

COMMUNICATIONS OPPORTUNITIES

SOCIAL MEDIA COMMITTEE

The goal of this committee is to create graphics and written content for MPI Georgia's active and growing social media presence on Facebook, and Instagram.

Role:

The Chair will be responsible for overseeing the implementation of the MPI Georgia communications marketing plan and working with all Communications Committee chairs noted above. Committee members will create and schedule messaging for the chapter's strategic events, educational programs and industry activities in addition to interacting through comments, shares, likes, etc. Committee members will also create graphics via "Canva" to help with social media promotions.

Time Committment

4-5 hours per-month, consistently to provide effective, regular communication

Onsite / Remote:

Remote

WEBSITE COMMITTEE

The goal of this committee is to create graphics and written content for MPI Georgia's active and growing social media presence on Facebook, and Instagram.

Role:

The Chair will work with the Communications Committee Chair and MPI Georgia office staff to communicate the look and feel of the website in a manner that compliments our dynamic chapter and encompasses the message that MPI Georgia wants to portray globally and locally to current and future members. Maintain standards of the MPI Global framework while updating all facets of the website with the MPI office staff.

Time Committment

3-4 hours per month

Onsite / Remote:

Remote

MPI GEORGIA APP COMMITTEE

The Chair of this committee will be instrumental in guiding the chapter in this new endeavor and make key decisions on the future of what the APP will be for MPI Georgia.

Role:

The Chair will gather communication from committee chairs that will be distributed to membership via the APP. Key decisions are being made about this new tool for the chapter such as sponsorship goals, communication to be shared, push notifications, etc.

Time Committment

2-3 hours per month

Onsite / Remote:

Remote

KEYNOTE COMMITTEE

Is weekly communication your passion? Want to be the person in the know for all things MPI Georgia? - Chair KeyNote.- Keeping the Chapter in the KNOW!

Role:

The Chair/Editor of KeyNote is responsible for compiling what will be included in the weekly e-newsletter that is distributed to members only. Once material is received, material is edited and formatted into a draft and sent to the MPI Georgia office. A final draft is proofed before it is sent to membership. Goal is to increase open and click through rates each month.

Time Committment

2 hours per week. 6-8 hours per month

Onsite / Remote:

Remote

COMMUNICATIONS OPPORTUNITIES

RECONNECT COMMITTEE

The Editor of ReConnect is responsible for compiling what will be included in the monthly e-newsletter and contacting those responsible for supplying the content. Once that material is received, the material must be edited, the formatted into a draft that is sent to the MPI Georgia office. A final draft will be proofed before the final version is sent to membership. Goal is to increase open and click through rates each month.

Role:

ReConnect is divided by sections to include: ReMember; ReAquaint; ReCharge; ReWards. Each area is managed by a different person(s) and they are responsible to submit material relevant to the month to the editor.

Time Committment

4-5 hours per-month

Onsite / Remote:

Remote



EDUCATION OPPORTUNITIES

PROGRAMS COMMITTEE

The programs chair executes all logistics for educational luncheons.

Role:

Program Chair

Responsible for all logistics pertaining to the educational luncheons, workshops, and niche events including site visits, detailing AV requests with annual sponsor, food and beverage, room setup and décor. Most Program Chairs coordinate one or two programs per year (or more if they choose). This person works hand-in-hand with the Speaker Chair.

Time Committment

6 hours per event (Onsite) + 2-4 hours per month (Remote)

Onsite / Remote:

Remote for research and communication with venues. Site visits to potential and contracted venues. Onsite day of event.

PROGRAMS COMMITTEE

The speaker chair researches topics and secures speakers for MPI Georgia educational programs who are not only dynamic presenters but also provide relevant and useful educational experiences for all member levels. All MPI Georgia educational programs must be approved by the Events Industry Council (EIC). The speaker chair manages travel, expense reimbursement, speaker fees, and contracts. The speaker chair oversees the speaker logistics manager.

Role:

Speaker Chair

Reports to VP of Education and manages speaker research and placement.

Time Committment

2-4 hours per event

Onsite / Remote:

Remote

PROGRAMS COMMITTEE

The speaker logistics manager handles on-site speaker management the day of the event, including rehearsals, air travel, hotel accommodations, ground transportation, etc.

Role:

Speaker Logistics Managers

serve as single points of contact for their assigned speaker(s) after a speaker is contracted for a specific program.

Time Committment

6 hours per event (onsite) + 4 hours (remote)

Onsite / Remote:

Remote and onsite day of event

PROGRAMS COMMITTEE

The presentation manager creates and edits the program PowerPoint and run of show. They also submit to the programs chair for the appropriate approvals. The presentation manager reports to the programs chair.

Role:

Presentation Manager

Responsible for collecting information and formatting PowerPoint presentation for educational programs. Also responsible for preparing and distributing the run of show (ROS).

Time Committment

6 hours per event (onsite) + 8 hours (remote)

Onsite / Remote:

Remote and onsite day of event

RECRUITMENT COMMITTEE

If you want to spread the word on why membership in MPI Georgia carries tremendous value, this committee is right for you!

Role:

Role Opportunity 1

Follow-up with potential members who came to an event.

Time Committment

15-30 minutes/month for follow-up emails the week following each event (template provided)
15-30 minutes/month for related replies

Onsite / Remote:

Remote

RECRUITMENT COMMITTEE

If you want to spread the word on why membership in MPI Georgia carries tremendous value, this committee is right for you!

Role:

Role Opportunity 2

Follow-up with potential members who have expressed interest in joining or were referred by others.

Time Committment

15-60 minutes/month, depending on volume (intermittent)

Onsite / Remote:

Remote

RECRUITMENT COMMITTEE

If you want to spread the word on why membership in MPI Georgia carries tremendous value, this committee is right for you!

Role:

Role Opportunity 3

Plan membership drive activities and/or annual event.

Time Committment

3-5 hours/month - depending on activities and events planned

Onsite / Remote:

Remote. Only onsite would be for a membership drive event itself.

NETWORKING EVENT CHAIR

If you want to spread the word on why membership in MPI Georgia carries tremendous value, this committee is right for you!

Role:

Role Opportunity 4

Plan networking events.

Time Committment

Approx. 1-hour for planning in advance 2-3 hours per site visits

Onsite / Remote:

Remote. Potential for site visits.
Onsite for the actual event.

ACTIVATION CHAIR: ORIENTATION

This chair works and manages a committee to ensure new members (within their first 2 years of membership) understand the benefits and resources available to them through the chapter, and get engaged with these opportunities right away to take full advantage.

Role:

Role Opportunity 1

Lead regular Membership Orientation and send followup emails to participants.

Time Committment

Approx. 60 minutes for each Membership Orientation (5-6 per year) to arrive early and conduct orientation Approx. 30-45 minutes for follow-up emails Approx. 15-30 minutes for replies to follow-ups

Onsite / Remote:

Remote

ACTIVATION CHAIR: NEW MEMBER REACH OUT

This chair works to ensure new members (within their first 2 years of membership) understand the benefits and resources available to them through the chapter, and get engaged with these opportunities right away to take full advantage.

Role:

Role Opportunity 2

Send new member outreach emails

Time Committment

Approx. 15 minutes per week

Onsite / Remote:

Remote.

ACTIVATION COMMITTEE

This committee works to ensure new members (within their first 2 years of membership) understand the benefits and resources available to them through the chapter, and get engaged with these opportunities right away to take full advantage.

Role:

Role Opportunity 3

Orientation support emails - reminders and follow-up

Time Committment

Approx. 15-30 minutes before each orientation (approx. 5-6 per year)

Onsite / Remote:

Remote.

ACTIVATION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 4

Organize and execute two volunteer fairs per year

Time Committment

Approx. 30-60 minutes for each event (two per year)

Onsite / Remote:

Remote.

Ideally would attend to execute/support the volunteer fairs onsite, but not required.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 1

Ongoing member outreach

Time Committment

Approx.1hr/month for emails and related coordination

Onsite / Remote:

Remote.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 2

Outreach to recently lapsed members, to prevent cancellation or membership

Time Committment

Approx. 1hr/month for emails and related coordination

Onsite / Remote:

Remote.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 3

Coordinate member recognition through Shining Star program

Time Committment

Approx. 1hr-1.5hrs per quarterly award given

Onsite / Remote:

Remote.

Ideally would attend the four luncheon programs where awards are given.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 4

Organize and execute two volunteer fairs per year

Time Committment

Approx. 1hr per monthly lunch program for coordination (5-6 per year)

Onsite / Remote:

Remote.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 5

Promote and support two surveys per year (chapter member survey in October; global survey in February)

Time Committment

Approx. 1-2 hours to promote and analyze the chapter member survey in October

Approx. 1-2 hours to promote the global survey in February

Onsite / Remote:

Remote.

RETENTION COMMITTEE

The Retention Committee focuses on renewal and retention of MPI Georgia members, working for members to understand the continued value of their time and energy spent in the chapter and the return on this investment back into their careers.

Role:

Role Opportunity 6

Support student population development and retention

Time Committment

Approx. 5 to 10 hours/semester sending monthly newsletter and planning lunch-and-learn events

Onsite / Remote:

Approx. 5 to 10 hours/semester sending monthly newsletter and planning lunch-and-learn events

HOSPITALITY

This committee focuses on making attendees feel welcome at MPI Georgia events.

Role:

Role Opportunity 1

Coordinate/confirm volunteers

Time Committment

Approx. 30 minutes per monthly program

Onsite / Remote:

Emails done remotely

Attends events to coordinate hospitality onsite

HOSPITALITY

This committee focuses on making attendees feel welcome at MPI Georgia events.

Role:

Role Opportunity 2

Greet members as they arrive and promote strategic networking; can also host a table at the monthly programs to promote networking/share upcoming events

Time Committment

Approx. 30 minutes before each chapter event

Onsite / Remote:

Done onsite before chapter events



THE SUMMIT EVENT

The Summit event, usually held in March, is a one-day educational event featuring a keynote session, breakouts, and an exhibit area.

Role:

Speaker Management:

- Source Speakers for the Summit
- Send out RFP for speakers
- Manage speaker travel
- Secure speaker presentations, graphics, and logos for Summit
- · Create run of show and speaker agenda
- Manager speaker set up, green room and provide onsite assistance

Time Committment

1-2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

THE SUMMIT EVENT

The Summit event, usually held in March, is a one-day educational event featuring a keynote session, breakouts, and an exhibit area.

Role:

Exhibitor Management:

- Create floor plan and layout for exhibitors
- · Manage exhibitor logistics
- · Provide onsite assistance for exhibitors

Time Committment

1-2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

FALL CLASSIC

The Fall Classic, usually held in November, is a one-day golf and bocce tournament designed for networking, fun, and a little bit of competition.

Role:

Planning includes site selection, golf, box lunches, reception with bocce ball, awards, dinner, raffle/silent auction and sponsor recruitment.

Time Committment

- Monthly face-to-face (or conference call) committee meeting(s) in July, August, September & October.
- Weekly face-to-face (or conference call) committee meeting(s) in October/November.

Onsite / Remote:

Mostly remote. Onsite for actual event

FALL CLASSIC

The Fall Classic, usually held in November, is a one-day golf and bocce tournament designed for networking, fun, and a little bit of competition.

Role:

Chair/Co-Chair (1-2 people):

- · Manage Fall Classic timeline and project list
- Lead and manage volunteer committee
- Schedule and host all committee calls/meetings
- Ensure all event logistics are being managed against the budget
- Ensure Smartsheet is being utilized by all committee members to house information and documentation
- Ensure timely and effective communication with all sponsors
- Partner with MPI Georgia staff to ensure sponsorship goals are met

Time Committment

5 hours per week, for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

FALL CLASSIC

The Fall Classic, usually held in November, is a one-day golf and bocce tournament designed for networking, fun, and a little bit of competition.

Role:

Logistics Management:

- Create floor plans and layout for event
- Manage all logistics with venue for food and beverage functions
- Manage all logistics with selected entertainment
- Manage all logistics with selected décor company(ies)
- Manage onsite parking and direction or attendees
- Create vendor schedule to manage arrivals, load-in, set up and breakdown

Time Committment

2-3 hours per week for the 2 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

FALL CLASSIC

The Fall Classic, usually held in November, is a one-day golf and bocce tournament designed for networking, fun, and a little bit of competition.

Role:

Marketing:

- Work with Chair and the communications team to deliver marketing message for the event. Ensure all communications deadlines are met in order to market the event properly.
- Complete communications form(s) to provide information about the event to the communications team.

Time Committment

1-2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

FALL CLASSIC

The Fall Classic, usually held in November, is a one-day golf and bocce tournament designed for networking, fun, and a little bit of competition.

Role:

Exhibitor Management:

- Create floor plan and layout for exhibitors
- Manage exhibitor logistics
- Provide onsite assistance for exhibitors

Time Committment

1-2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Mostly remote. It is expected that you will register for and attend the event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Planning includes site selection, reception, dinner, theme design, décor, entertainment and awards.

Time Committment

- Monthly face-to-face (or conference call) committee meeting(s) in January, February, March, April & May.
- Weekly face-to-face (or conference call) committee meeting(s) in June.

Onsite / Remote:

Emails done remotely. Onsite for actual event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Chair/Co-Chair (2 people):

- Manage The Phoenix Awards timeline and project list
- · Manage volunteer committee
- Schedule and host all committee calls/meetings
- Ensure all logistics are being handled and within budget
- Ensure all sponsors are communicated with and their needs are being met
- · Solicit in-kind sponsors, as needed

Time Committment

5-7 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

It is expected that you will register for and attend the event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Sponsor Solicitation and Management (1-2 people):

- Solicit in-kind sponsors from industry and nonindustry sources. A list of warm leads and past supporters can be provided.
- Manage sponsor relationship(s) once sponsors have committed.
- Ensure sponsors receive all promised recognition and benefits

Time Committment

2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

It is expected that you will register for and attend the event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Logistics Management:

- Manage all logistics with venue for food and beverage functions
- Manage all logistics with selected entertainment
- Manage all logistics with selected décor company(ies)

Time Committment

2-3 hours per week for the 2 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

It is expected that you will register for and attend the event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Production/Audio Visual Management:

- Work with production partner to manage all audio visual/staging details
- Create Run of Show document and script

Time Committment

2-3 hours per week for the 2 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

It is expected that you will register for and attend the event.

PHOENIX AWARDS

The Phoenix Awards is our annual awards banquet. A semi-formal event honoring our amazing volunteer members that have made significant contributions to the association throughout the year.

Role:

Marketing:

- Work with Chair and the communications team to deliver marketing messaging. Ensure all communications deadlines are met.
- Complete communications form(s) to provide information about event to the communications team.

Time Committment

1-2 hours per week for the 4 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

It is expected that you will register for and attend the event.

DECEMBER LUNCHEON

Annual Philanthropic Lunch where we partner with IAEE and PCMA - We rotate selection of the charity every year

Role:

Liaison to provide PCMA and IAEE with all MPI Georgia's content for the program (including weekly updates on registration, sponsorship sales, PowerPoint slides).

Time Committment

2-3 hours per week for the 2 months prior to the event; plus participation on monthly committee calls.

Onsite / Remote:

Remotely - calls and emails, and then ideally onsite during event



LEADERSHIP DEVELOPMENT

OPPORTUNITIES

THE EXCHANGE

The Exchange is MPI Georgia's meet-up spot for planners to connect and share challenges, trade secrets, advice, tips & tricks, and more. The sessions attract ALL planners with different levels of experience and from different areas of the industry. Through it's unique "Planner Only" format, The Exchange offers a "safe place" to talk with other planners.

Role:

Exchange Committee Chair:

Reports to Director of Leadership Development and manages logistics with Education Committee to ensure program needs are met (room, setup, online registration, facilitator follow up, Zoom link setup and distro if needed).

Time Committment

1 hour per month

Onsite / Remote:

Remote and onsite day of event

THE EXCHANGE

The Exchange is MPI Georgia's meet-up spot for planners to connect and share challenges, trade secrets, advice, tips & tricks, and more. The sessions attract ALL planners with different levels of experience and from different areas of the industry. Through it's unique "Planner Only" format, The Exchange offers a "safe place" to talk with other planners.

Role:

Exchange Facilitator:

Reports to Exchange Committee Chair and manages the responsibility of facilitating the session. Using "hot topics" or suggestions from registration.

Time Committment

1 hour per month

Onsite / Remote:

Remote and onsite day of event

LEADERSHIP WEBINARS

The leadership webinar series offers virtual education sessions with topics relevant to members who are leaders in their organizations as well as to members who want to grow in leadership. MPI Georgia purchased the corporate version of Zoom, which allowed for easy registration and flawless production. The sessions highlight local leaders and showcase a variety of presentation options including didactic with slides and voiceover, live interview and combination of question and answer with slides.

Role:

Leadership Webinar Chair

Reports to Director of Leadership Development and manages logistics with MPI Georgia management team to ensure program needs are met (online registration, speaker follow up, Zoom link set up and distribution).

Time Committment

1 hour per month

Onsite / Remote:

Remote and onsite day of event

LEADERSHIP DEVELOPMENT

OPPORTUNITIES

LEADERSHIP WEBINARS

The leadership webinar series offers virtual education sessions with topics relevant to members who are leaders in their organizations as well as to members who want to grow in leadership. MPI Georgia purchased the corporate version of Zoom, which allowed for easy registration and flawless production. The sessions highlight local leaders and showcase a variety of presentation options including didactic with slides and voiceover, live interview and combination of question and answer with slides.

Role:

Leadership Webinar Speaker Chair

Reports to Leadership Development Chair and manages sourcing speakers/content for upcoming Leadership Series events.

Time Committment

1 hour per month

Onsite / Remote:

Remote and onsite day of event

MENTORSHIP PROGRAM

To provide an environment and opportunity for personal development, professional growth, and relationship building between new and experienced members. This program is designed to benefit both mentees and mentors alike by cultivating relationships that help individuals grow their career.

Role:

Mentorship Committee Chair

Reports to the Director of Leadership Development. The chair will work to develop the scope of the new Mentorship program. Put program and process into place and work with additional committee members to keep it running smoothly. Using the MPI TN chapter as a base model.

Time Committment

2-3 hours per month

Onsite / Remote:

Remote and onsite day of event



COMMUNITY OUTREACH

OPPORTUNITIES

COMMITTEE LEADERSHIP

Philanthropy is an MPI-GA tradition. The Chair of this important committee is to support the community by donating volunteer time and awareness to MPI Georgia's selected philanthropic organization.

Role:

Chair/Co-Chair's lead volunteers who gladly give their time to plan, promote, support and participates with on-site philanthropic events of chosen organizations. Chair/Co-Chair's will be key point-of-contacts with said organizations

Time Committment

3-4 hours per month, except leading up to Community Outreach events when this will increase on a need basis.

Onsite / Remote:

Remote and onsite on volunteer/event day

COMMUNICATIONS COMMITTEE

Goal for this committee is to raise awareness about the community outreach committee and its selected philanthropic organization within MPI Georgia

Role:

Role #1:

Submit timely communication to the Communications team via Smartsheet for KeyNotes and ReConnect for marketing and promotion of Community Outreach events

Time Committment

1-2 hours per month

Onsite / Remote:

COMMUNICATIONS COMMITTEE

Goal for this committee is to raise awareness about the community outreach committee and its selected philanthropic organization within MPI Georgia

Role:

Role #2:

submit timely communication to the Communications team via Smartsheet for website, App and social media platforms for marketing and promotion of Community Outreach events.

Time Committment

1-2 hours per month

Onsite / Remote:

RECRUITMENT COMMITTEE

Goal for this committee is to recruit new volunteers for events and the committee

Role:

Role #1:

Actively recruit new volunteers for selected Philanthropic Events

Time Committment

1-2 hours per month (focus on networking and educational events)

Onsite / Remote:

RECRUITMENT COMMITTEE

Goal for this committee is to recruit new volunteers for events and the committee

Role:

Role #2:

Actively recruit new volunteers for selected Philanthropic Events

Time Committment

1-2 hours per month (focus on networking and educational events)

Onsite / Remote:

COMMUNITY OUTREACH

OPPORTUNITIES

ACTIVATION COMMITTEE

Goal for this committee is to expand philanthropic volunteer opportunities

Role:

Role #1:

Actively researches and brainstorms new events and volunteer activities

Time Committment

30 minutes-1 hour per month

Onsite / Remote:

ACTIVATION COMMITTEE

Goal for this committee is to expand philanthropic volunteer opportunities

Role:

Role #2:

Actively researches and brainstorms new events and volunteer activities

Time Committment

30 minutes-1 hour per month

Onsite / Remote:

RETENTION COMMITTEE

Goal for this committee is for continual member engagement

Role:

Role #1:

Responsible for ongoing member outreach

Time Committment

30 minutes-1 hour per month

Onsite / Remote:

RECRUITMENT COMMITTEE

Goal for this committee is for continual member engagement

Role:

Role #2:

Responsible for ongoing member outreach

Time Committment

30 minutes-1 hour per month

Onsite / Remote: