



When we **meet**, we change the world. <sup>SM</sup>

**Chapter Leader All Hands Call**  
**November 2025**



# WELCOME



**Timothy Gunn**  
Vice President, Community  
MPI

# TODAY'S AGENDA

01

Chairs Message | Rob Adams

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02

Thank you! | Paul Van Deventer

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03

Regional Successes | Shannon Jones

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Membership Resources | Christine Richards

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05

Looking Ahead | Timothy Gunn

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*This call is being recorded so that it can be shared. Please keep your microphone muted and use the chat for questions.*

*Thank You!*

# MESSAGE FROM THE CHAIR



**Rob Adams**

Chair, International Board of Directors  
CEO, Bishop-McCann  
MPI Kansas City Chapter

**THANK YOU!**



**Paul Van Deventer**  
President & CEO  
MPI  
MPI San Diego Chapter

# REGIONAL SUCCESSES



**Shannon Jones**  
Chair, Council of Regional  
Chairs  
MPI Tennessee Chapter

# THANK YOU, REGIONAL CHAIRS!!



- MaryAnne Bobrow- Pacific US
- Helene Moberg- Canada
- Pamela Kammerer- Northeast US
- Steven Foster- Southwest US
- Suzanne Mulligan- Europe & APAC
- Ricardo Magana- Latam
- Bill Kubiak- Midwest US
- Shannon Jones- Southeast US

# REGIONAL SUCCESSES



- Chapter leader training webinars and meet ups
- WEC Regional Meet Ups
- Virtual membership webinars
- MPI Foundation support
- Cross chapter education events and roadshows



# WHAT'S NEXT?



- New chairs in 2026
- Continued and expanded chapter collaborations
- More chapter leader training
- Growing and bettering our communities at the regional level

# MEMBERSHIP RESOURCES



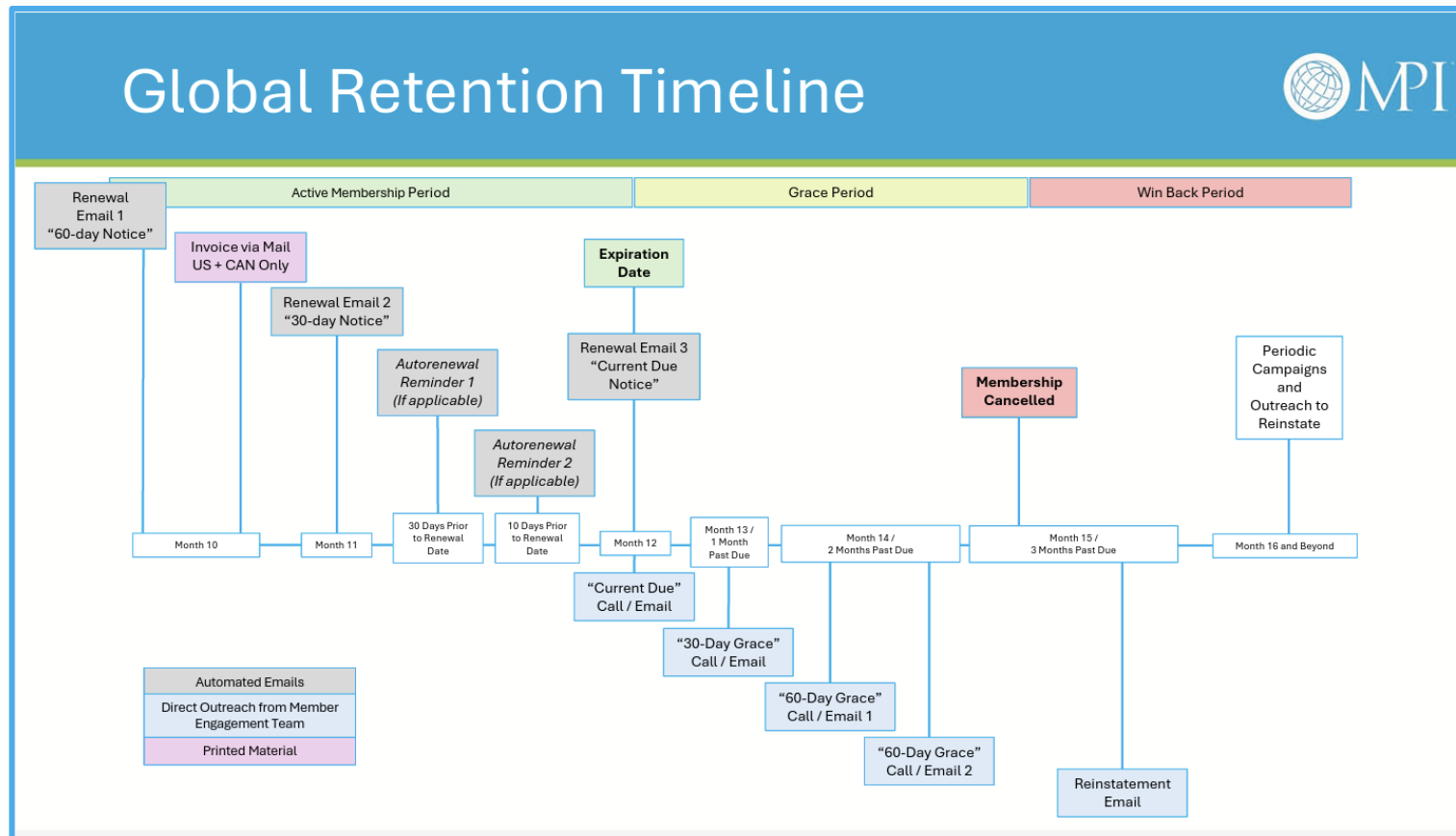
**Christine Richards**  
Manager of Membership Development  
MPI Texas Hill Country Chapter

# REMINDERS



## New Retention Strategy Deck

- CLRP Membership > Member Retention





## Annual Chapter Membership Promotion

- 20% off new Preferred or Premier membership
- Active for 30 days
- Send requests to [feedback@mpi.org](mailto:feedback@mpi.org)
- Must use by December 31

# REMINDERS



## Refer-a-Friend

- CLRP > Membership > Member Recruitment

### WANT TO STRENGTHEN A FRIENDSHIP AND AN INDUSTRY? **Refer a friend to MPI.**

We are pleased to offer you an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. By giving this voucher to a future MPI member, you will allow them to waive the \$50 application fee. Also, for each new member who uses this referral voucher, you will receive \$25 off your next membership renewal. Be sure to add your name and member ID to each voucher prior to giving it to a new member. After all, what are friends for?



Waive Application Fee of \$50.00

New Member Name \_\_\_\_\_

Current Member \_\_\_\_\_

Address \_\_\_\_\_

Member ID \_\_\_\_\_

Address \_\_\_\_\_

This voucher entitles a new member of MPI to waive the \$50 application fee. To apply by mail/email, the voucher must accompany the New Member application. If applying online, use discount code "MyFriendMPI" and enter the current member's name in the "Referred by" field.

Email \_\_\_\_\_



Waive Application Fee of \$50.00

New Member Name \_\_\_\_\_

Current Member \_\_\_\_\_

Address \_\_\_\_\_

Member ID \_\_\_\_\_

Address \_\_\_\_\_

This voucher entitles a new member of MPI to waive the \$50 application fee. To apply by mail/email, the voucher must accompany the New Member application. If applying online, use discount code "MyFriendMPI" and enter the current member's name in the "Referred by" field.

Email \_\_\_\_\_

- New paid media partner
- Membership ads begin September 2025
- Focus is on testing, learning, and optimizing across regions and campaigns
- North America: performing steadily with 20 sales, 73 clicks
- EMEA: low conversion; ads paused to rebuild



# LOOKING FORWARD TO 2026



**Timothy Gunn**  
Vice President, Community  
MPI

## For More Information

- *Visit the Chapter Leader Resource Page, Office of the President Section*
- *FAQ*
- *Cvent User Guide for MPI Chapters*
- **NEW** – *Cvent User Guide for Attendee Hub*



Meeting Professionals  
International

### USER GUIDE (SOP)

#### CVENT CUSTOMER SUCCESS

U.S. and Canada (toll-free): 866.318.4357

UK (toll-free): 0808.234.4543

Australia (toll-free): 1800.502.472

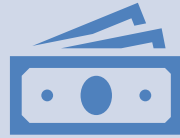
All others and local: 703.226.3535

[customercare@cvent.com](mailto:customercare@cvent.com)

as of October 2025



# REBATE PAYMENT SCHEDULE



Reduce transaction/bank fees



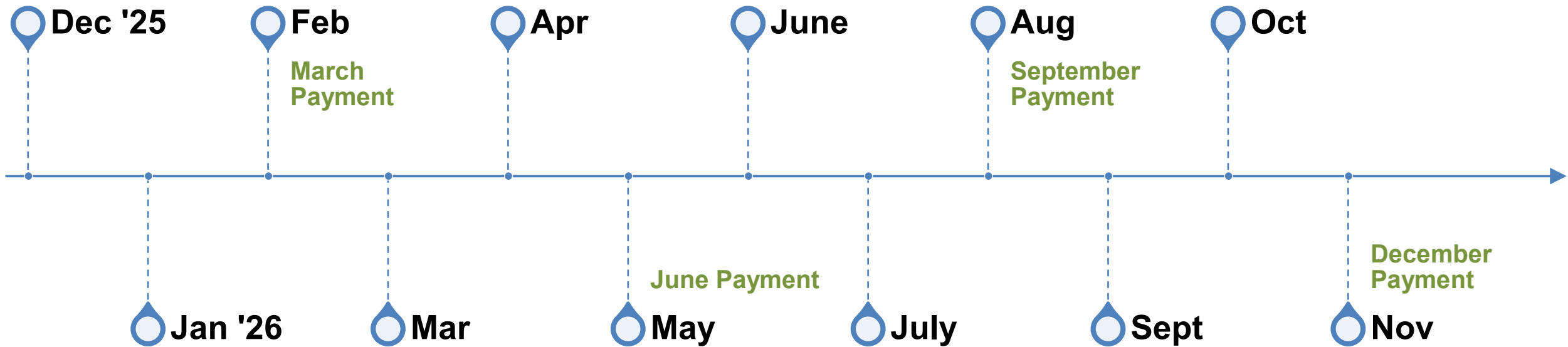
Increase in efficiency



Reduce administrative time



# REBATE PAYMENT SCHEDULE



Note: accrual-based chapters will have to book a receivable for December.



## Timeline

- Nominations: Closed
- Applications: Due Dec. 10
- Finalists announced at GMID on May 5, 2026
- Winners revealed at WEC San Antonio



## Overview of programs from other MPI Chapters

- MPI UK & Ireland: *Innovative Educational Programming*
- MPI New Jersey Chapter: *Marketplace Excellence*
- MPI Atlantic Canada Chapter: *Member Achievement*
- MPI Ottawa Chapter: *Social Impact*



## Required for:

- International Volunteers
- MPI Staff
- Volunteer Chapter Leaders
- Verified Facilitators
- Chapter Administrators

## Exempt:

- Anyone who has completed in 2025

Global will email all required groups  
in January 2026



## Volunteer Training

Training the volunteer community in the core principles of our association. A commitment to inclusivity and diversity.

[Volunteer Training Sessions](#)

# CHAPTER LEADER COMMUNITIES



*Only Current Members serving in the Current Term are allowed to join this group.*

This community is only accessible and viewable to Chapter Presidents, President-Elects and Immediate Past Presidents. The MPI Chapter Operations Team will be in here to help answer questions or share feedback when needed.

*No Chapter Administrators or Facilitators will be able to join or view this community.*

## Latest Discussions



### RE: Two-Year Term for Directors

By: [Jennifer Berkemeier](#), 17 days ago

Hi Stephanie, Thank you – In MPI MI chapter, we have everyone re-apply, regardless of where they served, if ...



### Two-Year Term for Directors

By: [Stephanie Rapko](#), 18 days ago

Hello, Currently, in the MPI Toronto Chapter Bylaws, it states the following for the role of Director: Term of Office ...



### RE: 2026 Budget: Music Licensing Fees

By: [Marcelo DeOliveira](#), one month ago

In Canada, SOCAN (Society of Composers, Authors and Music Publishers of Canada) and Re:Sound fees are also due when recorded ...



### 2026 Budget: Music Licensing Fees

By: [Angela Layton](#), one month ago

As you begin to build you budget for 2026, consider if your chapter needs to obtain music licenses. In the United States, if you ...

## Announcements Add

### Cvent Grants Now Available

By: [Angela Layton](#), 8 months ago

Cvent is offering chapter grants between \$500 and \$1,000 that can be used towards **any purpose!** For the current grant opportunity, **any chapter can apply**, even if you received a grant in 2024 or further in the past.

<https://www.mpi.org/foundation/get-help/chapter-grants>

[View more announcements](#)

## Latest Library Entries

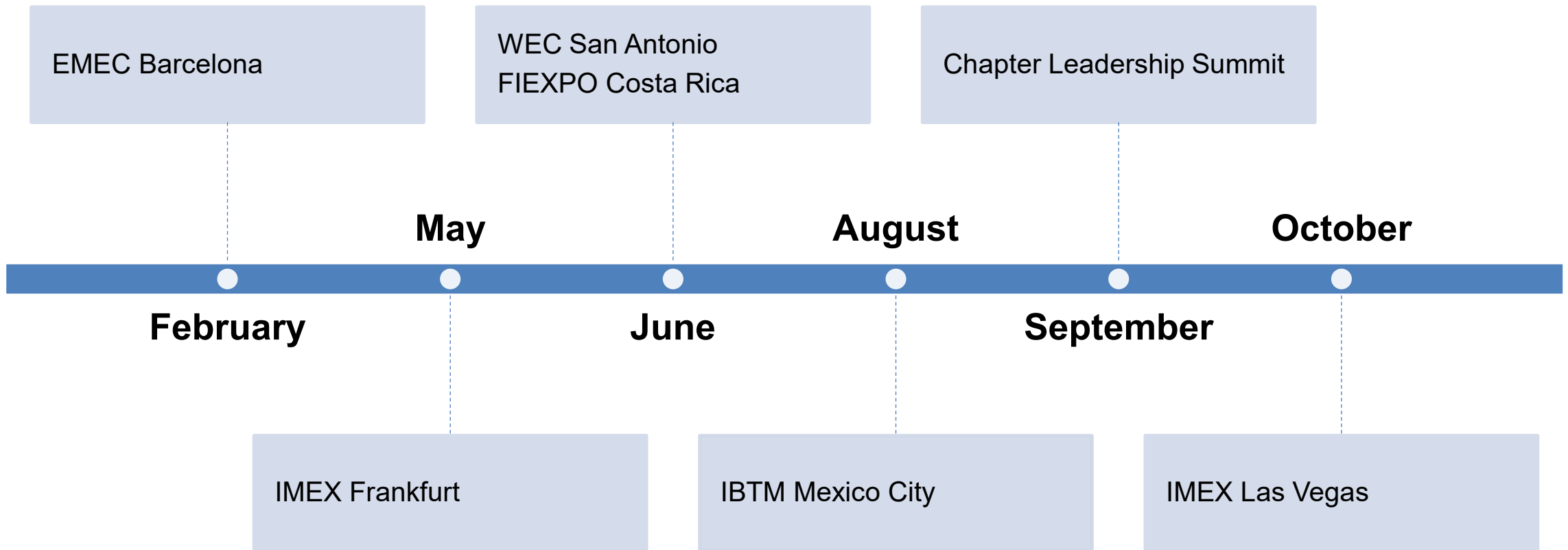


### Membership Flash Sale Extended through August 29

By: [Christine Richards](#) 2 months ago

- Education
- Finance & Strategic Alliance
- Marketing & Communications
- Membership
- Office of the President
- Chapter Administrators

# REGIONAL TRAINING STRATEGY



# SIGNATURE EVENTS



## Flat rate for the duration of registration

Available to 2026 Chapter Leaders, Chapter Administrators, MPI Facilitators, Regional Council members, and MPI International Volunteers





# FUTURE WEC DESTINATIONS



2027



2028



2029



2030





YOU INSPIRE US!

