



MEETING PROFESSIONALS INTERNATIONAL

2005-2006 Annual Report

This has been a year of transformation for Meeting Professionals International. Several innovative and visionary initiatives were launched and every level of the association was involved in moving our objectives forward to ensure they provide value to our members.

Member Solutions, launched in Jan. 2006, is defining meetings management as a recognized and respected profession. By creating the first standardized job descriptions, skills and core competencies, we have begun to define career paths for meeting professionals. It also represents a new way of doing business for MPI.

We've also embarked on a planning and operational strategy known as value innovation and best described in the book, *Blue Ocean Strategy*. The foundation of value innovation includes creating new sources of value while eliminating strategies that no longer provide value. Continued evolution of this methodology will be seen over the next year.

The Board of Directors made the decision to find a new leader for MPI that has the skills and experience we need to take the organization to a new level. As I write this letter, I am happy that we have found those skills and experience in Bruce MacMillan, C.A., who will take the reigns of MPI this month as president and CEO. We've experienced significant changes in staff leadership. While such change is always difficult, the new additions to MPI staff bring exciting perspectives and experience that enhance the depth of our capabilities as an association. From membership to finance, marketing and professional development, there's a new team in place at MPI, and that is part of the transformation we began in 2005-2006.

Given all of the changes we have undergone I am also very happy to report that we leave the fiscal year financially strong, with contributions to our reserves exceeding the amount originally anticipated.

In addition, MPI has more than 20,000 members and continues to grow. Enhanced collaboration between MPI staff and chapter volunteers has been an area of focus for us and one where we have seen significant improvement.

The changes we all envision will not happen overnight and they require hard work, but I am confident that we have set a bright path for the future.

“Every level of the association was involved in moving our objectives forward to ensure they provide value to our members.”

This has been a rewarding year for me both personally and professionally. The MPI family of members and volunteers, international board and staff is truly extraordinary. My special thanks to Hugh Lee and the International Board of Directors for their leadership and support during a challenging year. I'd like to acknowledge Mark Andrew, CMP, CHA, and Sandra Riggins for their service in their interim leadership roles, which was very much appreciated. Finally, I send my best to Mark Andrew as he continues the critical role of chairman with commitment and passion for our association. It has been my honor to serve as your chairwoman.



Best regards,

Christine Duffy

MPI 2005-2006 Chairwoman of the Board
President & CEO, Maritz Travel Inc.

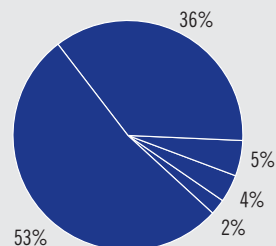
MPI at a Glance

SUMMARY OF RESULTS

	2005-2006	2004-2005	Change
Revenue	\$18,468,564	\$17,517,659	5.4%
Membership Dues	\$6,383,535	\$6,070,190	5.2%
Professional Development and Strategic Events	\$5,842,290	\$5,800,104	0.7%
Publications and Online Income	\$4,552,200	\$4,430,906	2.7%
Fund-Raising Activities-MPI Foundation	\$1,080,474	\$747,314	44.6%
Contributions - MPI Foundation	\$394,376	\$304,142*	29.7%
Other	\$215,689	\$165,003	30.7%

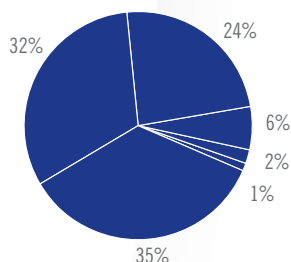
*2004-2005 includes \$32,500 of contributed services

Conference Revenues



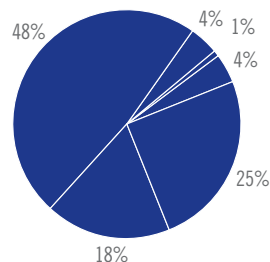
World Education Congress	\$3,025,261	53%
Professional Education Conference-North America	\$2,031,301	36%
Professional Education Conference-Europe	\$309,804	5%
MPI Institutes	\$217,975	4%
MPI Global CMM Program	\$99,880	2%

Primary Revenues



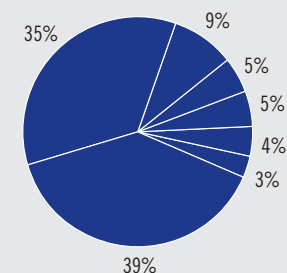
Membership Dues	\$6,383,535	35%
Professional Development and Strategic Events	\$5,842,290	32%
Publications and Online Income	\$4,552,200	24%
Fund Raising Activities	\$1,080,474	6%
Contributions	\$394,376	2%
Other	\$215,689	1%

Primary Expenses



Publications and Online Income	\$8,811,144	48%
Membership Dues	\$4,562,756	25%
Professional Development and Strategic Events	\$3,297,918	18%
Fund Raising Activities	\$819,488	4%
Contributions	\$96,696	1%
Other	\$642,623	4%

Expenses for Major Initiatives



Chapter Financial Support	\$1,139,184	39%
Foundation Projects	\$1,004,615	35%
Leadership Conference	\$252,160	9%
Chapter Relations	\$152,379	5%
Membership Services	\$134,177	5%
Platinum Series	\$119,079	4%
Research	\$99,340	3%

The financial statements for the Organization represent consolidated assets, liabilities, net assets and operations for both Meeting Professionals International and the MPI Foundation. This is a change in accounting method as previous years; the results were reported separately for both groups.

Accordingly, the financial statements for Meeting Professionals International as of and for the year ended June 30, 2005 have been restated to include the assets, liabilities, net assets and operations of the MPI Foundation to present consolidated totals.

Moving Forward

For nearly 35 years, MPI has been preparing and empowering meeting professionals to reach their personal and professional goals by offering innovative products, common platforms for the sharing of ideas and access to education, information and key industry decision makers.

MPI's Commitment

Tapping into the wisdom of our staff and volunteers from around the world, MPI laid out a strategy to continue implementation of our mission. This plan was founded in our core beliefs and an embodiment of our vision. Called *Pathways to Excellence*, this plan serves as the strategic framework for how MPI conducts business. Focused on the success of our many members, it has inspired us to re-think priorities for our business in a dynamic and complex environment.

MPI is committed to the success of our more than 21,000 members in 68 chapters and clubs around the world. Serving our base of members and partners brings a unique responsibility to provide leadership and guidance. *Pathways to Excellence* provides that leadership:

- Create professional development levels to evolve member careers to positions of strategic understanding and influence
- Increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations
- Identify trends and deliver innovative solutions to ensure MPI is the premier marketplace for both suppliers and planners

The recently completed fiscal year for 2005-2006 was important for a lot of reasons. Despite a transition in leadership, we experienced membership and revenue growth. This speaks volumes to the confidence our membership has in MPI and to the MPI staff and our volunteer leaders. Looking forward, we will continue to concentrate

on our core values, the value we provide to our members and our role in ensuring the success of the industry.

MPI Priorities

MPI has key advantages that allow us to recognize and pursue pathways to excellence for the industry.

Our unwavering commitment to establishing the strategic value of meetings and to elevate the profession is engrained in the MPI culture.

First and foremost is our membership. MPI's membership is diverse and, with members around the globe, has a truly international perspective. Our members also represent the breadth of the industry from associations to hotels to corporate meeting planning to industry research to convention and visitors bureaus to independent planning to students and educational institutions to everything in between. We also have members representing those new to the industry, those up-and-coming and those in positions of leadership. These all combine to ensure MPI has a firm grasp on the different needs of our members and the industry, giving us greater insight into what's important and where the opportunities for growth of the association reside.

We will continue to build on the momentum we have established with our members by delivering innovative and timely products and services. Our members continue to be delighted by the portfolio of products and services that are focused on professional development. The market has readily accepted our Member Solutions products and to many of our members Member Solutions is a key component to their personal and professional growth. Enhancements are being developed for

next fiscal year. MPI conferences, bringing together industry participants of all kinds for invaluable face-to-face networking, are another example of our commitment to the industry. And, we will continue to seek fresh, relevant and dynamic professional development tools focused on allowing our members to find success.

Second, our history of excellence actually prepares us for the future. Many of our members have spent their entire careers as part of the MPI family. We've seen them expand their perspectives and their careers. Communicating with this key constituency and monitoring their growth patterns allows us to better understand their needs as they progress. Responding to their needs with new and pioneering ways will guarantee generations of MPI members that follow will achieve the same and greater levels of success.

Our unwavering commitment to establishing the strategic value of meetings and to elevate the profession is engrained in the MPI culture. Our brand promise, the source for success in the meetings profession, speaks to that objective.

Third, the success we've enjoyed has positioned us to continue to unite the industry around the world. MPI is focused on meeting its member needs and our members are increasingly telling us of the opportunities and challenges they encounter in different cultures and parts of the world. MPI's concentration on serving our members may lead to opportunities in places like India, China and other countries and cities around the world.

Our international presence and diverse membership has made MPI into a powerful meetings industry brand. The strength, stability and integrity of our brand help us to attract and retain members, talented employees and an enviable roster of partners, sponsors and donors. To satisfy these key constituencies, MPI will continue to do the things that have made us successful while also devoting resources to the future trends and opportunities we've uncovered with our members.

What We Expect

To help us exceed our members' expectations, MPI has appointed long-time member and former employee Bruce M. MacMillan, C.A., as president and chief executive officer. Bruce's extensive experi-

Clockwise from left: Opening General Session of the 2006 Professional Education Conference-North America in Charlotte, North Carolina; the MPI Online Skills Assessment; MPI's CultureActive Tool.



ence includes having served as MPI's vice president of marketing and digital services prior to joining Tourism Toronto. He was recently a member of the MPI International Board of Directors, past chair of the MPI Information Technology Committee and a member of the MPI Toronto Chapter, where he won the President's Award in 2004. Bruce's vision is to accelerate the execution of our mission by understanding what constitutes success to our members and then delivering against those values.

Looking ahead, MPI will measure itself by the progress we make against our strategic objectives. In 2005-2006, we re-focused on these objectives, transitioned leadership, continued the strengthening of our brand and culture and laid the foundation for future growth.

We enter the 2006-2007 fiscal year with renewed energy and determination to deliver on our brand promise. We have a strong and unified management team and a dynamic and diverse business plan focused on increasing the value MPI brings to both existing and future members. With our members, MPI is defining the power of meetings.

