



When we **meet**, we change the world. SM

Chapter Leaders All Hands Call

January 30, 2025

WELCOME



Timothy Gunn
Senior Director, Community
MPI

TODAY'S AGENDA

- Message from the International Board of Directors Chair
- MPI Foundation Welcome & Updates
- MPI 2024-25 Updates
- Community Updates
- Membership Updates
- Regional Council Update
- MPI.org Refresh
- Chapter Updates
- Q&A

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



Rebecca DeLuca, CMP

Chair | MPIF Global Board of Trustees

Vice President of Destination Sales
Las Vegas Convention and Visitors Authority
MPI Chicago Area Chapter



Giving Back:

- Over \$170,000 distributed to MPI Community in 2024.
- **BREAKING:** Member Assistance to those affected by Southern California wildfires.

Do your members or chapter need help?



WHO WE ARE ▾

GET HELP ▾

GET INVOLVED ▾

FOREVER FUND ▾

FOUNDATION STORIES ▾

THANK YOU FOR YOUR
CONTINUED SUPPORT:

DONATE

MPI FOUNDATION SCHOLARSHIPS

Moving this community and our global industry towards critical recovery.

Scholarships are the core of your foundation's ongoing contribution to complement MPI membership, education and career opportunities. With these scholarships, together, we move this community and our global industry towards critical recovery. Whether you just started your career or you're an industry vet, the MPI Foundation assists those that share the same commitment and passion to professional excellence. Scholarships are governed by the Global Board of Trustees with oversight conducted by the Grants & Scholarship Committee.

Please read on to view scholarship opportunities.

mpi.org/foundation/get-help

Chapter IMPACT reports

- 10-year recap of relationship
- Educational opportunity
- Reports will be sent by the end of February
- GOALS:
 - Raise awareness of G&S
 - Be part of chapter calendar of events

example

2015 - 2023 (9 years)

- Avg. 76 Members
- Funds raised: CN \$16,184
- MPIF distributions: CN \$30,319
- 68 Scholarships
- 4 Grants

 MPI
ATLANTIC
CANADA
CHAPTER

 MPI
FOUNDATION

Recognizing Chapter Support of MPIF:



- Past recipients:
 - MPI Poland Chapter
 - MPI Italia Chapter
 - MPI Atlantic Canada Chapter
- Recognized at WEC St. Louis
- Simple Application process forthcoming

Application coming at the end of March!



March Applications:

WEC St. Louis
Scholarships



THANK YOU to
27 Chapters
who donated over
US \$45,000!

MPI UPDATE



Paul Van Deventer
President & CEO
MPI



Vision

Lead and empower an inclusive meeting and event community to change the world.

Mission

Connect the global meeting and event community to learn, innovate, collaborate and advocate.

Strategic Pillars

- Brand awareness and industry advocacy
- Industry innovation, education and delivery
- Dynamic business exchanges
- Expanding and engaging our diverse community
- Operational excellence

2024 REVIEW

Paul Van Deventer

- **Community:**
 - Community growth of 34% to 160,000
 - Membership revenue growth of 4.9%
 - Rolled out Regional Council Structure
 - Reinstated MPI Aloha Chapter
 - Provided support to members impacted by hurricanes Helene and Milton
 - Launched refreshed TMP and MPITv
 - Inaugural ***the EVENT*** powered by MPI

2024 HIGHLIGHTS



- **Academy:**

- Launched certificates in AI, Neurodiversity, Event Psychology, Golf Events, & Coaching Cohorts
- Highly rated content:
 - GMID (96%), EMEC (90%), WEC (92%), TLS (100%), *the EVENT* (99%)

- **Foundation:**

- Celebrated and leveraged 40th Anniversary:
 - \$14.4 million distributed; 25,000 professionals impacted
- Delivered 215 scholarships and distributed \$180,000
- Record breaking IMEX America fundraising
- Built endowment to \$3.3M

2024 FINANCIAL RESULTS



- **Financials:**
 - \$510K EBITDA
 - YOY Growth (2023-2024):
 - Revenue = 9.9%
 - Total Cash = 7.2%
 - Total Debt = (2.6%)

2025 BUSINESS GOALS

Paul Van Deventer

MPI 2027 KPI's

250,000 Active Community

40,000 Customers

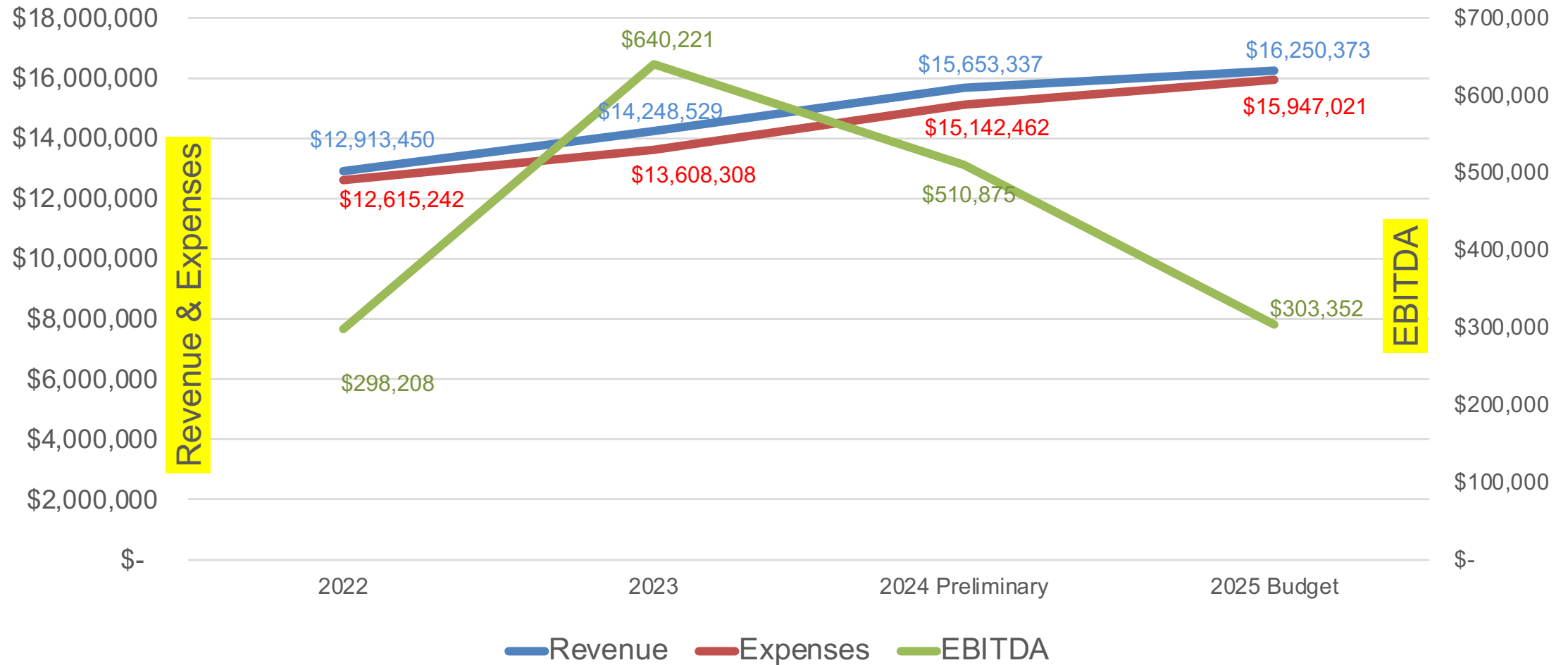
20% Revenue outside N. America

20+ Affiliate Partners

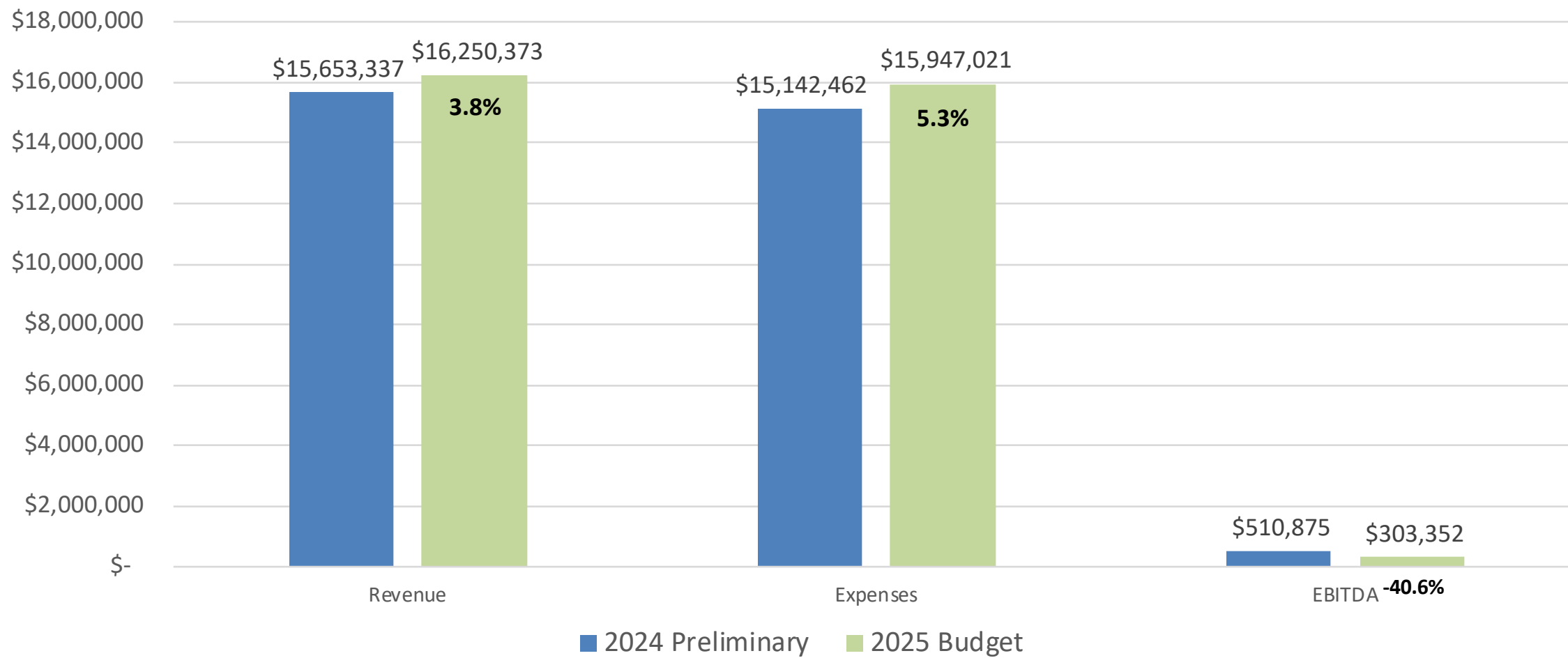
Strong Financials:

- \$20MM Revenue
- \$1.5MM+ EBITDA
- \$3.5MM Cash Reserves
- 40/50/55 – NPS (community/members/volunteers)
- 40 - ENPS

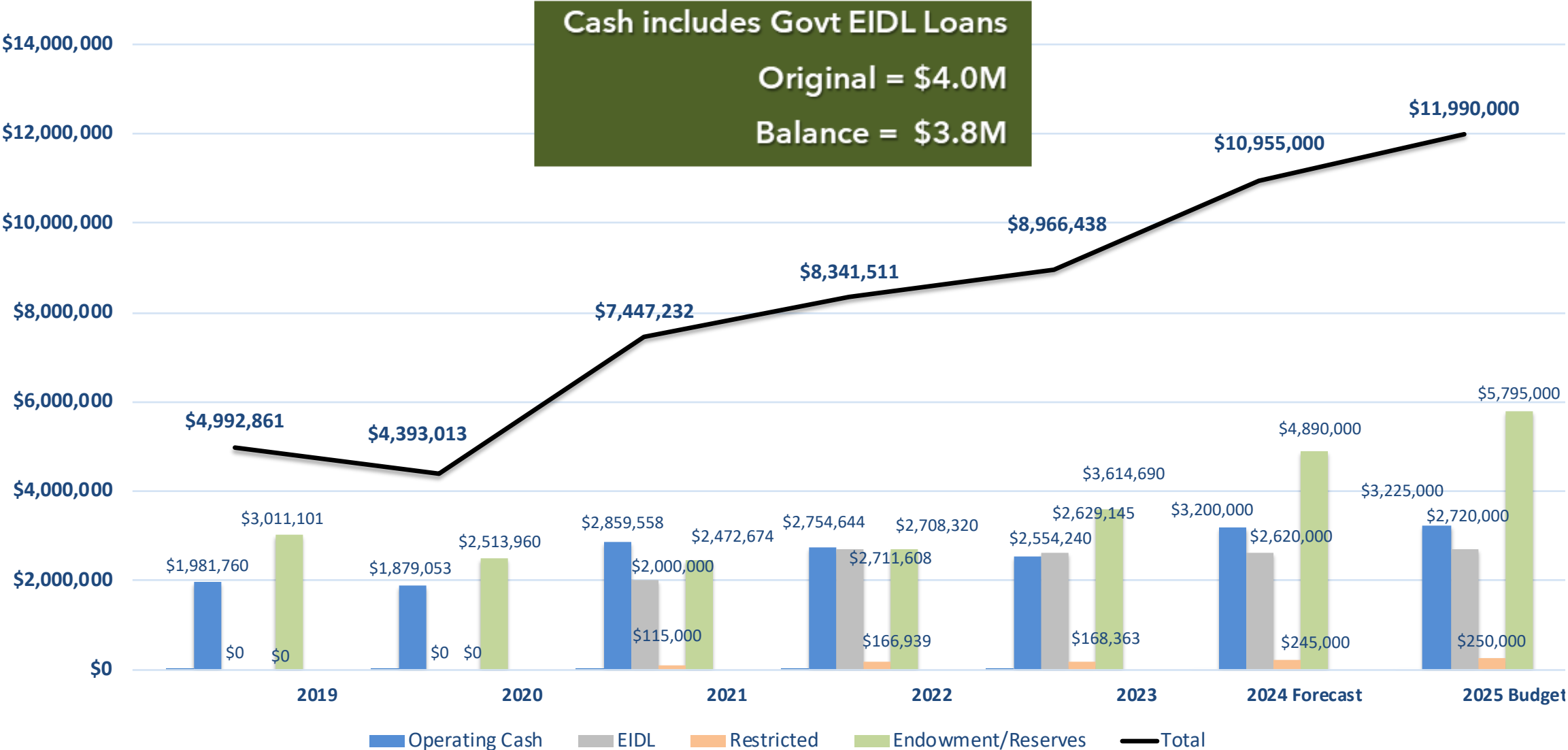
MPI FINANCIAL TREND: 2022-2025



2025 MPI BUDGET



CONSOLIDATED 7-YR CASH TREND



1. Update Strategic & Operational plans, and KPI's
2. Develop and launch new MPI Academy strategy
3. Strengthen balance sheet:
 - Top-line revenue growth
 - Increase cash reserves
 - Reduce debt
4. Relaunch of mpi.org

COMMUNITY UPDATE



Timothy Gunn
Senior Director, Community
MPI

UPCOMING EVENTS



MEMBERSHIP UPDATES



Christine Richards
Manager of Membership
Development
MPI

Recap of 2024 Major Membership Campaigns

April 2024: GMID

155 New Members and 313 Renewals

September 2024: Flash Sale

369 New Members

December 2024: Cyber Monday

240 New Members and 579 Renewals

Top 5 Best Performing Chapter/Club Annual Promotions *Calendar Year 2024*

Chapter / Club	New Members from Annual Promotion
Northern California Chapter	10
Rocky Mountain Chapter	10
Middle Pennsylvania Chapter	7
Chicago Area Chapter	6
Potomac Chapter	6

You can request your Chapter/Club's 2025 annual promo code now!

Contact your Member Engagement Rep - feedback@mpi.org or 972-702-3030

4,839 New Members

Recruited July 1, 2023 – December 31, 2024

THANK YOU!

Retention and Engagement in 2025: Recent Update to Membership Reports on the CLRP

- Cancellations
- Current Delinquent Members
- Memberships Due for Renewal
- New Members
- Reinstates
- Renewals
- Renewing Members Contact

REGIONAL COUNCIL UPDATE



Shannon Jones, CMP
Chair, Regional Council
Southeast US
MPI Tennessee Chapter

Regional Councils



Pacific US

1. MPI Aloha Chapter
2. MPI Northern California Chapter
3. MPI Oregon chapter
4. MPI Sacramento/Sierra Nevada Chapter
5. MPI San Diego Chapter
6. MPI Southern California Chapter
7. MPI Washington State Chapter

Chapter Lead: Leslie Scantlebury
Membership Lead: Jazzlyn Garrett

Canada

1. MPI Atlantic Canada Chapter
2. MPI British Columbia Chapter
3. MPI Greater Calgary Club
4. MPI Greater Edmonton Chapter
5. MPI Montreal & Quebec Chapter
6. MPI Ottawa Chapter
7. MPI Toronto Chapter

Chapter Lead: Marcelo DeOliveira
Membership Lead: Teresa Saucedo

Northeast US

1. MPI Connecticut River Valley Chapter
2. MPI Greater New York Chapter
3. MPI Middle Pennsylvania Chapter
4. MPI New England Chapter
5. MPI New Jersey Chapter
6. MPI Philadelphia Area Chapter
7. MPI Pittsburgh Chapter
8. MPI Potomac Chapter
9. MPI Upstate New York Chapter

Chapter Lead: Marcelo DeOliveira
Membership Lead: Marlene Jackson

EMEA & APAC

1. MPI Belgium Luxembourg Chapter
 2. MPI Finland Club
 3. MPI France-Switzerland Chapter
 4. MPI Germany Club
 5. MPI Iberian Chapter
 6. MPI Italia Chapter
 7. MPI Japan Chapter
 8. MPI The Netherlands Chapter
 9. MPI Poland Chapter
 10. MPI Scandinavia Chapter
 11. MPI Turkey Club
 12. MPI United Kingdom & Ireland Chapter
- Chapter Lead: Federico Toja
Membership Lead: Teresa Saucedo

Southwest US

1. MPI Arizona Sunbelt Chapter
2. MPI Dallas/Fort Worth Chapter
3. MPI Houston Area Chapter
4. MPI New Mexico Chapter
5. MPI Oklahoma Chapter
6. MPI Rocky Mountain Chapter
7. MPI Texas Hill Country Chapter

Chapter Lead: Leslie Scantlebury
Membership Lead: Mark Kilgore

Midwest US

1. MPI Chicago Area Chapter
2. MPI Heartland Chapter
3. MPI Indiana Chapter
4. MPI Kansas City Chapter
5. MPI Michigan Chapter
6. MPI Minnesota Chapter
7. MPI Ohio Chapter
8. MPI St. Louis Chapter
9. MPI Wisconsin Chapter

Chapter Lead: Angela Layton
Membership Lead: Jazzlyn Garrett

Southeast US

1. MPI Carolinas Chapter
2. MPI Georgia Chapter
3. MPI Greater Orlando Chapter
4. MPI Gulf States Chapter
5. MPI Kentucky Bluegrass Chapter
6. MPI North Florida Chapter
7. MPI South Florida Chapter
8. MPI Tampa Bay Area Chapter
9. MPI Tennessee Chapter
10. MPI Virginia Chapter

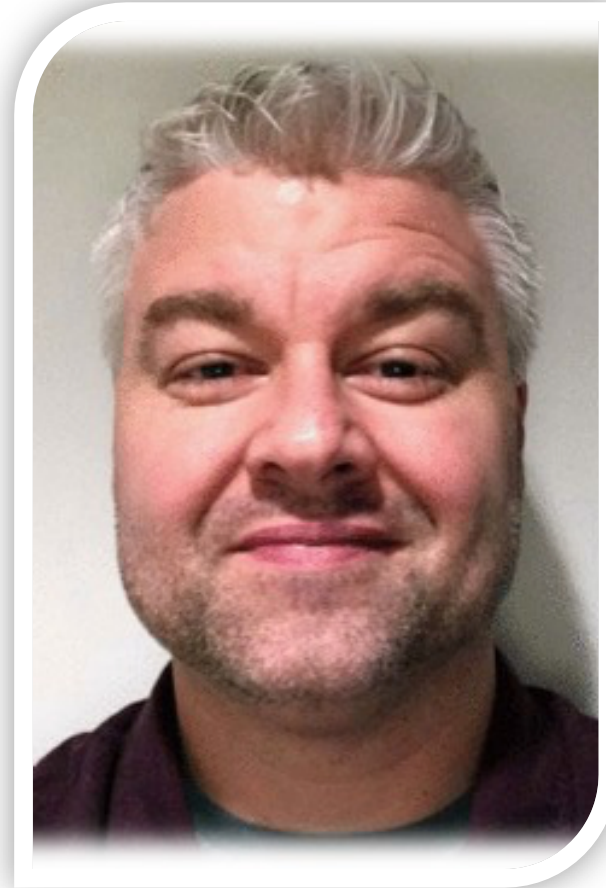
Chapter Lead: Angela Layton
Membership Lead: Mark Kilgore

LATAM

1. MPI Argentina Club
2. MPI Bajio Mexicano Club
3. MPI Brazil Club
4. MPI Caribe Mexicano Chapter
5. MPI Central America Club
6. MPI Colombia Chapter
7. MPI Ecuador Club
8. MPI Mexico Chapter
9. MPI Peru Club

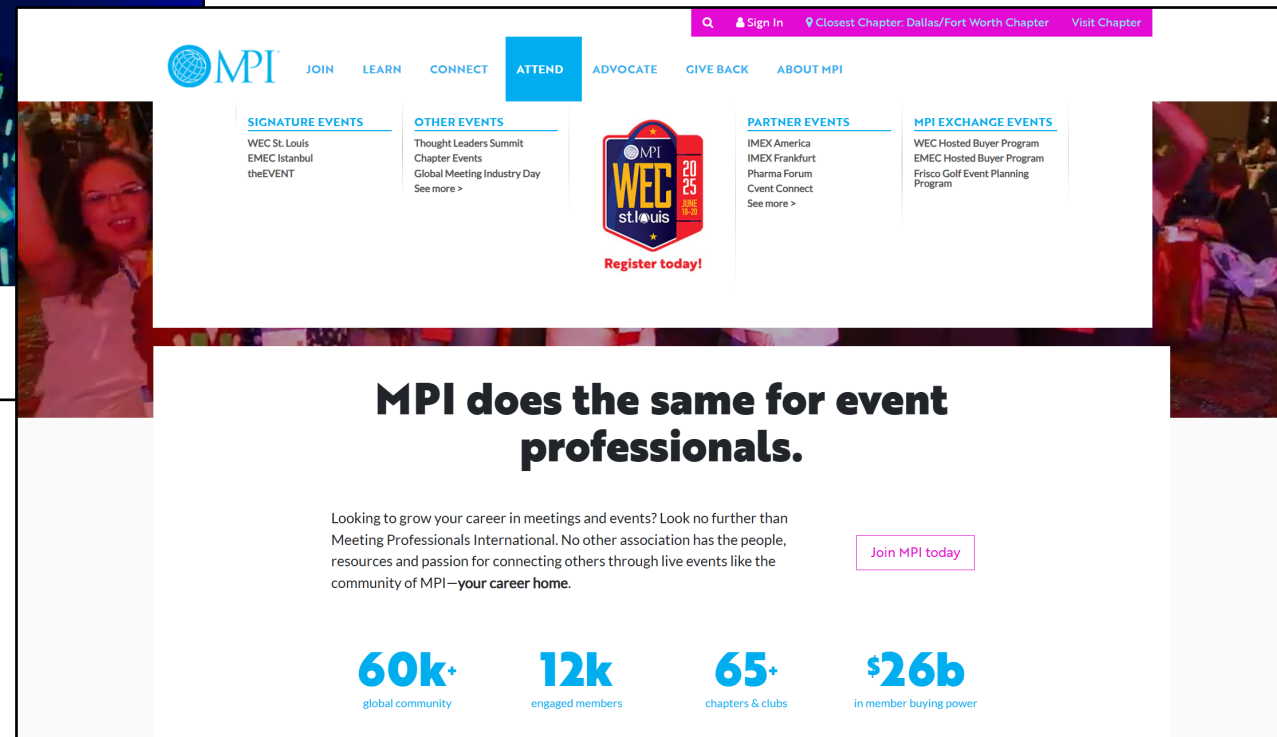
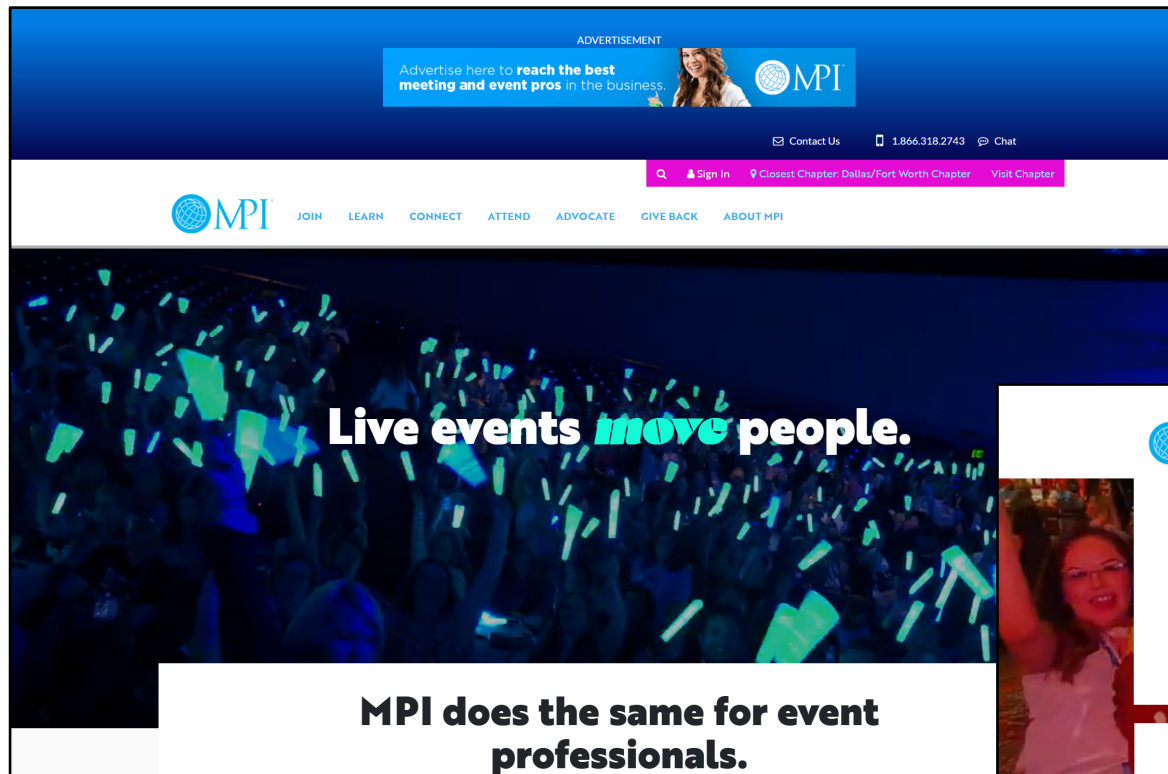
Chapter Lead: Federico Toja
Membership Lead: Marlene Jackson

MPI.ORG REFRESH



Jay Hough
Director, Technology Services

MPI.ORG REFRESH



MPI.ORG REFRESH



[JOIN](#) [LEARN](#) [CONNECT](#) [ATTEND](#) [ADVOCATE](#) [GIVE BACK](#) [ABOUT MPI](#)

Let's meet.

(it's what we do best)

Jan

30

Morton's The Steakhouse - Houston Galleria, 11:30AM

January CAP'D Program

View Details →

MPI HOUSTON AREA CHAPTER

PRESENTS



CAP'D

Career Advancing Professional Development

UPCOMING MPI EVENTS NEAR YOU

Jan 09, 2025 | Texas Hill Country Chapter

THCC Big Game Squares Fundraiser

Feb 12, 2025 | Oklahoma Chapter

Member Appreciation & Awards Night at The Ellison

Feb 12, 2025 | Arizona Sunbelt Chapter

Spring Fundraiser

Feb 20, 2025 | Rocky Mountain Chapter

February Dynamic Duo

View more events →

Contact Us 1.866.318.2743 Chat

[JOIN](#) [LEARN](#) [CONNECT](#) [ATTEND](#) [ADVOCATE](#) [GIVE BACK](#) [ABOUT MPI](#)

Upcoming chapter events happening in your region.

Jan 30, 2025 | Houston Area Chapter Chapter

January CAP'D Program

Feb 09, 2025 | Texas Hill Country Chapter

THCC Big Game Squares Fundraiser

Feb 12, 2025 | Oklahoma Chapter

Member Appreciation & Awards Night at The Ellison

Feb 12, 2025 | Arizona Sunbelt Chapter

Spring Fundraiser

Feb 20, 2025 | Rocky Mountain Chapter

February Dynamic Duo

Mar 25, 2025 | Rocky Mountain Chapter

MEET MPI After MIC

Upcoming Global Events



EMEC Istanbul

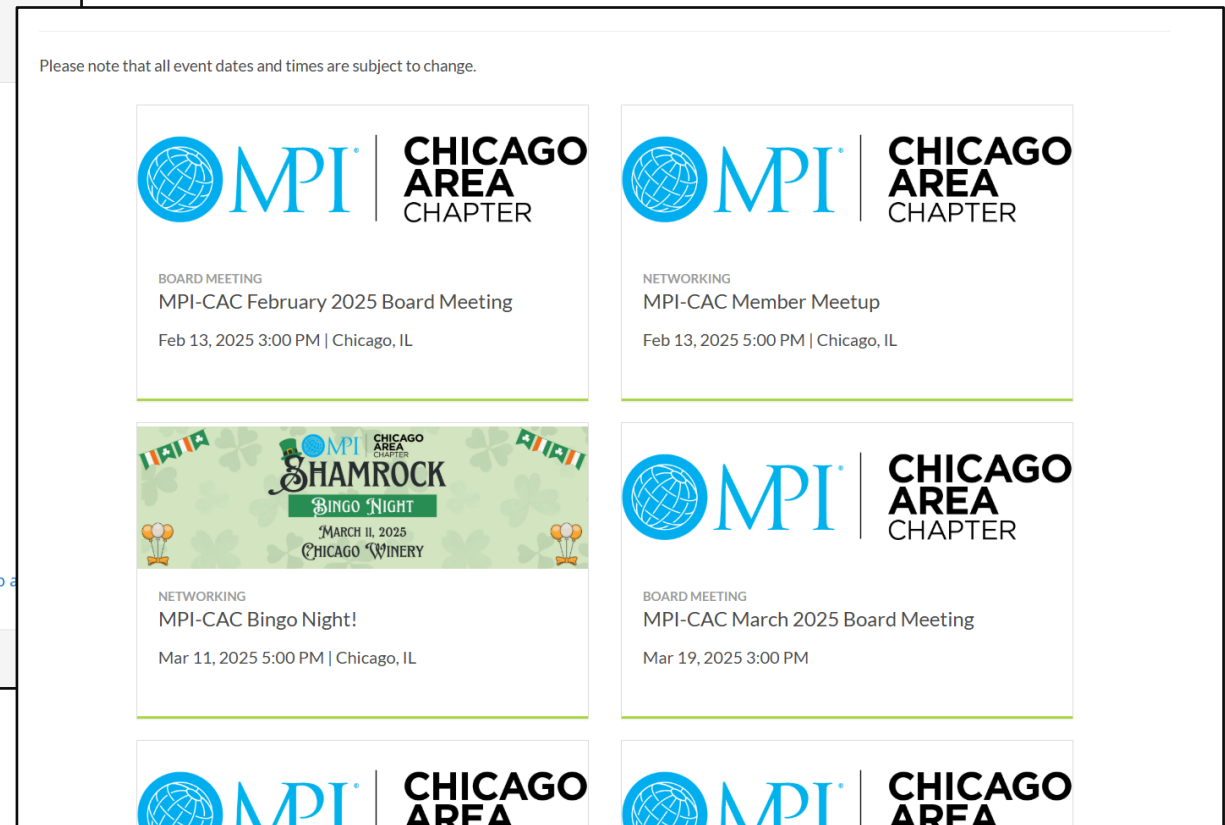
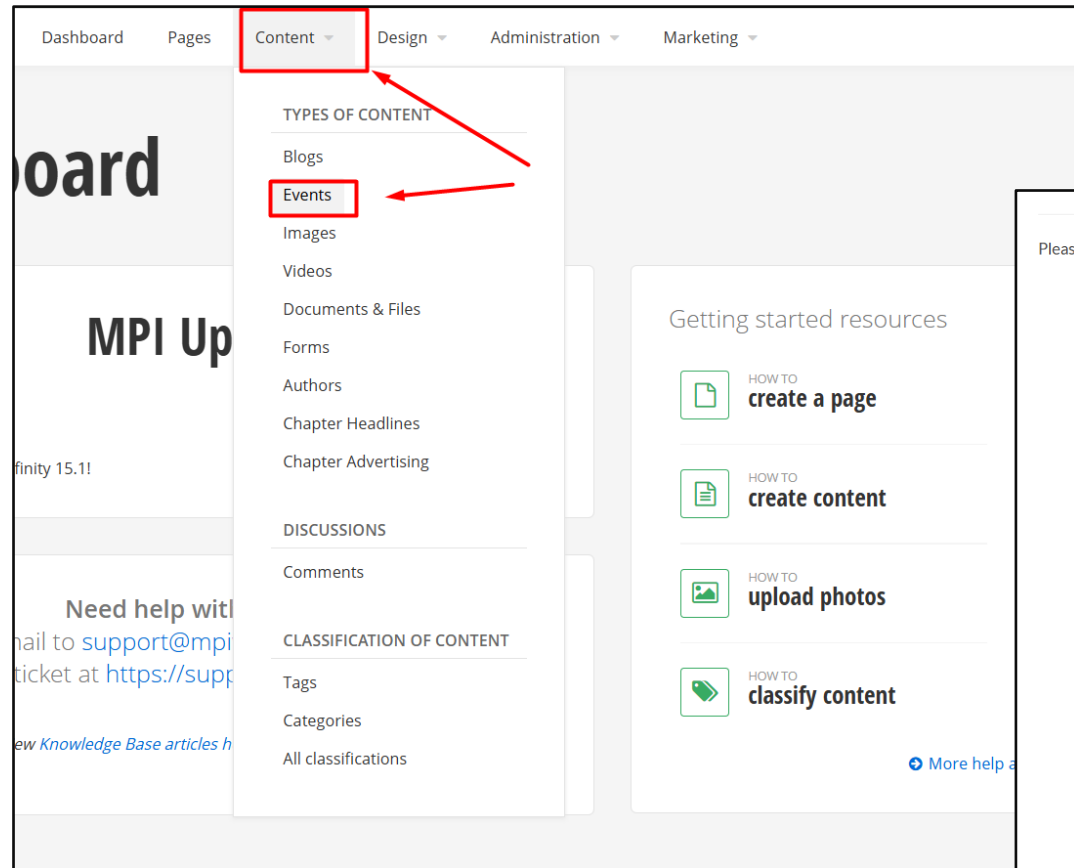
Set against the stunning backdrop of Istanbul, where history and modernity beautifully intertwine, EMEC Istanbul is your chance to explore one of the world's most iconic cities on 22-25 February.

LEARN MORE



Global Meetings Industry Day

MPI.ORG REFRESH



CHAPTER UPDATES



Federico Toja



Leslie Scantlebury



Marcelo DeOliveira

Upcoming Training

Sitefinity: 1 of 3

- When: Tuesday, February 4, 10:00-11:00 AM CDT
- Who: Anyone who is updating your website
- How: Register online. See January Chapter Leader Newsletter
- *Also held: June 26 and October 21*



Upcoming Training

QuickBooks: 1 of 2

- When: Tuesday, March 4, 10:00-11:00 AM CDT
- Who: All Board Members
- How: Register online. See January Chapter Leader Newsletter
- *Also held: July 7*



Upcoming Training

Solution Room: 2 of 4

- When: Thursday, March 13, 10:00-11:00 AM CDT
- Who: All Board Members
- How: Register online. See January Chapter Leader Newsletter
- *Also held: May 8 and July 10*



Save The Date:

Chapter Leadership Summit 2025

- When: Thursday, September 11, 2025
- Who: All FY2026 Board Members

- *Add to your Chapter Calendar!*





2 0 2 4



C H A P T E R A W A R D S

Thursday, April 24, 10:00 AM CDT

FY2025 Chapter Metric Dashboard

- Will go live on February 1, 2025
- Anti-Human Trafficking Awareness Activity will be tracked
- Final day to report missing data and/or corrections for FY2023-2024

GLOBAL MEETINGS INDUSTRY April 3, 2025 DAY



Chapter Events and Activities

- Recorded content before March 1
- Live on April 3
- Contact Lexi Roberts before February 7 to share ideas/brainstorm

lroberts@mpi.org

Information

1. Operational Guidelines
2. Application for New Student Club
3. Annual Compliance Form
4. Leadership Changes

Office of the President Documents

Chapter/Club Operations Guides



[Application for Club or Chapter in Formation](#) (75 KB)



[Guide to Merge or Dissolve a Chapter](#) (208 KB)



[MPI Chapter Champion Guide \(September 2023\)](#) (180 KB)



[MPI Guide for Chapter to Club Transition \(September 2023\)](#) (156 KB)



[MPI Guide for Club and Chapter Formation \(September 2023\)](#) (273 KB)



[MPI Guide to Satellite and Hub Activation](#) (173 KB)



[MPI Guide to Sustainable Club Operation \(September 2023\)](#) (252 KB)



[Student Clubs - Established Student Clubs Information \(January 2025\)](#) (106 KB)



[Student Clubs - New Student Club Information \(January 2025\)](#) (321 KB)

CHAPTER OPERATIONS TEAM



Federico Toja

ftoja@mpi.org

**Director of Chapter
Operations - Europe,
Japan and LATAM**



Leslie Scantlebury

lscantlebury@mpi.org

**Regional Operations
Manager**



Angela Layton,

CMP Fellow, CMM

alayton@mpi.org

**Regional Operations
Manager**



Marcelo DeOliveira

mdeoliveira@mpi.org

**Regional Operations
Manager**