



# VISION



# Imagine a Global Meeting Industry Community

Despite the global socio-economic transformation shaped and accelerated by technology, the very need for people to connect remains unassailable. In fact, that need to connect is perhaps more critical than ever.

MPI now has 22,000 members and 68 chapter communities in 20 countries around the world. As economies expand and reach out to increasingly complex and diverse opportunities at an accelerated pace, so does their need to connect. And our members need to grow with them and be poised to respond quickly to deliver results from those connections.

As economies grow and new ones emerge at an astonishing pace, our organization and its members need to be able to form and shape their participation in MPI less around historically established rules and more around self-determination in response to marketplace opportunities and their own needs. We need to make it easier for members to participate in the community in a way that will make them successful as defined by them.



## Imagine a Global Meeting Industry Community

In this day and age it is simply impractical to think that in an expanding industry, we can continue to utilize convenient “structure boxes” in which to place our members in order to develop their relationships. Or even worse, deny participation in our member community to potential constituents because MPI’s historically established rules of engagement will not accommodate the current and changing needs of meeting professionals.

Rather than a centrally-mandated, created and disseminated body of knowledge, MPI needs to find ways to allow more members to participate in the determination, creation and management of the profession’s body of knowledge according to their needs. This means reaching out to new communities of potential members to invite them to add their intellectual capital to our community and body of knowledge, elevating the conversation in the process.



## Imagine a Global Meeting Industry Community

We've all seen how the flattening of our world has obliterated long-established marketplace paradigms and roles. Market leader quickly becomes market laggard and the dividing line between buyer and seller is increasingly blurred. MPI needs to fuel more robust opportunities for marketplace connections according to market speed, need and breadth. MPI must reach beyond traditional industry marketplace platforms and embrace a commitment to allow community members to participate in self-determined roles within that marketplace. It must also reach the entire globe to where activity is robust. MPI must also provide flexibility for buyers and sellers to opt-in to the community as needed. Fewer barriers to global marketplace participation will inevitably lead to growth in the overall breadth and richness of the community marketplace.

To ensure our members' continued success, MPI will align its culture, structure, business and brand around development of a global meeting industry community where participation, self-selection and co-creation rule.



# *VISION*

*Build a rich global meeting  
industry community*



## *MISSION*

*Make our members successful by building human connections to:*

- Knowledge/Ideas*
- Relationships*
- Marketplaces*



## **2007-08 Strategic Imperatives**

### **1. Evolve** to a Global Community

Deploy programs, knowledge platforms and brand architecture to align with vision

### **2. Re-imagine** Business Relationship with Chapters

Invest in chapters to create channel partnerships around community results

### **3. Elevate** the Member Conversation and Experience

Elevate programs and services to a higher level of experience and business return

### **4. Build** a Great Organization

Create a remarkable culture and structure





# VISION

