

Chapter Leader All Hands Call

April 17, 2025

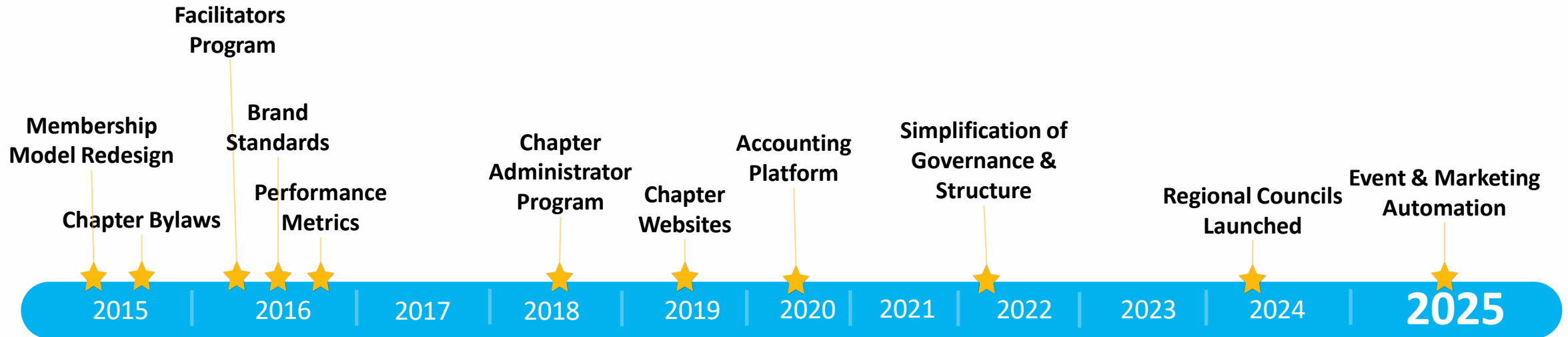


When we **meet**, we change the world. SM



Our Community Experience

CHAPTER SUPPORT ROADMAP



CHAPTER SUPPORT FRAMEWORK



Programs

Administrator
Onboarding

Verified
Facilitator

Chapter
Leadership
Summit

Volunteer
Training

MPI Cares

Platforms & Services

Websites

Accounting

D&O
Insurance

Event &
Mktg
Automation

CLRP
Chapter Leader
Resource Page

MPI
Communities
Chapter Dept.

Chapter
Operations
Team

Standards

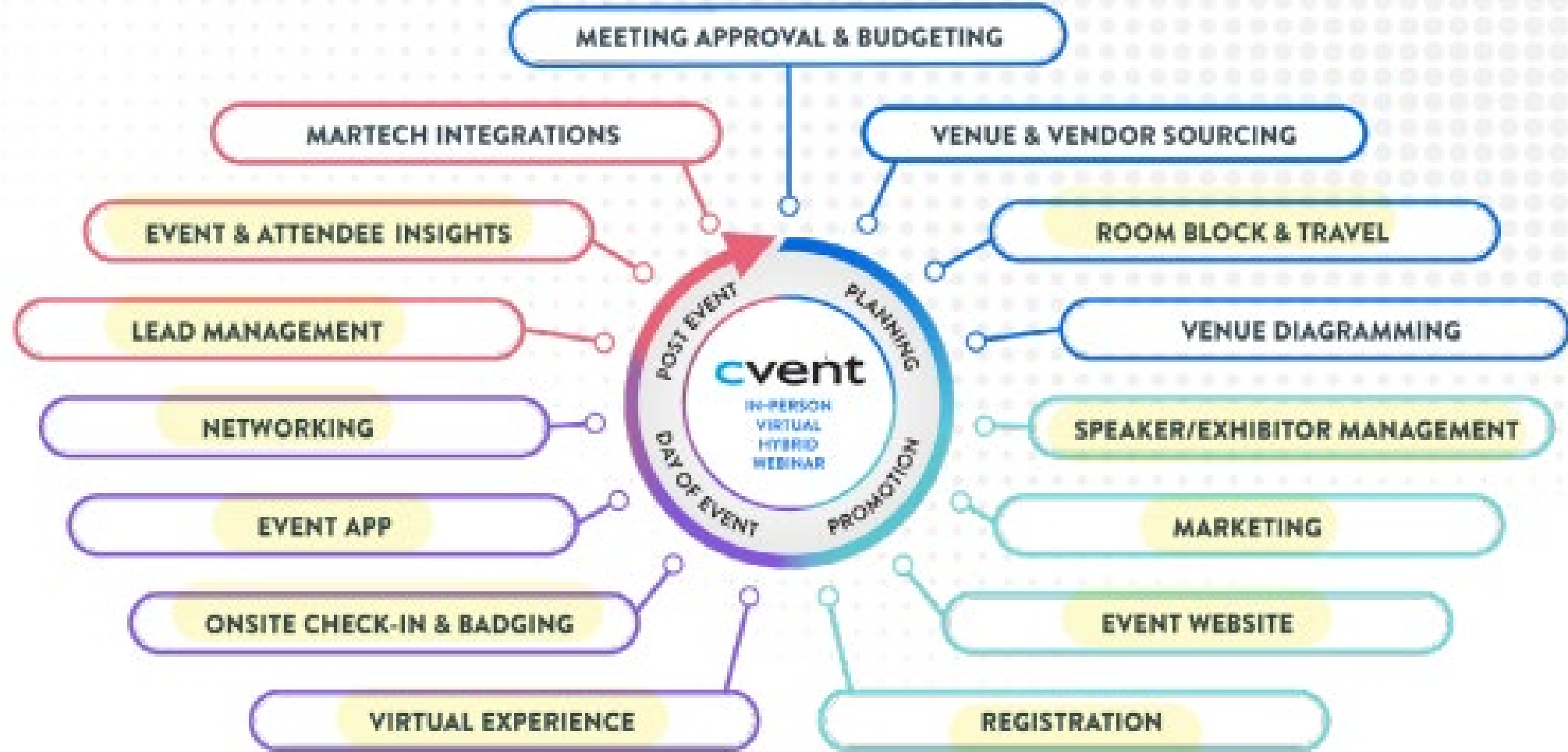
Chapter Bylaws

Chapter Policy

Global Branding

Performance
Metrics

EVENT & MARKETING PLATFORM



Centralized Support Person



PROJECT OVERVIEW

“Preferred or Premier Members are also eligible to receive member rates for all MPI events even when the event is not associated with their primary Chapter.

MPI Policy Manual, Article IV, Section 1.4.1

Advantages for MPI

- Consistent Community experience
- Additional Solution for chapter
- Engagement data at the chapter level
- Expand our Community
- Centralized calendars by Region
- Multi-language reg sites
- Affiliate Membership data
- Dedicated support from Cvent (System Admin, Dedicated Builder)

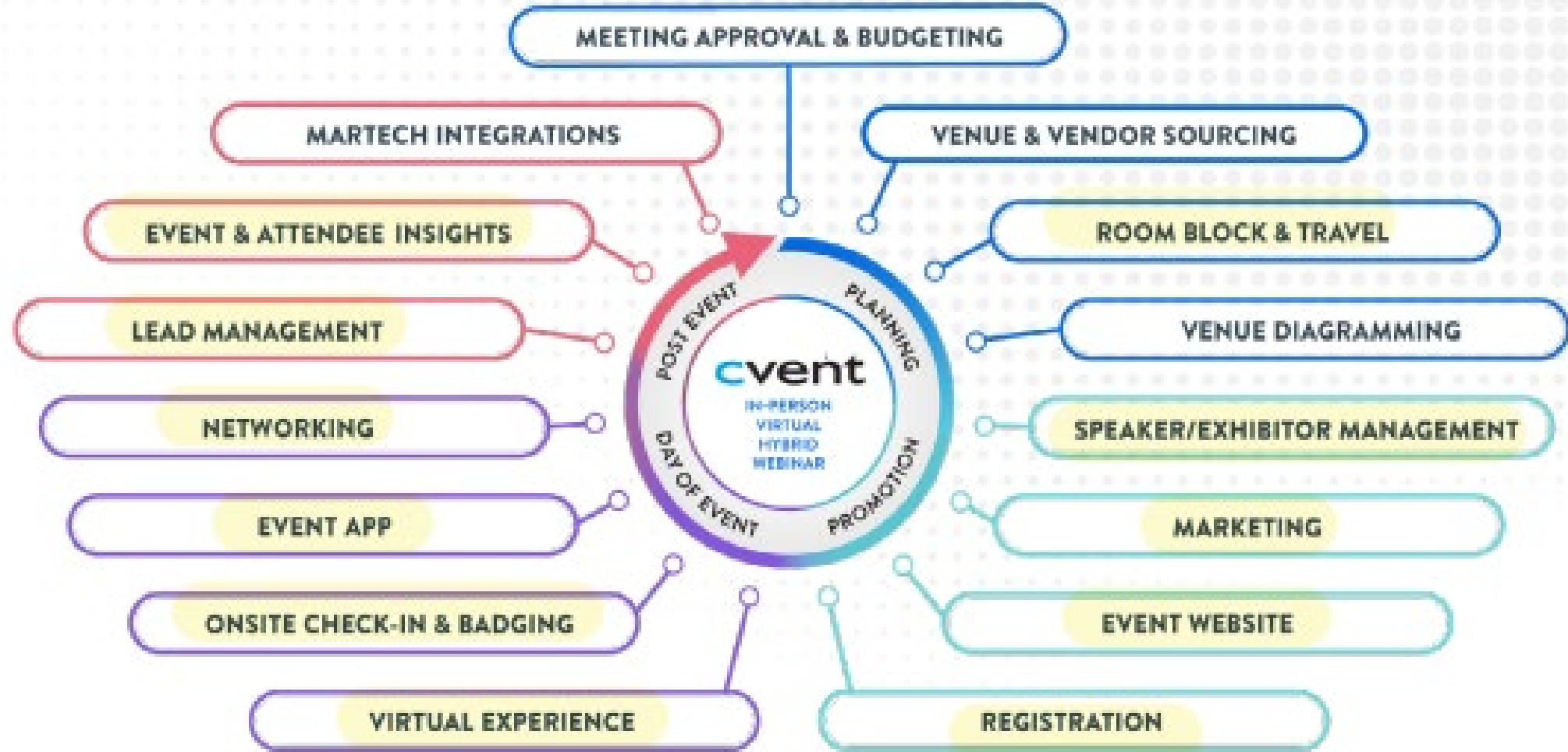
Advantages for Chapter

- Automatic update to Chapter “Member” and “non-member” communication list (24 hour)
- Enhanced Cvent package
- Centralized & Consistent Training
- Dedicated Cvent Support person
- Cvent Event Build Services included
- No licensing fees
- Templates for event formats, Chapter communication, Affiliate Memberships, Reports

EJ Saenz | *Senior Director, Account Mgmt*

- Have been working with ~35 MPI chapters during my tenure at Cvent (9 years!)
- Based out of Cvent HQ in Northern VA
- Will be at WEC!

CVENT PLATFORM



Centralized Support Person

Currently supporting 35 MPI Chapters

Event Types:

Meetings, Galas, Celebrations, Conferences, Trainings, Fundraisers, Dinners

Modules most frequently used:

Reg site, Mobile app, Onsite check-in, Event surveys, Reporting

Training and Support

Existing Users: training on utilizing templates, module-specific demos for new services available

New Users: onboarding with Cvent System Admin

All MPI Chapters:

- Regional hands-on training across the globe
- Dedicated sessions with Cvent System Admin
- Cvent CONNECT (US + Europe) | 50% off reg fee
 - San Antonio: June 9-12
 - London: Oct 15-16
- Cvent Certification | fees waived

Next Steps

Current Users

- Migrate to MPI Global account based on current contract expiration date. Cvent will communicate with you to go over next steps!

New Users

- MPI Chapter Operations Team will send you a survey about existing contract to determine a migration timeline

For More Information

- *Visit the Chapter Leader Resource Page, Office of the President Section*
- *FAQ – updated as needed*
- *Recording from today's call*
- *Slides from today's call*
- *Cvent Modules descriptions and features*



ADMINISTRATION

Office of the President

Governance and leadership documentation.