of/After	Email	Send an email to your attendees thanking them for their participation in such an important training/meeting. *See appendix for an email example.*
Day of/After	Social	Post pictures from the event and thank the moderator/speakers in your caption.

STEP 3: HOST YOUR MEETING.

Please note that some of these agenda items are suggestions - some will be more applicable to in-person meetings than virtual meetings and vice versa. Please feel free to conduct your meeting how you would ordinarily conduct a meeting or event.

Before the meeting, we suggest that anyone speaking during the meeting read through this website: https://polarisproject.org/myths-facts-and-statistics/ so that you can better prepare questions for the panelists.

Time	Agenda Item
5 min	Networking and Registration (at in-person meetings)
20 min	Networking
5 min	Settle in and take seats for the presentation
10 min	Chapter updates from Chapter President
10 min	Moderator introduces speakers
20 min	Structured questions for the panel from the moderator. Suggestions: - Please describe what human trafficking is - what are the different ways it manifests? - Have you ever personally witnessed a human trafficking event? - What signs should we be looking for at events? Are those signs different from what we should look for in everyday life? - What is the proper response when we see these signs?
10 min	Audience questions for panel. You can collect these before the meeting (during registration process), take them directly from the audience during the meeting, or collect notecards and have the moderator read through and choose a few.
5 min	Closing from panel. Last thoughts from panelists or moderator.
5 min	Housekeeping from Chapter President. Thank the panel and the moderator and let everyone know there will be another 30 minutes of networking post-meeting.
30 min	Closing & Networking

POST-MEETING.

Present thank you gifts to the panelists and moderator.

*Send a follow-up to your members thanking them for attending such an important meeting and taking steps to make their events safer for everyone. **Sample email in appendix.***

APPENDIX

Click here for the folder of social media graphics.

All images were created in Canva, a free online graphic design resource. **Feel free to directly use any of the images (just make sure they don't have any placeholder text).** *Some are also designed so that you may insert text over the image in the correct location without editing the entire graphic. This can be done in powerpoint/keynote or word/pages if you do not have preferred graphic design software.*

Here is a list of videos that you may download and use on social media to promote your meeting and general awareness of human trafficking:

https://vimeo.com/545566168
https://vimeo.com/543816836/3824b9d1a0
https://vimeo.com/543816669

EXAMPLE SPEAKER RECRUITMENT EMAIL

Hello <insert name>,

My name is <insert name>, and I am the Meeting Professionals International (MPI) <CHAPTER> Chapter President.

MPI has recently committed to actively combatting human trafficking at our events. Human Trafficking can - and does - occur in many settings all over the world, but we know that there is a large uptick in human trafficking activity at large events. As meeting professionals, it is our responsibility to take notice and respond in an informed and effective way.

That's where you come in - our chapter will be holding a See it. Say it. Human Trafficking Awareness and Response Training on <date> at <time>, and we would be honored to have you speak on our panel/act as a moderator.

Please let me know if you are interested and available, or if you'd like more information. If not, is there anyone you can recommend from your network?

Thank you so much, and I look forward to hearing from you soon.

<Name>

EXAMPLE ANNOUNCEMENT EMAIL

See folder for example email banner.

<Name>,

MPI has recently committed to actively combatting human trafficking at our events. Human Trafficking can - and does - occur in many settings all over the world, but we know that there is a large uptick in human trafficking activity at large events. As meeting professionals, it is our responsibility to take notice and respond in an informed and effective way.

We are so excited to announce that we will be hosting moderator X and speakers X, X, X for a panel discussion and training on recognizing and responding to signs of human trafficking at our events.

Join us at our next meeting on date to make change in your community.

<Graphic with speakers, time, date, title of event. Example in folder.>

We'll see you there.

<Your name>

EXAMPLE 2-WEEK REMINDER EMAIL

See folder for example email banner.

Hey <Name>,

Our See it. Say it. Human Trafficking Awareness and Response Training is in two weeks - don't forget to RSVP <link out to RSVP>.

<Graphic with speakers, time, date, title of event. Example in folder.>

As event professionals, staying neutral is not an option. We need to make sure our events are safe for everyone - and our community.

Our moderator X and panelists X, X, and X are excited to share their knowledge with you.

Make sure you reserve your spot!

We'll see you on date.

Team X

EXAMPLE 1-WEEK REMINDER EMAIL

See folder for example email banner.

<Name>,

One week left to register <link to RSVP> for our See it. Say it. Human Trafficking Awareness and Response Training.

<Button - Don't forget to Register, link to RSVP>

This is a critical training for event and meeting professionals. You can make a clear, tangible difference in your community and in the lives of potential victims of human trafficking.

<Graphic with speakers, time, date, title of event. Example in folder.>

Please feel free to reach out with any questions, and we'll see you soon.

<Your Name>

EXAMPLE 1-DAY REMINDER EMAIL

See folder for example email banner.

<Name>,

Tomorrow is the day! This is your last chance to register for our See it. Say it. Human Trafficking Awareness and Response Training tomorrow.

<Button - Register Now, link to RSVP>

Don't miss this discussion with Moderator X and Panelists X, X, X. Learn to recognize the signs of human trafficking so that you can be the difference.

We'll see you tomorrow.

Team X

EXAMPLE DAY OF REMINDER EMAIL

See folder for example email banner.

<Name>,

Thank you for registering for today's training! We hope that you come out with a better understanding of human trafficking regognition and prevention.

Doors open at XX:XX today, and the discussion will begin at XX:XX.

The agenda is as follows:

XX:XX - XX:XX Networking & Registration
XX:XX - XX:XX Chapter Updates from X
XX:XX - XX:XX Panel Discussion
XX:XX - XX:XX Wrap-Up & Housekeeping
XX:XX - XX:XX Networking

We look forward to seeing your smiling faces today! Please reach out to <contact> with any questions.

See you soon.

<Your Name>

EXAMPLE THANK YOU EMAIL

See folder for example email banner.

<Name>,

Thank you so much for attending the Human Trafficking Awareness and Response Training yesterday. We are proud to know that so many of our MPI Chapter members are more equipped to recognize and respond to the signs of human trafficking at our events and in our venues.

You can (and are) making a huge difference for your community.

You can find the deck/materials here <link>.

<any chapter updates/housekeeping>

Thank you, and we'll see you soon.

Team X