



Talking Points – MPIweb.org Web Site Redesign and Launch

Primary Message:

MPI redesigned the proprietary web site, MPIweb.org, to enhance the member experience and bring focus to our content.

Important:

- The site is redesigned for a more user-friendly experience
- Highlights include the Personal Profile abilities and the Power Search
- Content includes multiple categories of information (podcasts, white papers, articles, etc.)

Highlights of Redesigned Web Site:

MPI has redesigned the MPIweb.org site, creating a user-friendly experience that focuses on the six primary areas of Content (Business of Meetings, Effective Management, Career Development, Research and Tools, Technology and Corporate Social Responsibility).

Power Search – The new search engine allows members to search based on topic with results that are categorized by type (podcast, white paper, article, video, audio, blog post) and timeline.

Member community and Personal Pages – MPI has created a user community that connects members to valuable content and a network of professionals.

- Private Profile includes demographic and professional details members chose to share, based on each person, which is part of the larger community.
- The My Library section saves and organizes content of interest to the member.
- My Topics brings potential content of interest based on specific site usage.
- The Suggested Job features connects member with potential positions.

Improved Content Delivery –The web site allows members exclusive access premium MPI content.

- Articles can be shared via more than 10 social networking sites (Facebook, Twitter, Digg, etc.), allowing members to spread the knowledge provided to them
- Members can now comment on and rate articles, highlighting what data or details have influenced their work
- The multimedia player, which combines audio, video and presentation tools