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**MPI Foundation Chapter Grants 2016**

**Applications accepted July 1 – August 15,** **2016**

Notifications will be sent by the end of August

Grants awarded are for chapters to use during their 2016-2017 fiscal year.

**Complete applications will include:**

* Chapter grant cover page
* Copy of chapter’s current YTD budget
* YTD membership numbers, showing attrition rate
* Education satisfaction scores for all education programs held between 7/1/2015 – 6/30/2016
* Indication of previous MPI Foundation chapter grants received
* Narrative for all grants
	+ Why chapter is requesting funding for the specified topic
	+ Estimated date for program to be held
	+ Estimated attendance based on prior programs offered
	+ How funding will be allocated (not applicable for non-cash awards)
	+ High level overview of the marketing that will be used to promote program
* Additional information for Chapter Developed Grants
	+ Demonstrated relevance and ease of use for multiple chapters
	+ Summary of suggested program content and design, including description, learner objectives, outline, length, format and marketing plan
	+ If the program is not Chapter’s original material, a written statement from the course developer and/or designated speaker is required stating that the program can be presented by other chapters and speakers

Chapters are allowed to submit applications for more than 1 grant; however, only 1 grant will be awarded per chapter during the 2016 cycle.

Chapters that receive monetary grants will receive half of the grant upon return of the signed chapter grant acceptance form, and the second half of payment following submission of the grant project report and all required documents (instructions provided upon notification).

Please visit [www.mpiweb.org/foundation/grantsandscholarships](http://www.mpiweb.org/foundation/grantsandscholarships) for more information and to apply for chapter grants.

MCI Chapter Grant
**Non-cash**

These grants provide chapters the opportunity to have MCI present quality education to its members at no cost. Chapters will be able to select a session from the three topics provided by MCI. Non-cash deliverable.

 **Session 1
Networking at Events — ‘'Connectivity on Steroids’’!**Today every meeting planner is being tasked with finding more innovative, more effective, more dynamic ways to ensure that delegates are networking among each other, not only during the meeting, but pre and post the event.

This interactive session will share the best options in both on and off line techniques that will allow and encourage your attendees to share knowledge in real time and to help them continue the dialogue well after the face to face event is over.

**Learners Outcomes:  You will learn**

* about the latest event apps and technology that facilitate networking
* about fun interactive games that encourage networking
* about the best practices in physical meeting design to ensure maximum networking

**Session 2
Better, Smarter & More Strategic Events: A guide to planning and managing events with purpose**

We’ve heard about the need for greening events and the growth of CSR but how do you design truly strategic events that not only support communities and protect the environment but that align with your core business objectives?

Cause marketing is booming and brands with purpose are emerging as the brands that are prospering the most in our tumultuous world. Discover key trends that are impacting the way brands communicate, what this means for events and how you can translate your clients commitments into tangible actions through a sustainable event strategy.

**After This Session You’ll Be Able To:**

* Understand the transformation of brand communication in the 21st century and it’s requirement for strategically aligned events
* Discover from engaging videos and corporate case studies how brands are delivering better, smarter events with purpose and the practical steps to replicate their success
* Identify key next steps to execute your own events with purpose

**Session 3**
**Engaging the Disengaged!  How to Increase your Meeting RoE (Return on Engagement)**

Increasing attendee engagement through better meeting design continues to gain momentum in the industry. But does ‘one-size’ fit all when it comes to designing meetings for a wide demographic - cultural, generational and adult learning preferences? Do you have the insights and capabilities to successfully make this happen?

The awareness of audience demographic differences and influence on attendee engagement is an essential ingredient for a meeting planner’s knowledge tool box. Designing and delivering meetings while taking into account an increasingly diverse attendee landscape, can increase RoE (Return on Engagement) and ensure your clients will sing your praises till the cows come home.

**After This Session You’ll Be Able To:**

* Summarize how attendee demographic differences (culture, generational and adult learning styles) influence the design and delivery of meetings to enhance the attendee experience.
* Recognize the unique differences in how various cultures, generations and ‘adult’s prefer to learn, interact or engage
* Apply basic cultural, generational and adult learning framework principles to influence greater attendee engagement at future meetings.

Disney Destinations Chapter Grant
**Non-cash**

The Disney Destinations Chapter Grants provide exciting and rich content to chapters to provide quality educational opportunities to their members. Disney Destinations will provide an education session presented by qualified Disney cast members to five (5) chapters. Non-cash deliverable

Chapters will be able to work with Disney to customize the educational session to meet their educational needs. Last year’s session topic is available for chapters that have not received a Disney Destinations Chapter Grant and are interested in the topic.

**Quest of Talent**

The purpose of these grants is to provide chapters with exciting and rich content through quality educational programming for their members. As part of these grants, Disney will offer dynamic education sessions to five (5) chapters. Disney Cast Members will facilitate these 60-minute sessions that share insights on finding, hiring and keeping the emerging leaders of tomorrow.

**Learner outcomes include:**

* Understand how to find and hire employees that will take your organization to the next level.
* Learn how to create a successful and innovative culture within your organization.
* Identify how to communicate this culture to all levels of your organization and create an environment that supports career development and celebrates employee success.

PSAV Chapter Grant

**Non-cash**

The PSAV Chapter grant provides chapters the opportunity to have education presented to its members by a PSAV representative. The grant covers the speaker and accommodation cost of a PSAV representative to attend a chapter event and present educational programming. Non-cash deliverable.

**Wi-Fi Expectations, Bandwidth and Regulations**

Do you find it increasingly challenging to locate your event Wi-Fi network amidst all the other networks visible on your phone, tablet, or laptop? Or, do they drop off when you least expect it? Tune in to this session to learn all about Wi-Fi issues.

Our two speakers will dive into current issues centering on high-density Wi-Fi environments. You will hear about the impact of current FCC Regulations as well as recent collaborative efforts to standardize how Wi-Fi performance can be effectively measured and maintained by venues.

You'll explore the issues of disruption in venue Wi-Fi networks, hear recommendations that venues and suppliers would like show organizers and meeting planners to understand, and review a short glossary that will be essential for the “Bandwidth Conversation."

**Learner Outcomes:**

* Identify the issues of disruption in venue Wi-Fi networks and how they impact your event.
* Review the recommendations that venues and suppliers would like show organizers and meeting planners to understand.
* Examine a short glossary that will be essential for the “Bandwidth Conversation.”

FMAV Chapter Grants
**Non-cash**

These grants provide Canadian chapters the opportunity to have FMAV present a 90-minute and full-day session to its members. The FMAV Chapter Grant is only available for Canadian chapters and is non-cash deliverable.

**What is the #EventCanvas?**

The #EventCanvas helps organizations align their activities by illustrating potential trade-offs of their events. Building a thorough #EventCanvas can be achieved through a sequential, 10-step methodology in which the event team

systematically analyses, describes and outlines the inputs for the components in the final canvas prototypes. The

methodology employs a range of visual thinking techniques, including empathy mapping, value proposition canvassing, return on investment methodology, business model canvassing, service design canvassing and instructional design modelling.

The #EventCanvas is a visual chart. The 14 boxes describe an event’s promise and how the event will help stakeholders get their jobs done, resolve pains and create gains within an established framework of commitment and expected returns. Focus point is the desired change of mind and behavior and how the event will achieve that goal. The canvas also outlines the costs and expected revenues in relation to the customer journey and the instructional design of an event. ©

**Sessions**

**Event Design using Visual Thinking – How Leaders and Change-Makers Use the #EventCanvas**This 90 minute workshop is for change-makers who want a hands-on approach to understanding, designing and delivering evets that matter by using the #EventCanvas as a team. The Event Canvas is being used by leading organizations like the UN, IOC and Internet Society as a visual strategic management template for development new innovations based on stakeholder needs and documented successful event and conference models. The canvas enables teams within organizations to align their activities by illustrating the potential trade-offs of their events and getting leadership aligned with the jobs to be done by the event. Building a thorough event model canvas can be achieved through a sequential, 10-step methodology that employs a range of visual thinking techniques, including empathy mapping, experience journey and instructions design modelling. The event model canvas is available for download under a Creative Commons 4.0 license at [www.eventcanvas.org](http://www.eventcanvas.org).

**Learner Outcomes:**

* Understand event model canvas methodology and templates to visually articulate the value of an event, alighn stakes and design consciously events that matter.
* Sketch the canvas of any event within 90 minutes in a team.
* Create, design and prototype new events using the canvas as a team.

**Event Design using the #EventCanvas Level 1 full day workshop**

Learn how to design your next event with the #EventCanvas, facilitate your team through the process and articulate the way your event creates value strategically or just approach events in a different way. Analyzing stakes, design and prototype with like-minded peers using the #EventCanvas as a visual language for events.

This workshop uses the **Event Simulator Facilitation Kit℠** and is for change-makers who want a hands-on approach to understanding, designing and delivering effective conferences that create real value using the Event Model Canvas.

Are you sometimes struggling how to involve and align your major stakeholders without creating total confusion?

Or how to focus on the real value of the event and reduce complexity at the same time?

In this interactive workshop you will learn how to select your stakeholders, how to get their value crystal clear and involve them in a constructive way. Moreover, the EventCanvas will help you to more effectively co-create with the event team, based on clear structure and a common language.

This strategic event management tool helps event planners develop customer centric events that focus on creating value for all stakeholders. This approach supports a collaborative working method for more creativity and ROI. On top, the #EventCanvas effectively facilitates documenting existing congresses and events on one page and developing new event business models.

The Event Design Level 1 Workshop is an immersive full day training course delivered by Event Model Generation.

Successful participants will be granted the **Event Design using the #EventCanvas Level 1 Certificate of Participation** along with 8 Continuing Education clock hours in domain 7: Meeting & Event Design as defined by the Convention Industry Council CIC.

**Learner Outcomes:**

* Introduction to Event Design by understanding the event canvas methodology and templates to visually articulate the value of an event.
* Sketch the canvas of a random event with your peers as a team using the Event Simulator Facilitation kit.
* Appreciate visualization of a case study to articulate how that event creates value.
* Create, design and prototype events using the #EventCavas.

Ready. Set. Meet! Chapter Grant

**$1,500**

These grants are for Chapters that need funding assistance to present one of the three pre-developed programs available for MPI Chapters. The grant funds can be used by chapters to assist with speaker fees and accommodations, marketing of the program, venue rental, A/V costs, etc.

Session PowerPoints and participant guides can be downloaded on the Chapter Leader Resource Page – Marketing and Communications - <http://www.mpiweb.org/ChapterAdmin/documents-marcomm>.

**Big Data, Big Returns**

Tired of planning the same old meetings? Use data to change the status quo and deliver amazing experiences. But to do that you need to know how to manage data in a meeting environment. Understand how to approach a data related project, ensure data quality and tell a meaningful story. Then, practice your new knowledge with an application of your acquired skills.

**Learner Outcomes:**

* Understand the importance and goals of reporting your data.
* Find out what your entry data points should be.
* Learn how to improve the quality of your data and how to measure success.

**SMM: Adding Value to the Participant Experience**

You may think that your strategic meetings management program has little to do with the end experience. After all, the main goal is to save money, right? Wrong. In this session, consider how strategic meetings management can help enhance the experience of all of your participants and discuss strategies for capitalizing on these efforts with your peers.

**Learner Outcomes:**

* Understand the value of SMM and its relationship with participant experience.
* Learn three ways you can enhance the attendee experience through SMM.
* Plan out ways you can implement these methods at your organization.

**Negotiating Better Meeting Contracts – Balancing Law and Practice**

Love them or hate them, meeting contracts are an essential part of the business of meetings. It isn’t enough to understand the terminology (although that helps). Understanding the purpose, meaning, and practical effect of the legalese is necessary in order to know why you must have certain contract language and when you can afford to lighten up. The potentially big money issues like attrition, cancellation, and force majeure will virtually always have to be addressed. Other issues borne of industry and legal trends such as surcharges and fees, environmental issues, and accommodations for those with special needs require special attention in negotiations and unique contract language. New issues arise all the time. Anticipating how they will affect contracts—and your liability risk—is the mark of a savvy meeting professional.

**Learner Outcomes:**

* Interpret contract clauses with a thorough understanding of the legal versus practical implications of each.
* Integrate language reflecting current trends into contracts after anticipating the potential effects.
* Negotiate stronger meeting contracts by customizing negotiations based on issues important to each party.

Chapter-Developed Grants

**$2,500**

The objective with these programs is to provide Chapters with funding to assist in the creation of educational programs that effectively educate members on a peer-to-peer basis. Rewarded programs will be recognized by The MPI Foundation and made available for other Chapters to utilize.

**Submission Guidelines**

* Demonstrated need from your chapter’s membership. The Foundation suggests that chapters provide recent feedback from their members and/or launch an initiative to gain insight on their members’ educational needs. Submit information collected from members which provided guidance on content and objective selection.
* A brief description (maximum length - one page) of program’s content and design (description, length, format, etc.).
* If your Chapter already has a designated speaker, the chapter must provide written consent from the speaker that the program can be presented by other professionals for MPI chapter purposes.
* Please consider community usability as you develop your programs. Can other Chapters easily utilize this program? Is the subject matter relevant to multiple Chapters?
* Each chapter is allowed one submission per submission period. Multiple chapters can collaborate on a submission, but there will only be one award for each program.

**Criteria for Acceptance**

* Chapters will abide by all criteria, as outlined in this document.
* Chapters will recognize the MPI Foundation as well as other relevant sponsors during the delivery of the program. Such recognition includes maintaining the Foundation logo (found online in the Chapter Tool Kit) on presentation and marketing materials, and a mention during the session’s opening statements.
* Content and materials must be created in a manner that is suitable for any professional to present. If available, drafts/samples of such materials should be included in the submission.
	+ Instructor guide
	+ PowerPoint presentation
	+ Handouts