



# VISION

## FOR MEMBER SUCCESS

### **BUILDING A RICH GLOBAL MEETING INDUSTRY COMMUNITY**



“In an increasingly complex and global industry, our vision at MPI is to connect more members to more opportunities by delivering new levels of valuable programs.”

Bruce MacMillan, C.A.  
President and CEO, MPI



MEETING PROFESSIONALS INTERNATIONAL



A global meetings and events community connecting nearly 23,000 members in 65 countries to rich ideas, profitable relationships and diverse marketplaces.

A dream? No, it's the re-imagined MPI.

The new MPI is built around you having the ability to customize your MPI experience to help you be successful in your career. MPI is all about making it easier for more members to share best practices and innovative solutions with their peers in a way that will deliver success for all.

## OUR VISION IS BASED ON FOUR IMPORTANT STRATEGIES...

### **EVOLVE** FROM AN ASSOCIATION TO A GLOBAL COMMUNITY

MPI offers its members greater access to relevant knowledge, profitable relationships and diverse marketplaces.

### **RE-IMAGINE** THE BUSINESS RELATIONSHIP WITH OUR CHAPTERS.

MPI partners with chapters, giving them greater control over their business and invigorating recruitment to drive more revenue.

### **ELEVATE** OUR MEMBERS' CONVERSATION AND EXPERIENCES.

MPI is working directly with members to overhaul how we communicate as a community, like the enhanced [mpiweb.org](http://mpiweb.org), the redesigned *The Meeting Professional* and co-created upcoming events.

### **BUILD** A GREAT ORGANIZATION.

MPI is assembling an enthusiastic team committed to our vision and passionate about delivering member success.





# MISSION

**MPI'S MISSION IS STRAIGHTFORWARD...  
MAKE OUR MEMBERS SUCCESSFUL BY BUILDING  
RICH HUMAN CONNECTIONS TO:**

- **KNOWLEDGE AND IDEAS**
- **RELATIONSHIPS**
- **MARKETPLACES**

MPI has nearly 23,000 members, with 68 chapter communities in 20 countries. As economies grow and new ones emerge at an astonishing pace, the need for people to connect is more critical than ever.

MPI continues to identify ways for members to define their participation in response to marketplace opportunities and their individual needs, including "co-creation" of relevant high-value programs and services.

MPI is evolving to deliver more value and a higher level of member satisfaction by connecting more members to more opportunities for greater success.

**TAKE ANOTHER LOOK AT MPI.  
WE'VE ONLY JUST BEGUN.**





# STORIES

## **Barbara Broome, CMP**

Our Atlantic Canada MPI Chapter, which is only 1.5 years old, has allowed us to raise the bar, and bring in new planners and suppliers. We have already gained knowledge and self esteem from education, networking and relationship building. MPI has allowed us to learn and socialize in a professional setting and feel we are contributing to the meeting industry and the global economy. I personally feel that MPI has allowed me to start a new journey in the hotel industry – going from independent meeting planner to conference services manager. My experience and MPI background has developed me into a more educated and self assured individual.

## **Holly J. Anderson, CMP, CMM**

MPI has been instrumental in providing me with the necessary tools to stay on the cutting-edge of our industry. I have obtained my CMP and CMM, have been a chapter president and was on the Women's Leadership Initiative International Committee. I have enhanced my leadership style because of my diverse exposure within MPI as well broadened my relationships due to the many networking opportunities presented to me. Thank you MPI!

## **David Rich**

MPI is a resource of riches, especially for those either starting a career or thirsting to move from the inevitable limits of working in only one, especially local or otherwise narrow environment, to something broader. This is especially true if one has a keen eye for how to best tap into it. What I found most valuable early on was the community of people and leadership opportunities MPI afforded me, through which I could grow my skills in ways not then fostered in my own work setting.

