



2015 YEAR IN REVIEW



MEETING PROFESSIONALS INTERNATIONAL



THE BEST IS YET TO COME

A Voice for Our Community

Founded in 1972, Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association.

Vision: To be the first choice for professional career development and a prominent voice for the global meeting and event community.

Mission: To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

I CANNOT EXPRESS HOW PLEASED I am with the progress made at MPI in 2015. It is so exciting to not only hear that our members are taking notice of our changes, but to also observe the groundswell of newfound enthusiasm stirring within our community.

This MPI global team has been working hard to implement a strategy focused on three key areas to continue to strengthen MPI as we evolve and transform as an association:

- 1) Offering Professional Development
- 2) Enhancing Your Membership Experience
- 3) Advocating for Our Industry

Here's a brief recap of our 2015 strategic efforts. We introduced the MPI Academy and significantly expanded our education offerings, including launching our Experiential Event Series, the Sustainable Meeting Professional Certificate, the Meetings and Events at Sea Certificate and Meeting Essentials courses. We also reintroduced learning webinars and rolled out the Professional Development Roadmap to help members plan their personal continuing education strategies.

With our partner the Global Business Travel Association (GBTA), we delivered four classes of the updated Certificate in Meeting Management (CMM) program—all receiving high satisfaction scores from participants, with almost 100 percent saying they would recommend it to others. And now there are more than 1,000 professionals who have earned the prestigious designation.

We launched a digital edition of *The Meeting Professional* magazine in an effort to increase convenience and support our sustainability efforts, as well as launched

MPI NewsBrief, a curated email news blast delivering timely industry news and updates.

In addition, we made tremendous strides with redesigning our membership model and laying the foundation for enhancing and expanding the infrastructure that we provide to chapters and chapter leaders—all with the objective of providing a more consistent experience for our entire global community.

And in support of our industry, MPI championed the launch of the first annual North American Meetings Industry Day last April, which expanded to Global Meetings Industry Day in 2016. MPI participated in several industry lobbying efforts led by the U.S. Travel Association and the International Association of Exhibitions and Events (IAEE) to educate political influencers about the importance of our industry.

MPI also experienced a strong financial year. Our total revenues were up 9.1 percent, and we relocated our Dallas headquarters to a nearby location that is more affordable and offers a more collaborative environment.

I am extremely optimistic and excited about our future.

But we are not nearly done. As the old saying goes, the best is yet to come!



Paul Van Deventer
MPI President and CEO

A handwritten signature in black ink that reads "Paul Van Deventer".



Plenty to Be Proud Of

In 2015, we were committed to evolving MPI, on all levels and through all member touch-points. When I visited chapters last year, I likened MPI's evolution to a home renovation. We were restoring the infrastructure and ensuring that the foundation was sound. And by the looks of the educational offerings, special events and marketplace opportunities that were and continue to be developed, we have plenty to be proud of and look forward to! I want to thank all of the individuals who served on the international board of directors since July 2014 through the end of 2015. You were all an inspiration to me through this journey.



Kevin Kirby
2015 MPI Chair

SEE WHAT MPI ACCOMPLISHED IN 2015 ▶

COMMUNITY

I AM MPI AND I LOVE WHAT WE DO.

Members are the heartbeat of MPI, and their continued development and success is central to every initiative we undertake. We couldn't be more proud of the passion our members show for MPI and the industry we love. Our community is strong and getting stronger.

MPI and other associations were not immune to the difficult economic climate that we all faced in recent years, and realized the need to rapidly and effectively adapt our business practices. Although none of us could have predicted the magnitude of the uncertain financial climate and scrutiny we would face, we are stronger for it.

A STRONG AND GROWING COMMUNITY

We are very pleased to report that in 2015 we had the most new members join MPI since 2011. Our expanded education and networking opportunities are resonating with our members, resulting in higher retention rates as more members make MPI a critical piece of their professional success. MPI is committed to being the first choice in professional development, networking and business exchanges in the midst of our constantly evolving industry and the increasing demands on our members to demonstrate a return on investment for the meetings and events they produce.

We strive to exceed our members' expectations every day and we are thankful to our members for providing us the necessary feedback and engagement to make that happen. In our most recent membership and chapter survey our members provided MPI with a global overall satisfaction score of 8.23 (on a scale of 1 to 10), up from 8.1 the previous year. We saw similar increases in member satisfaction across the board, including likelihood to renew

and likelihood to recommend MPI. Our members' support and engagement in growing the MPI community is our greatest asset.

MEMBERS LEADING THE WAY

Our members are helping build the MPI of the future to best serve the needs of our diverse membership and our industry. In 2015 we had 896 members serve as volunteer leaders to advance our chapter network across more than 80 chapters and clubs in 22 countries. Our focus is on bringing our chapter leaders the resources and support they need in order to focus on the most important priorities to bring value to their chapters. MPI brought 280 chapter leaders together for a Chapter Leaders Forum in San Francisco prior to World Education Congress (WEC) 2015. This well attended and extremely successful event was expanded to include boot camp training for three key chapter leader roles (presidents-elect and VPs of education and membership) to ensure they are ready and inspired to lead our chapters in the year ahead.

MPI conducted the first annual European Chapter Business Summit as part of the annual European Meetings and Events Conference (EMEC) in Krakow, Poland. As a complement to the North American Chapter Business Summit, this European version allowed leaders to receive the same professional development and chapter training in a local setting. More than 40 European leaders participated in this day-and-a-half summit. The success of the summit will continue as part of EMEC conferences in the future.





A growing number of members are stepping forward to serve on global committees, task forces and advisory councils. Today we have more than 200 members assisting MPI Global as we continue to focus on what's next and redefining our future.

CONNECTING OUR GLOBAL COMMUNITY

The strength of our community ensures that the best and brightest minds in the meeting and event industry are at your fingertips, thinking through your same issues and empowering you with information, ideas and resources that do more than meet challenges—they give you the tools, support and inspiration to succeed.

MyMPI, our online member community, was re-launched in the fourth quarter of 2015. Members embraced it and are using the tool to connect with peers across the globe. A growing number of members are engaging in the conversation and more than 88 percent of our members are receiving regular digest emails to learn from the ideas and opportunities being shared.




DISCOVER.

DEVELOP. LEAD.
 2015 EUROPEAN CHAPTER BUSINESS SUMMIT
 31 JANUARY - 1 FEBRUARY • RADISSON BLU • KRAKOW, POLAND

CELEBRATING OUR BEST AND BRIGHTEST

We are humbled by the number of members who are making a significant impact on MPI and the industry every day. We are so pleased to have the honor of celebrating our best and brightest.

The 2015 Chairman's Award was presented to Janet Sperstad, CMP, in honor of her efforts to successfully have the profession of meeting planning recognized as an official job definition by the U.S. Department of Labor.





the
MPI
RISE
AWARDS



2015 RISE
Award Recipients

COMMUNITY CONTINUED

MPI's Recognizing Industry Success and Excellence (RISE) Awards are prestigious awards presented yearly that recognize and honor individual, community and organizational achievements for their innovation, global transferability, impact and influence. We were honored to present the following RISE awards in 2015.

- RISE Award for Meeting Industry Leadership, presented to David Peckinpugh of St. Louis for his strategic global influence on the meeting and event industry.
- RISE Award for Member of the Year, presented to Tara Liaschenko, CMM, of St. Petersburg, Fla., for her volunteer leadership with the MPI Tampa Bay Area Chapter as well as other MPI chapters.
- RISE Award for Young Professional, presented to Kinga Socko of Poland for her unique contributions to MPI Poland, EMEC 15 and the meeting and event industry.
- RISE Award for Community Achievement in Knowledge and Ideas, presented to the Meeting Industry Council of Colorado (MIC) for its MIC Educational Conference and Tradeshow.
- RISE Award for Community Achievement in Marketplace Excellence, presented to the MPI Potomac Chapter for their annual Flipped Marketplace program.
- RISE Award for Organizational Achievement, presented to the Builders Association of the Twin Cities for its refined strategy on its use of meetings and events to help support its five key goals while producing fewer, yet more enhanced, high-quality events with greater member engagement.

STREAMLINING OPERATIONS TO BETTER SERVE OUR MEMBERS

In 2014, MPI changed its fiscal year to a calendar year schedule to better align with some key priorities, including MPI's WEC, which takes place over the summer months.

In 2015, MPI began operating with new bylaws voted on by our members to better serve our members by allowing us to respond to market changes and increase our ability to provide products and services to our members. After a governance review, the MPI bylaws were updated for the purpose of adopting a streamlined, strategically focused board and governance model that maximizes the impact of qualified, knowledgeable board members who add value through expertise, insights and consistency in the board focus and direction. As a result, the size of our board is smaller and we now operate without an executive committee, which simply added another step in our review and approval processes.

EXPANDING OUR COMMUNITY

In November, MPI acquired the assets of Plan Your Meetings, a leading, privately owned educational and networking resources company based in Atlanta. Plan Your Meetings (PYM) produces live education, networking events, an award-winning annual meeting planning guide and a variety of digital resources and tools for meeting planners in the U.S.

With the addition of the PYM team and suite of products and services, MPI has the opportunity to deliver quality, timely professional development program-



ming to Plan Your Meetings' broad audience of more than 90,000 non-traditional planners, such as executive assistants and other business professionals with meeting planning responsibilities.

This expansion allows us to extend our reach and influence within the U.S. meeting and event community. With this growth in our audience we will bring new resources to our members and connect with more of the non-traditional planner market and help this segment grow professionally, supporting MPI's ongoing efforts to elevate our great industry.

With the integration of the Plan Your Meetings assets, MPI member benefits will expand to include access to more digital resources and tools and regional events, as well as the subsequent growth of MyMPI—the online member community of MPI. In addition, MPI supplier members, sales partners and sponsors will have the opportunity to raise their brand visibility among an important and often difficult-to-reach segment of meeting planners affiliated with the prominent MPI brand.

EVENTS

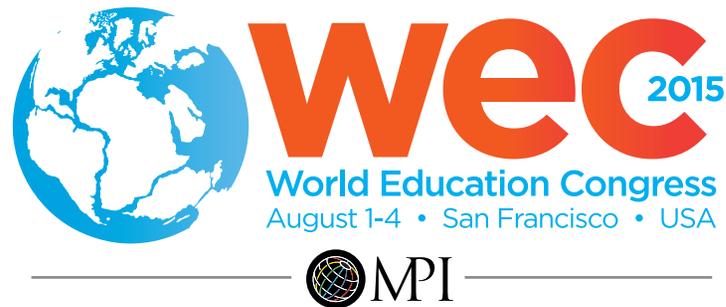
TRANSFORMING MEETINGS

At MPI, we have a great honor that is also a great challenge and responsibility: to create events for the true experts in the field—professional meeting and event planners. We aim to take as many risks as possible with our events, which are essentially learning labs, so that our attendees can absorb as much as possible and take their newfound knowledge back to the office for immediate application. Through our events, MPI is committed to providing industry-leading professional development, networking and marketplace opportunities for our members.

MPI SIGNATURE EVENTS

The annual World Education Congress (WEC) is the signature event through which MPI delivers industry-leading education, unparalleled networking and critical business opportunities to the meeting and event community. For three days, WEC attendees are immersed in a variety of learning experiences designed to transform the way they plan meetings. WEC features programming and people that allows attendees to think and grow in new ways. The 2015 WEC in San Francisco featured an overall satisfaction score of 97 percent and education satisfaction score of 98 percent.

MPI has held an annual conference in Europe since 1988. The European Meetings & Events Conference (EMEC) provides innovative meeting design formats, high-level education and quality networking opportunities to meeting professionals throughout Europe, and the more than 340 participants of the 2015 gathering in Krakow,

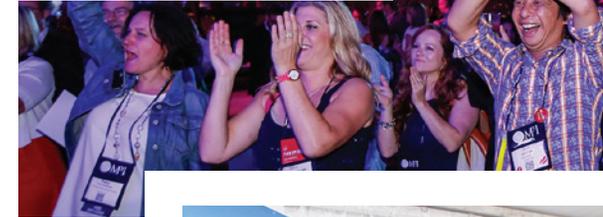


Poland, gave the event a satisfaction score of 98 percent and an education satisfaction score of 96 percent.

MORE IMPORTANT GATHERINGS

A strong partnership with IMEX America also continued in 2015 with Smart Monday powered by MPI. We again offered a wide range of educational opportunities and four daily keynotes to buyers and sellers at the show. Survey results from 884 Smart Monday attendees and over 2,000 MPI booth education session attendees gave MPI education satisfaction scores of 99 percent (Smart Monday) and 93 percent (daily keynotes).

In fall 2015, MPI launched the Experiential Event Series, which takes participants behind the scenes of





high-profile events, enabling them to experience events from the attendee perspective and also earn certificates in specialized areas of event management. These are also unique opportunities to earn significant clock hours through first-hand experiences, with very limited classroom time. The first program in the Experiential Event Series, the Miss America competition, earned a 100 percent satisfaction score, with 100 percent of respondents saying they would recommend the series to others.

SUSTAINABILITY EFFORTS

Sustainability is an important societal and business focus for MPI, as well as a concern for many of our members, both professionally and personally. We continue to strive for ways to deliver positive value, while

minimizing negative impacts by proactively incorporating a variety of corporate social responsibility (CSR) practices into all of our live events, including WEC. Results in 2015 included the following:

- 70 percent waste diversion at WEC host venue, the Level 1 APEX/ASTM-certified Moscone Center.
- Working with SAVOR, the in-house catering company at Moscone Center, approximately 2,735 pounds of food was donated to San Francisco Impact, a local non-profit agency that serves individuals in need.
- More than 350 WEC participants assembled 59,500 individual components into 3,647 welcome kits for infants, toddlers, young children, teens and new moms, benefitting the UCSF Benioff Children’s Hospital San Francisco.


Smart
MONDAY
October 12, 2015
 POWERED BY MPI

PROFESSIONAL DEVELOPMENT

FREE YOUR MIND (AND YOUR CAREER)

Learning is a lifelong process, especially when it comes to delivering exceptional meetings and events, and MPI's vision is to be the first choice for professional development in our industry. With rapidly changing technology, evolving business standards and a renewed focus on strategy, professional development is more important than ever. Through certificate programs, streaming education sessions and monthly webinars, we offer meeting professionals what they need in order to grow their knowledge base and advance their careers.

EDUCATION: BRINGING IT ALL TOGETHER

MPI now connects all professional development offerings under one entity: the MPI Academy. The academy offers several notable certificate programs, part of a "best in class" collection we're cultivating, which includes flagship courses such as the Certificate in Meeting Management (CMM) and the Healthcare Meeting Compliance Certificate (HMCC).

MPI's Professional Development Roadmap lets you identify where you are in your career and lays out the steps you need to take to get where you want to be. It can be used as a tool to map out your career, to continue your education or supplement your professional development.

In 2015, 111 senior meeting and travel professionals attended three-and-a-half-day CMM immersion courses taught by Darden School of Business professionals. MPI is becoming the world leader in healthcare compliance for meeting professionals, as evidenced by



the fact that there was nearly one HMCC class every other week throughout 2015. More than 450 medical meeting professionals received the HMCC in 2015 and all 25 of the largest pharmaceutical companies in the world sent staff to take the HMCC.

In addition to the certificate program offerings, the MPI Academy was excited to launch its webinar series in 2015. Internal and external subject matter experts delivered more than 15 unique online education sessions on topics ranging from SMM to event technology, offering attendees a great opportunity to earn clock hours.





PUBLICATIONS

RECOGNIZING EXCELLENCE

The Meeting Professional is MPI's flagship publication, celebrating the successes of our members and offering timely and relevant content in print and online. The Publications team continued to deliver excellence across multiple media platforms in 2015, as evidenced by awards bestowed by Association Media & Publishing and the American Society of Business Publication Editors.

EXCEL Awards (Association Media & Publishing) are billed as the largest and most prestigious awards program that exclusively recognizes excellence in nonprofit association media.

2015 Awards (for content produced in 2014)

- Gold: Single Topic Issue (Food issue, March 2014)
- Silver: General Excellence (for overall writing, content and design)
- Bronze: E-Newsletters General Excellence

AZBEE Awards (American Society of Business Publication Editors) is one of the most competitive awards program for business-to-business, trade, association and professional publications.

2015 (for content produced in 2014)

- National Awards:**
- Magazine of the Year Top 10 Finalist

Regional Awards:

- Gold: Special Section—2014 Year in Review
- Gold: Original Research—*Meetings Outlook*
- Silver: Feature Article—Marriage Equality and the Local Economy
- Silver: Feature Article Design—2014 Year in Review
- Bronze: Newsletters General Excellence—*MPIpulse*
- Bronze: Magazine Design

MEETINGS OUTLOOK

Meetings Outlook, MPI's quarterly signature research project, offers future-focused data that helps members identify new trends and innovations on the horizon—allowing them to budget and plan accordingly and ensuring a strong foundation for building sound strategies that keep business on the path to success.

DIGITAL DEBUTS

MPI Publications debuted two new digital products in 2015.

MPI NewsBrief is a digital newsletter designed to offer members expanded insight into broad-based meeting and event industry news. The newsletter is published and emailed to members three times a week.

MPI also introduced a digital edition of *The Meeting Professional*, creating another platform for members and advertisers to experience their member magazine and also reducing our footprint.



PARTNERSHIPS & COLLABORATION

ADVANCING THE INDUSTRY TOGETHER

Creating a more collaborative environment among MPI and other leading organizations was an important goal for 2015, as it will only strengthen our collective industry. MPI formed strategic partnerships with key industry organizations such as IAEE, GBTA, HSMIA and DMAI that leverage the newly formed MPI Academy offering and broaden our distribution of *The Meeting Professional* magazine.

In addition, we renewed our IMEX America relationship to continue to provide world-class education at IMEX America through the Smart Monday powered by MPI and created a new partnership with the cruise industry by partnering with the Cruise Lines International Association to offer a “Meetings at Sea” certificate and promote cruise ships as interesting alternative event venues.

Perhaps no collaborative effort is more important than MPI’s participation in the Meetings Mean Business (MMB) Coalition, created in 2009 by the U.S. Travel Association to showcase the incredible value that business meetings, travel and events bring to the U.S. economy.

In 2015, the Convention Industry Council and MMB expanded National Meetings Industry Day—a wildly successful event created by MPI’s Canada chapters nearly 20 years ago—into a North American celebra-



AMERICA'S WORLDWIDE EXHIBITION FOR
INCENTIVE TRAVEL, MEETINGS & EVENTS

LAS VEGAS * OCTOBER 13-15, 2015



Meetings & Events
at Sea Certificate



NORTH AMERICAN
MEETINGS
INDUSTRY DAY

APRIL 16, 2015

tion. This day of advocacy brought together industry professionals and showcased the substantial value of meetings, conferences, conventions, incentive travel, trade shows and exhibitions. Plans for a global iteration of the event for 2016 were quickly in the works.

MPI FOUNDATION

INVESTING IN OUR FUTURE

The MPI Foundation is powered by its vision to secure tomorrow by strengthening today. Scholarships, grants and investment into pan-industry research continue to provide education to our members. As we strengthen our partnerships with corporate contributors and expand our networking and fundraising events, the opportunities for professional development and career growth for MPI members and the industry will multiply. Key 2015 highlights include the following:

- Awarded more than US\$1.3 million in grants, scholarships and funding for pan-industry research over the last 18 months.
- Awarded 35 chapter grants, a 59 percent increase over 2014.
- Awarded 230 total scholarships, a 207 percent increase over 2014.
- Provided 60 meeting and event professionals with 2015 World Education Congress (WEC) scholarships, up from eight in 2014.
- Raised more than \$435,000 at MPI Foundation fundraising events at WEC 2015, a record high, and a record-setting \$350,000 at Rendezvous at IMEX America.



THANKS TO OUR 2015 PARTNERS

STRATEGIC PARTNERS



ELITE PARTNERS

F R E E M A N



flawless performance. dramatic results.

PREMIER PARTNERS



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Looking at the Year Ahead

WHEN WE MEET, WE CHANGE THE WORLD. I joined MPI because I was inspired to be part of a community that understood that bringing people together to collaborate and innovate (in other words, meetings and events) is how the world changes.

I believe 2016 is going to be exciting for MPI as our association continues to innovate to be an education, community and advocacy partner for our members. Gone are the days when you joined an association and sat back waiting to see what your membership fee would deliver! In 2016, MPI will go further than before to make it possible for our community to create our careers the way we want them to be with a host of new education certificates from the MPI Academy and an increasing number of MPI Foundation scholarships.

MPI will also make it possible for members around the world to create their association membership in a way that works for them with the launch of its new membership model.

Change can be a challenge, but also an inspiring opportunity. I am honored and proud to be your 2016 chair, and I can't wait to meet even more of you. As members of the MPI community we all have the opportunity to get involved, take action and make a difference both in our association and in the wider meeting and event industry.



Fiona Pelham

Fiona Pelham
2016 MPI Chair

About MPI

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. For additional information or to join, visit mpiweb.org.



MEETING PROFESSIONALS INTERNATIONAL