



MPI Foundation Chapter Grants 2017 – Cycle 2

Chapter grants are currently being accepted from September to November 15th, 2017. Applications will be reviewed and awarded monthly, with notifications of awards sent to chapters in the month after which the application was submitted (i.e. Sep. applicants are notified by the end of October).

There are two major types of chapter grants:

- Typical chapter grants offer education to chapters at low or no cost. Industry leaders will bring education to your chapter or MPI Academy will provide education sessions to your chapter. The process for each type of grant will vary – read on to find out more.
- Chapter-developed grants are the second type of grants. These are \$2,500 USD cash grants awarded to chapters in order to fund the development of innovative and effective educational programs for their chapter. Awarded programs must have thorough proposals, innovative design, and/or demonstrated relevance and ease of use by other MPI chapters.

Apply for chapter grants: <https://mpiglobal.wufoo.com/forms/whx4ond0usoel6/>

Apply for chapter-developed grants: <https://mpiglobal.wufoo.com/forms/w11dmxyu0yuptxd/>

Complete applications will include the following:

- Chapter dashboard including:
 - o chapter's YTD financials
 - o YTD membership numbers
 - o volunteer engagement
 - o event attendance
- Education satisfaction scores for all education programs held in the last 12 months.
- Indication of previous MPI Foundation chapter grants received.
- Narrative for all grants showing:
 - o Why chapter is requesting funding for the specified topic
 - o Estimated date for program to be held
 - o Estimated attendance based on prior programs offered
 - o High level overview of the marketing that will be used to promote program
- Chapter-developed grants require additional narrative details showing how funds will be used and demonstrating the relevance to and ease of use by other MPI chapters.

Other details:

Chapters are welcome to submit applications for more than 1 grant. For the remainder of 2017, the most fitting grant will be awarded, with more than one grant given to chapters that demonstrate exceptional merit.

For any grant that involves the disbursement of funds, half of the total grant funding will be given to the chapter upon return of the signed chapter grant acceptance form; the second half of the payment will be sent to the chapter after they have completed the event and sent MPI Foundation its grant report and other required documents (further instructions provided with grant acceptance form).

Read on to find more details regarding education sessions.

Please visit <https://www.mpiweb.org/foundation/grants> for more information and to apply for chapter grants.

MPI Foundation administrators are happy to answer any question you may have at mpifoundation@mpiweb.org.

American Airlines Chapter Grant

American Airlines will bring a Women in Leadership Certificate to your chapter, with full or modified sessions available.

Women in Leadership: Executive Leadership Skills Certificate Program

Women play key roles in the hospitality and meeting industries, but many find it challenging to move into leadership positions. In fact, recent studies show that women are 28% less likely to get an executive-level position if they possess the skills that make other job applicants attractive candidates for CEO, COO, CMO and CFO positions. In this four-hour course, we'll examine why this is, what you can do about it and help you create a personal action plan to overcome some of the common career obstacles women face.

Canadian, US and EU versions available.

Upon completion of the course, participants will be able to:

- Describe skills that help women ascend to executive leadership roles in this industry (and beyond).
- Create a personal action plan for leadership success.
- Locate additional resources for women seeking leadership roles in the meeting and event industry.
- Identify methods for overcoming common challenges women face in obtaining leadership opportunities.

Eligible for:

- 4 CMP-IS clock hours in Strategic Domain E: Human Resources; Domain F: Stakeholder Management
- 4 CAE clock hours in Domain 5: Leadership.

MCI Chapter Grants

MCI presents quality education to the chapter at no cost. Chapters select a session from the topics provided by MCI.

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.

PSAV Chapter Grants

A PSAV representative's speaking fees and accommodations are covered in order for them to present one of the following topics at a chapter event.

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

FMAV will present a 90-minute or full-day session to Canadian chapters.

90 Minute Session:

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 events 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.

Learner Outcomes:

- Understand event model canvas methodology and templates to visually articulate the value of an event, align 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.

Full Day Session:

Event Design using the #EventCanvas - Level 1

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 KitSM** 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 #EventCanvas.

What is #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. ©

For more information, please contact the MPI Foundation at mpifoundation@mpiweb.org.