



## National Meetings Industry Day 2007 Re-Cap

### Summary

National Meetings Industry Day was held April 19, 2007 in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa and Halifax, and on April 20<sup>th</sup> in Montreal. This is approximately the 9<sup>th</sup> NMID annual event that has been held across Canada. Total attendance at the event across the country was approximately 600, from a low of 20 in Manitoba to a high of 155 in Toronto. The theme of the event was the economic impact of meetings. The goal of the event is linked to *Pathways to Excellence* objective 2: *to increase awareness and influence about the values of meetings with senior decision making executives at corporations, associations and organizations.*

As such, the primary goal was:

***“To raise awareness of the Meetings Industry and communicate the value of meetings to the broader business community and community at large, through the hosting of an “influence event” on April 19<sup>th</sup>, 2007”.***

Secondary goals were to

1. Promote MPI and the MPI Foundation Canada;
2. Unite the chapters;
3. Initiate media attention on the value of meetings.

To do this, the objectives we put in place were:

1. Put in place a consistent format between chapters to create a high profile “influence summit” event and provide a “turnkey” for chapter leaders that is transferable to other chapters across North America and globally.
2. Set national discussion topics, and bring in regionally significant speakers to discuss and debate the impact of the industry in each chapter;
3. Record the discussions in each city for use in creating a white paper or other resource to document the state of the industry in Canada; provide a benchmark for progress and trends; and to use this resource to influence others about the impact of the industry.
4. Leverage the impact of NMID, by maximizing consistency nationally



5. Focus attention on specific topics nationally and regionally
6. Create an event that raises awareness and discussion of the impact of the industry and is worthy of media attention
7. Engagement of senior industry leaders and leaders from outside the industry
8. Increase membership through an increase in national profile
9. Create a national education opportunity for our members and future members

Many of these goals and objectives were met. The diversity of the chapters is one of MPI's enduring strengths in Canada, and that a key purpose of NMID is to celebrate and acknowledge the different paths we pursue toward a common goal. Having all Canadian Chapter's NMID activities culminate on one day of unity is a powerful statement.

## 2007 Partners

Partners in the event included the Convention Centres of Canada, The MPI Foundation Canada, Tourism Toronto and The Meeting and Travel Group.



## Media Coverage

Through the MPI global office, press releases were sent to both trade and business press. Templates for chapter use were sent to each chapter. The resulting media coverage was local, national and international:

- ◆ The media release was picked up by the Canadian News Wire Service.
- ◆ Yahoo! Finance: [http://biz.yahoo.com/cnw/070418/tx\\_meeting\\_profession.html?v=2](http://biz.yahoo.com/cnw/070418/tx_meeting_profession.html?v=2)
- ◆ Ottawa Start : <http://ottawastart.com/story/5935.php>
- ◆ Ottawa Citizen Business Section (Front page. Vancouver Sun also picked up the article on April 20<sup>th</sup>; Calgary Herald picked it up on April 23)
- ◆ Meetings and Incentive Travel, page 9, March/April edition
- ◆ City TV Breakfast Television (Toronto: interview with Alice Parnis)
- ◆ Edmonton Economic Development: [http://www.edmonton.com/eedc/ede\\_news.asp?page=111&toolid=1083](http://www.edmonton.com/eedc/ede_news.asp?page=111&toolid=1083)

Event listings:

- ◆ Ottawa Events [www.ottawaevents.org](http://www.ottawaevents.org)
- ◆ Nova Scotia CBSC Events Calendar [www.cbsc.org/ns/eventsCalendar.cfm](http://www.cbsc.org/ns/eventsCalendar.cfm)
- ◆ Ottawa Business Journal [www.ottawabusinessjournal.com/calendar.php](http://www.ottawabusinessjournal.com/calendar.php)
- ◆ Canada Events Calendar  
[www.canadaeventscalendar.ca/events/industry\\_conferences\\_seminars\\_training\\_workshops.phtml](http://www.canadaeventscalendar.ca/events/industry_conferences_seminars_training_workshops.phtml)

## **Involvement of Senior Industry Leaders and Leaders Outside the Industry**

At the chapter level, there were successes in involving senior industry leaders and leaders from outside the industry:

**British Columbia:** Mark Harcourt, former Provincial Premier; Dr. Roslyn Kunin, labour economist

**Calgary:** Deputy Mayor; Heather Douglas, Calgary Chamber of Commerce; Mark Andrew, MPI International Chair

**Edmonton:** Karen Link, Edmonton Economic Development

**Manitoba:** Angie Pfeifer, MPI Chair-Elect

**Toronto:** Alon Marcovicio, Toronto Board of Trade; Dr. Lloyd McCoomb, Airport Authority;

**Ottawa:** Dr. Kirsty Duncan, Richard Worzel (futurist)

**Montreal:** Francois Bedard, Director General of the World Centre of Destination Excellence

## **NMID White Paper**

Each city had a writer present to record the discussion. These documents will be taken and fused into a white paper to document the state of the industry in Canada and the pertinent discussion topics. This white paper will be delivered by the beginning of May for review.

## **NMID Influence Awards**

To assist in reaching the goal of raising awareness of the industry, a National Award Program was designed to recognize people or organizations outside the direct industry which have supported the development of Meetings and conventions or the development of policy and programs impacting the industry. Each chapter was to recognize one person or organization in their community who has made a difference to the meetings industry *but is not actively involved in it*

Some examples given were:

- A downtown business association who has developed a program to welcome visitors by staffing volunteers to give directions and information
- A city councillor/official who has supported events by speaking at conferences or attending conference bids or promotions
- A local business person who has championed a meetings industry cause such as an expansion of the convention centre, changing in city zoning etc.

The chapters that incorporated this element into their program reported that it was very successful. The following awards were given (the award was produced nationally but given from each chapter):

**British Columbia:** Green Meeting Industry Council

**Greater Calgary:** Calgary Olympic Development Corporation

**Greater Edmonton:** Edmonton Economic Development



**Manitoba:** Destination Winnipeg  
**Toronto:** Metro Toronto Convention Centre  
**Montreal:** Institut de Tourisme et d'Hotellerie du Quebec  
**Ottawa:** David Luxton, Ottawa Tulip Festival  
**Atlantic Canada:** RCR Group

Toronto Tourism sponsored the 2007 NMID Influence Awards across the country.

## Attendance

Attendance at each event varied by city. Approximate numbers are:

British Columbia: 90  
Calgary: 65  
Edmonton: 50  
Manitoba: 20  
Toronto: 155  
Ottawa: 120  
Montreal: 70  
Atlantic Canada: 45

## Consistent Format

To promote consistency, the following elements were recommended for each chapter to incorporate:

1. Education
  - a. Panel Session to discuss the impact and value of meetings
  - b. White paper produced nationally to document outcomes and future actions and discussion topics.
2. Influence
  - a. Declaration of NMID by City and/or Province
  - b. Media campaign
  - c. Press conference
  - d. National newspaper inserts and/or editorial
3. Advocacy
  - a. Visits to political officials, both local and provincial, to communicate the value of meetings and discuss ways to work closer together to make it easier for groups to come to meet in your community.
  - b. Meetings with industry associations or related organizations discuss the challenges and how industry can work together to achieve greater success. E.g. TIAC, CTC, local tourism authorities
4. Outreach
  - a. NMID Awards Program
  - b. Invite other industry associations to participate i.e.: CASE, PCMA, ISES, CAPS etc.
  - c. Invite local Chamber or Commerce to Board of Trade to participate in event, setting the stage for making it a "joint session" next year.
  - d. Invite leadership from tourism industry organizations to be members of the audience and actively initiate dialogue i.e.: CTC, TIAC, DMO's



## **National Discussion Topics**

**Theme:** “The Value of Meetings”

**Format:** Modified panel, recommended 1.5 - 2 hours in length

To create more interaction and involvement from both the panel and the audience we are recommending a modified format be considered using one of 2 options:

- Fishbowl set up – a moderator facilitates a core panel of 2-3 presenters and then a secondary set of sub-panellists or responders pose specific questions at the core panellists to generate dialogue. Room can be set in a round or crescent shape to stimulate discussion.
- Living room set-up – a moderator facilitates interviews with 3 or 4 panel members and then group dialogue in a talk-show style format with living room furniture set on a stage.

**Facilitator:** Preferably a high profile person in the industry who is able to interact with panel members and pose questions and ideas and keep the flow of dialogue between the audience and panel. Could be a professional facilitator or media host but would need to be well scripted with questions and content.

### **Panel Members:**

1. Past City-wide convention client, who brought a successful event to your community in the past 2 years. They will talk about the legacy their meeting left on the city and also the legacy it has had in their organization and the impact on the local constituency i.e.: research and profile to the university etc.
2. A high profile restaurateur or other related business owner i.e.: taxi company, vineyard, boutique owner to talk about the impact meetings and conventions have on their business.
3. The Convention Centre General Manager or senior executive to talk about the value of a convention centre to the community, the development and growth of the city and impact meetings have on the city/province.
4. A local Corporate or Association Executive to talk about the value of the role meetings place in their organization.

**Sub Panel Members:** – if the fish bowl format is preferred it is important to designate 2 or 3 industry leaders to act as “responders” to the panelist and to challenge and build on the comments of the panel members. Good candidates would be the Chair of the Hotel Association, Chamber of Commerce, and CVB

**MPI Foundation Canada Representative** – A Foundation representative should be included in the program as a special guest speaker or possible panel/sub panel member to talk about the Foundation’s leadership in initiating the quantification and measurement of economic impact of the meetings industry in Canada.



## NMID Wrap Up Survey Results

A survey was sent to chapter Presidents, Presidents Elect, NMID chapter leads and committee members, Foundation representatives and IBOD representatives the week following NMID. There were 35 responses.

### Is NMID meeting the objective of raising awareness of the industry in our communities?

YES 80%

NO 20%

### What are other opportunities for reaching our goal successfully in the future? (open ended)

- ◆ A stronger, national marketing campaign - with specific elements for each community. Advocacy; picking an issue that not only impacts our industry but the "community" - and having yearly efforts culminate in the NMID. Closer working relationship with educational institutions, GMs of major hotels, "the bureau", Economic Development, etc.
- ◆ Much better marketing efforts much farther in the future than just a couple of weeks out.
- ◆ Taking a more direct national focus and try to gain national attention?
- ◆ I believe that we need to start and market this event to our own members first then move it forward from there. I'm happy to get into a discussion with someone in regards to this anytime
- ◆ Our chapter could have worked more closely with other associations, particularly hr associations to get the message out.
- ◆ More advance promotion of the event is required and if we are going to include other industry association more advance coordination is necessary. Our event was not as successful as it could have been because we did not involve the BC Human Resources Association. It should have happened and it did not. Add a small exhibit component for appropriate exhibitors
- ◆ More activities targeted to the employers to explain what is MPI and promote at the same time the importance to have people involve in MPI
- ◆ Each time a member thinks of a person or company that would benefit from MPI -- please let the NMID committee chair know or the Membership VP so that an invitation can be forwarded to these people. A short PowerPoint presentation or marketing video of the current MPI successes globally-- powerful and exciting would be good
- ◆ Challenge every member to invite a guest
- ◆ Having some corporate CEOs in the room and listening to the Chairman of the Board for MPI. Also having some Press attend.
- ◆ More focus on press attention
- ◆ Continuing to speak to issue in the industry throughout the year.
- ◆ pre panel open discussion at the breakfast tables for questions that could be raised during the panel
- ◆ Smaller breakfast meetings/workshops to reach out to organizations that may be opinion leaders for the audiences we're trying to reach. A single, high-profile speaker to make NMID a must-attend event for a wide cross-section of the local business community.
- ◆ Keep this up...Success will take time to create.
- ◆ All press releases, templates were sent out too late. Was there not supposed to be a hired representative to do the PR for NMID?
- ◆ I have mixed feelings about this. We had good industry representation, but no one from government was able to attend our event. If there could be a national push for observance of the date, or if the date was the same each year, that might help.



- ◆ We need to choose once and for all whether we want NMID to be an influence event for non-members and senior execs or one to educate meeting professionals who are already convinced of the value of meetings. We cannot be both in one event.
- ◆ We may need to consider a better time - media wise we were up against the provincial budget- low priority for the media to provide coverage
- ◆ I certainly thought that the event in Calgary was excellent and very well done.
- ◆ Earlier work on press releases at a national level; better partnering with national organizations to get them to assist in spreading the message; and more info to our own members.
- ◆ appreciating the role of sponsors more funds allocated to providing high profile speakers in each city that will provide a draw at the C-level within organizations demonstrating the value and significant role planners can make to an organization - also for suppliers demonstrating the worth of MPI as a equal platform for their involvement and influence
- ◆ Need to make more of an effort to get out to universities and colleges to reach students. Need to continue to have events that might spark the interest of media that will assist in having our 'name' out there
- ◆ National Media Campaign A National lobbying effort for a specific industry issue.
- ◆ Reach media, government and general community
- ◆ Better media coverage
- ◆ Holding press conferences. Holding meetings with different levels of government. Working together with post educational institutions. Participating in career fairs for high school and college students.
- ◆ Better exposure to all levels of business and more media exposure
- ◆ The event needs to be expanded beyond the meetings industry. Profiling our industry to ourselves is a bit like "preaching to the choir".
- ◆ Place an ad in national papers Do a radio spot for national coverage invite corporations to attend NMID
- ◆ Sharing "good news" stories to the media about the impact our industry has throughout the year.
- ◆ Quarterly eblast to media with newsworthy information

#### **What were the elements of NMID 2007 that you view as successful?**

- ◆ The overall format, the support by the local Convention Centre in the staging and AV, the attendance - although we wished for even more, the panel discussion on the strained labour market ('hot' topic), Mark Andrew's participation, and attendance by a representative for the Minister - who was also the ED for Travel Alberta, the Deputy Mayor, 2 downtown hotel GMs, the presidents of the Chamber of Commerce and the Economic Development, and a few potential new members (in addition to members). We also obtained the Mayor's Recognition of the NMID (certificate).
- ◆ High profile award winner, which got us the Mayor, and other business people
- ◆ Panel of speakers outlining the challenges facing the industry. Involvement of the MPI members and partnership with the Toronto Board of Trade, although next year, we would like to see more involvement from any partner.
- ◆ building a strategy for the next 3/5 yr plan.
- ◆ Great panel discussion, engaged participants.
- ◆ The National coordination is positive. The award from each chapter is positive.
- ◆ By the participation of our speakers, we will be able to collaborate with their own association or group and will permit to MPI-Montreal to be more recognized in the industry.



- ◆ The presentation of the Meeting Room The high profile guests The company executives that attended this past function
- ◆ The panel topic, was current and effecting all industries, relevant to everyone
- ◆ Having Economic Development speak, the Minister's representative speak and recognize the industry and the talk by Mark Andrews.
- ◆ The whole meeting was a great success in terms of an engaging meeting however if our goal is to get community awareness we need to have someone on a media committee focusing on bringing attention to the celebration
- ◆ The panel discussion is very useful and informative.
- ◆ guest speaker was good, but perhaps just a little too long, panel discussion was good but topics could have had a broader range
- ◆ Outreach to client-side audiences. Strong keynote topics. Effective session design to promote interaction and learning. Decent media coverage. (All of this is pending attendee evaluations.)
- ◆ Support form MPI HQ
- ◆ we had a great program - full day conference with great topics that kept the audience engaged
- ◆ Awards, Panel, having a sole chair for NMID this year to concentrate on the event. Having a dynamic speaker at the event - Mark Andrew
- ◆ Our panel discussion on HR issues was fantastic. We had a good representation from industry, educators and the seniors secretariat. I took notes during the discussion! I also thought that having assistance from Claire and her team was of benefit. I bounced many things off her this year and found it quite helpful.
- ◆ Raising the awareness of two very important issues of our time... Climate Change/Pandemic
- ◆ combining it with QUEST
- ◆ Good turnout at event Cooperation from our DMO Support from GM's of hotels
- ◆ Guests bringing greetings was great. Panel was very good and useful information discussed. Having the MPI Chairman of the Board a real highlight. It was all really good
- ◆ Good chapter level participation and the Toronto Chapter making its presence known with the Toronto Board of Trade
- ◆ In Ottawa our format of 3 terrific speakers addressing broad and timely topics and bringing the focus into our realm. Planners and suppliers within MPI can truly be the pulse of a community - where else can you bring together such a broad range of people with diverse backgrounds and educations and have them all focus on such issues and take nuggets back to their own organizations for the greater good
- ◆ Five very powerful and dynamic female panellists who all knew the HR side well and one was not from the meetings industry. Moderator was an extremely witty and knowledgeable about the HR issue for all of Atlantic Canada. World Trade and Convention Centre went above and beyond our expectations - everyone was VERY impressed
- ◆ engaging panel sessions with excellent content dealing with "big picture" issues involvement of other associations and special invited guests beyond MPI Members
- ◆ Great panel and topical issues program
- ◆ the turnout of people that attended
- ◆ We had an excellent panel discussion in BC. The speakers were very experienced in the topic: Labour Shortage. This met the expectations of senior industry members
- ◆ NMID Influence Award, Panel discussion, MPI Foundation Canada Representation
- ◆ Excellent co-ordination between MPI and the Convention Centre. It helped to have representation from the CC on the organizing committee.



- ◆ Inviting industry people to the event
- ◆ Great high level turn out of industry influencers.
- ◆ The meeting professionals are seen as aware and intelligent about the business environment by those who attend the luncheon from outside of the industry

### What elements could be improved on?

- ◆ Pre-publicity (our local chapter person did a lot, but support from the overall NMID publicity office apparently came too late). Attendance: with 80 members we ought to get at least 60 out = 75% + potential members, special guests, etc. so we should have had at least 75 rather than 'only' 62. Stronger encouragement for members to bring their "bosses". Maybe the timing of the event (month/day) and time of day (shift event to "after hours" rather than a breakfast meeting). Please note that although I am answering 'yes' to # 10 and 15, I really don't know, but assume the Chapter Communications person will provide accurate feedback on those. As for # 11, I am aware of only a small mention in a "City" column that an acquaintance of mine agreed to include, and the piece about the Ottawa Keynote Speaker that also mentioned the NMID
- ◆ Canadian Marketing efforts need to be improved at a federal level.
- ◆ This was my first year on the committee; things looked quite good. At first I felt we had trouble determining an issue and clear path but I was amazed at how everything came together
- ◆ All of them as we are in the starting gate. We are off to a great start however, next years plan will need tweaking. The challenge year to year is having different members/volunteers keeping the flow and continuing where the plan left off. Growing the plan and maintaining some of the same strategy.
- ◆ Attendance, earlier promotion locally, more involvement with other organizations.
- ◆ More involvement from the Mayor or the Premier's office. A Canadian industry wide issue like the Cdn. and US border relations, GST Solutions for US clients, or the passport issue,, where we can influence changes might be something all chapters can embrace. Involve US Governors, and the Provincial Premiers,, to address cross border travel perhaps next year. Have chapters welcome US visitors at the Border crossings,, and likewise from US Chapters welcoming Canadians after they cross the border. A friendly border promotion from both sides perhaps.
- ◆ More promotion to other groups (association, etc,)directly or not in the industry
- ◆ Larger screens for the PowerPoint more color and quickly moving clips--as Mark stated let's use up to date technology -- so in order to do so we need to involve MPI-Dallas and MPI-Canada We really need to attract the press / TV; papers; magazines; and radio---now comes the big question...How??? We are bright and with help and commitment between us we should know people who can help us make this happen...to make this news worthy etc.
- ◆ Photographs - what a huge opportunity that was missed for the second straight year in a row. NMID Award - should have been earlier in the program. Panel - not enough interaction with the audience
- ◆ The model seems to be pretty good.
- ◆ It was very difficult to position NMID as an important and worthy event for high-profile keynotes. Outreach to client-side associations was challenging, but that should not have been a surprise
- ◆ More PR, chapter templates provided much earlier.
- ◆ Nothing, really



- ◆ The date should be earlier in the month of April. So many industry people were too busy to attend this week and students are either writing exams or out on work terms. These things impacted on our numbers for certain
- ◆ I am not sure if the Open Source concept is one that works for me in a large open room. People in the breakout sessions had trouble hearing each other's comments... and the reporting was too superficial to reflect the depth of the discussion we had...
- ◆ we're still preaching to the choir; events should focus on board of trade type audiences, rather than industry insiders
- ◆ More media awareness locally
- ◆ Thought it went very well. In the end for our group most of liaising among the committee took place over e-mail -- better to where possible to set up some face-face meetings
- ◆ Better message from foundation in regards to its work (perhaps a video presentation for our "instantly" connecting population via the internet).
- ◆ we are getting better at marketing and PR this would be an area to improve if we want this to be more of an "influence" event vs a learning event - I believe there is a place for both elements but we need to take it up a notch and find a champion with a national profile
- ◆ A national nominations form that could be sent to members and have more of a selection of nominees and then that provides more of a 'buy-in' and more buzz in the communities
- ◆ Media campaign - could have been part of the early planning with the chapters Some Chapters struggled with their NMID Committee and getting the planning started
- ◆ Improved coordination. Master plan
- ◆ The panel was prepared but the facilitator did not seem to be
- ◆ Still need better PR. Information about the event didn't reach the media. An advance press conference might have helped
- ◆ Trying to secure early partnerships with the media
- ◆ Increase the profile of the event outside the industry
- ◆ Increase the size of the chapter events and open to corporations and industry people alike to attend
- ◆ Higher turn out of planners
- ◆ Find a way through other associations or networks to expand the pool of attendees to include more of the business community - marketing!

### **Do you think that NMID is a worthwhile event?**

YES 94.3%

NO 5.7%

### **Explain Your Choice**

- ◆ Any national event has more impact than a strictly local one, but it needs more and longer pre-publicity (see above) - and post-event follow-up. The day should be as close to the same every year so people get used to expect it.
- ◆ We are basically preaching to the converted
- ◆ I am uncomfortable with the term "celebrate" if the focus is to outline the challenges facing the industry. But overall, yes, a worthwhile event.
- ◆ Building awareness and pride takes time. We all succeed when we all see the same vision. I think National Meeting Industry Day as we see it now is only in the starting gate. I see it as much a much bigger "Day" down the road
- ◆ This is a high calibre education event, and the only time we see National programming, or truly industry-issue based content. The white paper is an excellent example of how we can reach outside of our own local industry community



- ◆ Yes,, but I think perhaps we need to pick an issue that affects our business on a National level and involve groups like TIAC, and the Board of Trade organizations.
- ◆ It permits to promote the importance of the profession and show that it is not on a provincial level
- ◆ This has been the best NMID presentation for years. Keep the momentum flowing - by having the sponsors really show case their product both venue and food as well as A/v presentation and decor. We need to keep pushing forward, with drive, enthusiasm and renewed energy
- ◆ I think it helps to promote and recognise the importance meetings play in positive economic bring people, companies and associations
- ◆ It's MPI's major opportunity each year to showcase the Meetings Industry and to have representatives from various levels of government in attendance.
- ◆ It is a great day for focusing on recognition of those who work in our industry - we need to bring greater awareness to MPI and what MPI wants to accomplish with the participants of our industry - higher education, minimum standards, professionalism, etc
- ◆ I think this is a great opportunity for industry partners in MPI to discuss issues affecting the industry
- ◆ NMID has a lot of value as an influence event. In Ottawa, we'll be talking more broadly about the best way of achieving the end goal -- either by supplementing NMID, or possibly by recommending an entirely new approach
- ◆ The audience seemed to appreciate MPI-Canada's approach to business. When we get the results from our current Foundation project that should be a big press event. Perhaps its own NMID
- ◆ Winnipeg is such a small chapter and the local media /convention centre support is just not there. The same people attend each year as they are MPI members - I do not think we are big enough or make a stong enough impact that those not involved in what we do notice
- ◆ Our best attended event, shows credibility to the industry, could be a great area for public awareness.
- ◆ It is important that we raise the awareness of our industry, especially in this economy. Meetings tend to be lumped together into general tourism numbers, so the true impact of them on our economy is vague
- ◆ we need to get the word out about our value and how it's different than tourism
- ◆ We can only gain awareness of the industry and the professionals within it by offering opportunities to media and the larger community to see what we are all about
- ◆ The importance of this industry and the economic impact on our community should not go un-noticed
- ◆ It helps raise the awareness of our association and its advocacy role among business and the greater population
- ◆ I think we are getting there - this was the 5th year and we're a stubborn group - I am not ready to give up on this good idea just yet.
- ◆ Yes, as it allows an opportunity to catch media's attention with a Canadian slant - very impressive that we can say all 8 Canadian Chapters from coast to coast participate and all at a Convention Centre. Awards will continue to spark interest and create awareness
- ◆ It gives the chapter a focus beyond their membership. It encourages them to discuss industry issues in a larger arena and engage and involve the business community
- ◆ Very important to strategic plan of MPI in Canada
- ◆ It is become an annual event and it is a good opportunity to get people out that normally dont show up at a meeting.



- ◆ The industry needs to reach out to the public. There are still a lot of people who don't even know that there is a "meetings industry"
- ◆ It provides great exposure to the importance of meetings and has been a well attended event in the past
- ◆ We need a collective voice to work at raising our industry profile.
- ◆ The more people that understand the meetings industry - the more respect our profession will have. As well, it will show the government the importance of supporting our industry
- ◆ I love the idea that for one day we come together as a nation to show the strength of our industry.
- ◆ If you influence even one person outside of the industry so that they understand the level of business acumen in the meetings world then it is worth it.

**Did your chapter use the press templates provided?**

YES 88.9%

NO 11.1%

**Did your chapter attract any press coverage?**

YES 50%

NO 50%

**Was the 2007 NMID Influence Award well-received?**

YES 100%

**Should the overall direction for NMID continue to come from the Canadian office?**

YES 100%

**If NMID is held again next year, on what date would be most appropriate?**

Thursday, April 10<sup>th</sup>: 34.3%

Thursday, April 3, 25.7%

**Our partner this year was the Convention Centres of Canada. Is this a good partnership?**

YES 75%

NO 25%

**NMID 2008: Planning Ahead**

From the survey feedback, National Meetings Industry Day is looked upon as a valued event across Canada. We will go ahead with planning a 2008 event. This was confirmed in discussion at the Chapter Leaders' Conference in May 2007.

**Suggested date:** TBD. Based on feedback from the Canadian leaders session at the Chapter Leadership Conference, the likely date will be in the spring and we will select dates several years in advance.

**Suggested Topic:** Economic Impact of Meetings. This will serve as a launch for the MPI Foundation Canada economic impact study results. This was approved at the CLC by the Canadian leaders gathered there.



**Suggested Format:** Panel Discussion involving local industry leaders, government and leaders from outside the industry. Some type of national tie-in, perhaps through technology.

**Partner(s):** At this time, we have no established partnerships on a go-forward basis. As per suggestions in the survey, we will look to other associations, including TIAC, CSAE, CAPS and PCMA for potential partnerships.

**Logo:** A generic NMID logo without a date has been created and will be sent to all chapters.

**Website:** Once the logo, location and date are confirmed, each chapter will please put this information onto their websites early in the new fiscal (i.e. after July 1, 2007)

**2008 Influence Awards:** Please plan to include these awards in your plans for NMID 2008.

## Conclusion

National Meetings Industry Day 2007 was a success in most regions, although there is a desire to build it into a more nationally effective event with a larger voice.

The goal of the event was *to raise awareness of the Meetings Industry and communicate the value of meetings to the broader business community and community at large, through the hosting of an "influence event" on April 19<sup>th</sup>, 2007.* To reach this goal, it met many, if not most, of its objectives, including:

- Consistent format provided
- National discussion topics set
- Recording of the event for use in developing a white paper
- Creation of an event worthy of media attention
- Engagement of senior leaders within the industry and those outside of it
- Creation of a national education opportunity
- Greater awareness of the MPI Foundation Canada

It also created a "winner" in terms of the Influence Award given at the chapter level.

Problems were encountered in the areas of:

- Availability of space at local convention centres in various centres.
- Attitude of partners in some regions.
- Media attention at a local level in some areas.

These elements have been recognized and steps are being taken to rectify them for NMID 2008.

