



When we meet, we change the world.

2016

YEAR IN REVIEW



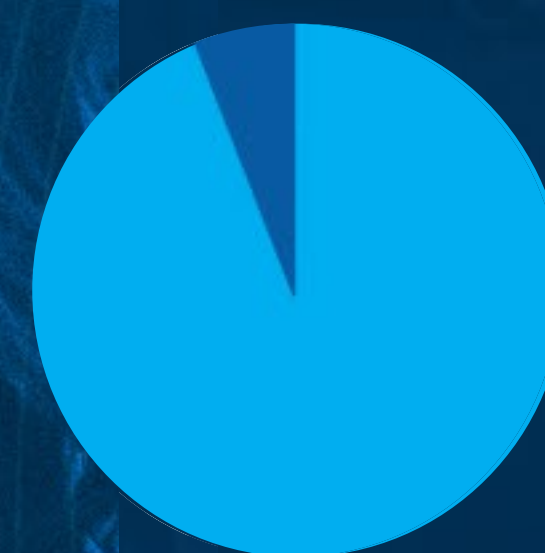
About MPI

Founded in 1972, Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide with a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries.

*MPI provides meeting and event professionals education, certificates, and business exchanges that elevate careers and generate **insanely great meeting experiences.***

2016 REPORT CARD

More than **3,000** members participated in the annual MPI Membership and Chapter Survey in February 2016.



92% agreed that MPI aids in their professional success.

Overall member satisfaction increased from **8.01 to 8.23** (out of 10).



VISION

Leading and empowering the meeting and event community to change the world.

MISSION

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



Education & Networking remain the most important membership benefits.



RISE Awards recipients were recognized for innovation, global transferability, impact and influence within the industry.

RISE Award for Young Professional

Lydia Blanchard of the MPI Ottawa Chapter

RISE Award for Meeting Industry Leadership

Kevin Iwamoto, GLP, GTP of the MPI Northern California Chapter

RISE Award for Member of the Year

Carol Norfleet, MBA, CMP, DMCP, of the MPI Tennessee Chapter

RISE Award for Educational Programming

MPI Minnesota and MPI Tennessee Chapters

RISE Award for Marketplace Excellence

MPI Belgium Chapter

RISE Award for Membership Achievement

MPI Arizona Sunbelt Chapter

RISE Award for Meetings Impact

Ricoh USA, Inc.



Community

17,000+ MPI Members

4,985
New MPI Members

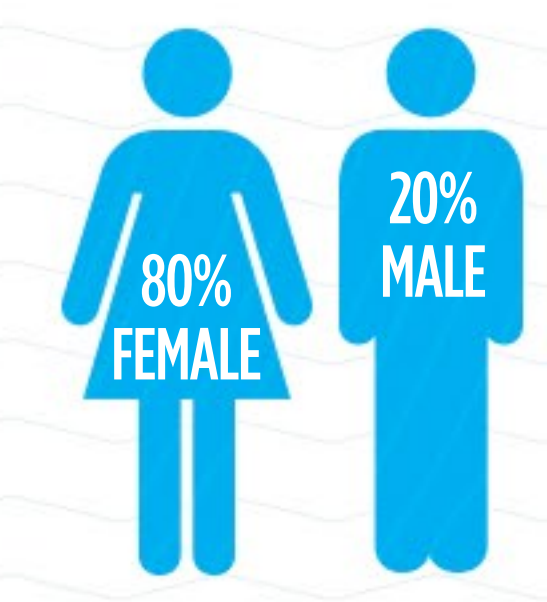
815
MPI-MD Members

30,000+
Plan Your Meetings (PYM)
Community Participants

1,200+
Volunteers

GLOBAL MEMBERSHIP PROFILE

44
Average Age
of MPI Member



478,431
Unique Visitors to mpiweb.org

2,342
Discussion Posts on MyMPI Online

15,738
LinkedIn Followers



28,527 MPI Twitter Followers

18,495 PYM Twitter Followers

15,794 PYM Live Twitter Followers



15,142 Facebook Followers

2,422 PYM Facebook Followers

CHAIR AWARD



Makiko Yamamoto of the MPI Japan Chapter received the 2016 Chair Award. She has been a member of MPI since 2009 and currently serves as president of the MPI Japan Chapter—the first woman to lead the chapter in its 20-year history.

Education

The MPI Academy delivers certificate programs, streaming education sessions, monthly webinars and more to help meeting professionals grow their knowledge base and advance their careers. The academy's more notable offerings include the Certificate in Meeting Management (CMM) and Healthcare Meeting Compliance Certificate (HMCC) programs and the Experiential Event Series.

NEW PROGRAMS

- Going Local
- Basics Boot Camp: Meeting Fundamentals
- Meetings & Events at Sea eLearning Modules
- HMCC eLearning Modules
- Sustainable Meeting Professional Certificate eLearning Modules
- Venue Sales Certificate eLearning Modules
- Meeting Essentials 1 Fast Track



3
New Programs

117
New Designees



19
Courses

261
New Designees



WEBINARS

49
Webinars

3,000+
Unique Webinar Participants



**EXPERIENTIAL
EVENT SERIES**

4
Programs

95
Participants

Events



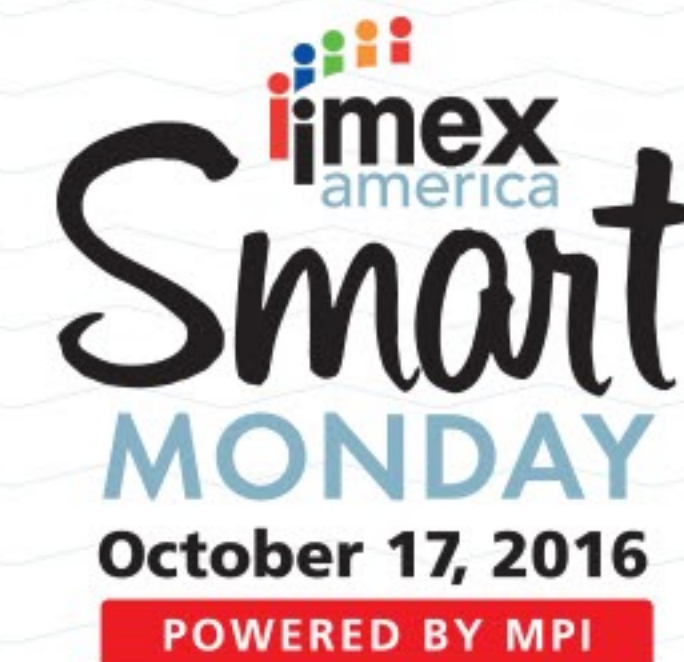
2,000+
Registered Attendees

80
Education Sessions



400+
Registered Attendees

30+
Education Sessions



900+
Unique Attendees

30+
Education Sessions

PYMLIVE

500+
Registered Attendees

11
Events

THE POWER OF
YOU

MPI 2016 CHAPTER BUSINESS SUMMIT
APRIL 7-9 • PLANO MARRIOTT AT LEGACY TOWN CENTER

DID YOU KNOW?

MPI held two Chapter Business Summits in 2016, providing chapter volunteer leaders with training, tools and resources to successfully manage their chapters. The US/Canada event had 251 attendees and the European event had 38 attendees.

Advocacy

Throughout the year, MPI collaborated with several industry organizations to promote the value of the meeting and event industry. From editorial and social media activity to participating in the first annual Global Meetings Industry Day (April 14, 2016), MPI helped showcase the impact that meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. In addition, MPI President and CEO Paul Van Deventer was named co-chair of the MMB Coalition for 2017-2018.

DID YOU KNOW?

60+

MPI chapters participated in the 2016 Global Meetings Industry Day.

MPI signed the Human Rights Campaign letter urging for the repeal of a law in North Carolina that overturned protections for the LGBT community.



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

MPI pledged its support of the United Nations International Year of Sustainable Tourism 2017.

INDUSTRY GROUP PARTNERS



JOINT MEETINGS INDUSTRY COUNCIL

ASSOCIATION PARTNERS

Destination Marketing Association International (DMAI)

Global Business Travel Association (GBTA)

Hospitality Sales and Marketing Association International (HSMAI)

International Association of Conference Centres (IACC)

International Association of Exhibitions and Events (IAEE)

Society for Incentive Travel Excellence (SITE)

U.S. Travel Association

MPI Foundation

PURPOSE

The MPI Foundation is a not-for-profit organization that shall fund grants, scholarships and pan-industry research in support of the global meeting and event industry.

MISSION

The MPI Foundation funds education and pan-industry research that drive the success of meeting professionals.



2016 FINANCIALS

\$859k

Total Distributed Towards Scholarships, Grants, and the Endowment

\$306k

Towards Scholarships

\$110k

Towards Grants

\$443k

Towards Endowment

SCHOLARSHIPS

268

MPI Scholarships Awarded

↑17%

Increase Over 2015

CHAPTER GRANTS

52

MPI Chapter Grants Awarded

↑49%

Increase Over 2015

MAJOR GRANTS

3 major grants benefitting the Poland Economic Impact Study, Young Adults with Autism UK, and the MPI Belgium Chapter's Global Meeting Industry Day activity following the terrorist attack in March 2016.

2016 MPI International Board of Directors

Chair

Fiona Pelham
Sustainable Events Ltd and Positive Impact

Chair-Elect

Brian Stevens
ConferenceDirect

Immediate Past Chair

Kevin Kirby
PicSolve

Vice Chair of Finance

Amanda Armstrong, CMP
Enterprise Holdings, Inc.

Angie Callaway, CMP, CMM
Touch Associates

Krzysztof Celuch, Ph.D., CMM, CITE, CIS, HMCC
Warsaw School of Tourism and Hospitality Management

Annette Gregg, CMP, CMM, MBA
AlliedPRA

Anne Hamilton

Walt Disney Company

Gerrit Jessen, CMP, CMM
MCI Deutschland GmbH

Mike Massari
Caesars Entertainment

Audra Narikawa, CMP
Capital Group

Kevin Olsen

Keyway LLC

Steve O'Malley
Maritz Travel

Ken Sanders
Freeman Audio Visual Solutions

Courtney Stanley
Michigan League of Conservation Voters

Marti Winer, MBA

Drew University

MPI Foundation Representative

Stephen Revetria
Giants Enterprises

Legal Counsel

Jonathan T. Howe, Esq.
Howe & Hutton

2016 MPI Foundation Global Board of Trustees

Chair

Stephen Revetria
Giants Enterprises

Chair-Elect

Jim Russell
Freeman Company

Immediate Past Chair

Gus Vonderheide
Hyatt Hotels & Resorts

Vice Chair of Finance

Gregg Hopkins
Intelity

Vice Chair of Programs

Leslie Menichini
Rosen Hotels & Resorts/Convention Hotels

Vice Chair of Development

Jordan Clark
Caesars Entertainment

Canada Council Chair

Trevor Lui
The International Centre

Europe Council Chair

Carole McKellar, CMM, MA, FCIPD
HelmsBriscoe

U.S. Council Chair

Junior Tauvaa
Visit Anaheim

Chapter Liaison

Tammy Kockaya, CMP, CMM
KPMG LLP

Chandra Allison

The Venetian & The Palazzo Hotels

Carol Bullock
Club Quarters Hotels

Laurie Knapp
AlliedPRA

Edward Perotti, CMP, CMM
VMWare, Inc.

Alison Taylor

American Airlines

Rob Scypinski
Hilton Worldwide

Angela Xavier, CSP
Intercontinental Hotels Group

Special Thanks

MPI extends special thanks to every volunteer for their support, time, resources and commitment in 2016.

MPI

International Board of Directors
Business Research Panel
Chapter and Membership Advisory Council
Chapter Leadership Advisory Council
Conference Attendee Mentor Task Force
Education Proposal Review Task Force
European Task Force

New Member Engagement Task Force
Professional Development Task Force
RISE Awards Judging Panel
Senior Executive Task Force
Student Task Force
The Meeting Professional Advisory Board

MPI FOUNDATION

Global Board of Trustees
Canada Council
Europe Council
U.S. Council



Thanks to Our 2016 Partners

STRATEGIC PARTNER



ELITE PARTNERS



F R E E M A N



ADVANTAGE PARTNERS





mpiweb.org