MPI
MINNESOTA
CHAPTER

Copy Submission Form Process and Resources

Getting Started

- Identify where your submitted copy is to be used:
  - Website (MPIMN.org)
  - Newsletter (MPI MN Matters)
  - E-Blast
  - Social Media
    - Facebook
    - Twitter
    - Instagram
    - LinkedIn
- Enter the requested information.

-Website-

Date of request_____

Requested post date/duration_____

Person requesting_____

Contact info_____

Message (include links to other pages/people)_____

Upload images/graphics here: Upload

Note that incomplete information in the form may delay the posting of the requested copy.
Please allow at least five business days for the request to be reviewed prior to the posting date.

Next Steps

- The website committee will review each submission and respond within five business days.
- Approved posts will go live on the specified date (no earlier than two business days from approval date).
- If additional information or modification is needed, this will be requested. However, the posting date may be delayed.
- Upon posting the copy on the specified medium, the copy will remain for the duration of the requested period. The post will be archived following the agreed upon timeframe.

COMMUNICATIONS AND BRAND RESOURCES

MPI MISSION AND VISION
MPI BRAND VOICE
MPI BRAND STANDARDS
MARKETING & COMMUNICATIONS TIPS
MPI MN STYLE GUIDE

MPI Mission and Vision

MPI's Vision

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

MPI's 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

MPI Brand Voice

The MPI community is the lifeblood of the MPI brand. Just as the faces in the member mosaic act as visual representation of the MPI brand, the style of language used in MPI's promotional and marketing efforts should be human as well.

MPI Brand Voice

Two Vital Characteristics of the MPI Brand Voice:

Personality: Helpful, Smart, Empathetic, Inclusive, Unpretentious

Tone of Voice: Relatable, Conversational, Approachable, Friendly

MPI MN Chapter communications should align with the MPI Global Brand Voice to create a seamless member experience.

MARKETING AND COMMUNICATION TIPS

KNOW YOUR AUDIENCE
SEGMENT YOUR TARGET AUDIENCE
LISTEN TO OUR MEMBERSHIP
DRIVE TRAFFIC TO OUR WEBSITE

Know Your Audience

Understand the demographics of the MPI MN Chapter. Of our 441 members,

- 225 planner members (51%)
- 189 supplier members (43%)
- 26 affiliate and student members (9 affiliates and 17 students)
- 1 retired member
- 124 corporate planners (55% of planners)
- 63 independent planners (i.e. meeting management professional – planners, 28% of planners)
- 36 association planners (16% of planners)
- 2 faculty (1% of planners)*

*Data as of Jan. 2017

Segment Your Target Audience

- Create strategies to reach different groups with custom messaging
- What about your message will be valuable to them?
  - Why should a supplier attend an educational event?

Listen to Our Membership

- Our members get communicated with A LOT through myriad channels; how can we tailor our messages to engage with them through all media?
  - Utilize social media (various pages to engage specific and different purposes)
  - Utilize our monthly newsletter
  - Utilize our website
- Ask the question, “What are we trying to achieve” and apply tools to meet that specific need. Don’t just do things because they have always been done that way.

Drive Traffic to our Website

- MPI MN is the hub of all information—everything related to our chapter needs are to be posted here and easily accessible.
- All channels should point back to the website, inclusive of social media
- Content that lives on the site is owned by chapter
- This strategy makes our website indispensable for members

MPI MN STYLE GUIDE

IT’S VITAL FOR THE INTEGRITY OF MPI THAT THE NAMES AND TERMS AFFLIATED ARE USED CORRECTLY IN ALL INSTANCES. THE FOLLOWING BREAKS DOWN THE CORRECT WAY TO WRITE MPI TERMS.

Appropriate Use of Terms

MPI

Write out the full name on the first reference, i.e., Meeting Professionals International (MPI). MPI is acceptable on second and proceeding references. The acronym MPI should always be capitalized.

MPI Board of Directors

Capitalize terms MPI Board of Directors on first use, but on second and proceeding references use board of directors.

Committees

Capitalize particular committee names, such as Communications Committee, but lowercase if it is proceeding the name.

Example: Joanie Smith, vice president, communications committee

Personal Titles

Capitalize all titles preceding the name:

Example: MPI MN President Joanie Smith, CMP

Lowercase all titles if it is proceeding the name:

Example: Joanie Smith, CMP, MPI MN president

CHAPTER LOGO AND USES

WHY LOGO STANDARDS MATTER
MPI MN CHAPTER LOGO GUIDELINES
USING COLOR WITH THE MPI MN LOGO
MPI MN COLOR PALLET

Why Logo Standards Matter

- MPI is a global brand that represents the best people and professional development in the meeting and event industry around the world. Maintaining the integrity and consistency of the MPI logo is vital to reinforcing its value to our community, and that must be applied and maintained at the Chapter level, as well.
- To help our MPI Chapters provide a brand experience consistent with MPI Global efforts, we are providing these logo standards for everyone to adhere to.
- The goal is to create a consistent and seamless MPI brand experience, from programs and initiatives driven from the global level to offerings and events produced at the Chapter level, across all regions.

MPI MN Chapter Logo Guidelines

The MPI Chapter Logo design consists of four graphic elements:

- MPI Brand Mark: This element is the main element in the MPI logo, representing a global community that is interwoven and interacting, symbolizing the importance of the meetings industry on a global scale.
- Regional Name: This is the regional element of the Chapter name.
- Graphic Bracket: This element houses the Regional Name element and helps tie the entire logo build together
- Chapter Word Element: Rounding out the Chapter logo build, this element is the other half of the full chapter name, and is visually tied to the Brand Mark by the Bracket, signifying that this is an MPI Chapter.

Using Color with the MPI MN Logo

CLEAR SPACE

Clear space is the minimum "breathing room" maintained around the MPI Chapter logo. It should be kept free of graphics, text and other elements. It also defines the minimum distance from the logo to the edge of a printed piece.

The minimum required clear space is defined by the measurement "X" as shown. This measurement of X is equal to 1/2 the diameter of the Brand Mark in the logo.

Always use at least the minimum required clear space when displaying your MPI Chapter logo.

BACKGROUND CONTROL

The preferred background for the Chapter logo is white, but in some cases it is necessary to use the logo over colors or images. In these cases, it is extremely important to ensure the visibility and legibility of all logo elements. This chart, featuring dark colors when they are at 100%, shows which background value ranges work and which do not. While this chart does not apply to every color, the rule of thumb is to use the best judgment on whether you can clearly see all the elements of the logo or not, especially at the logo's minimum size.

MPI MN Color Pallet

COLOR

The colors in the MPI Chapter Logo symbolize both the global community and the various segments of the meetings industry, both vital aspects of MPI's brand personality. The colors used in the MPI Chapter logo are as follows:

Globe Color	Pantone Equivalent*	CMYK	RGB	Web Safe Hex
Globe Yellow	PANTONE 107	C0 M10 Y100 K0	R255 G221 B0	FFCC00
Globe Red	PANTONE 186	C15 M100 Y100 K0	R210 G34 B41	CC3333
Globe Green	PANTONE 361	C75 M5 Y100 K0	R64 G173 B73	339933
Globe Blue	PANTONE 2995	C80 M5 Y0 K0	R0 G177 B235	0099FF
Globe Violet	PANTONE 2728	C75 M60 Y0 K0	R81 G107 B179	6666CC
Globe Black		C70 M70 Y0 K100	R0 G0 B0	000000

* PANTONE colors are shown only to provide an equivalent spot color. The full-color MPI Chapter logo is built in CMYK (4-color process) and should never be presented using PANTONE (spot) colors.

AVAILABLE COMMUNICATION CHANNELS

WEBSITE (MPIMN.ORG)
NEWSLETTER (MPI MN MATTERS)
E-BLAST
SOCIAL MEDIA
- FACEBOOK
- TWITTER
- INSTAGRAM
- LINKEDIN

MPIMN.org

- **Number of followers:** 1,452
- **Primary demographic**
  - desktop users looking for event info
- **Ideal post size:**
  - Three paragraphs, flexible, content rich
- **Images or text heavy:**
  - Suggest adding image(s)
- **Content or motivation:**
  - MPIMN.org is a great place to put content rich articles, news and information.

MPI MN Matters

President's Note: Love & Innovation

by Steph Pfeilsticker, CMP, CMM, 2016-2017 MPI Minnesota Chapter President, Hybrid Events Authority, LLC, steph@hybrideventsauthority.com

Hello MPI MInnesota!

Love and innovation are all around! The Minnesota chapter loves its members so much that we want to spend an entire day (February 16!) learning together at iConnect… Read more »

iConnect

REGISTER TODAY for iCONNECT

iConnect is *the* innovation conference from the MPI Minnesota Chapter. Come experience innovation across all aspects of the meeting industry—including food and beverage, space and technology—and connect with people to build your

- **Primary demographic**
  - e-newsletter for members
- **Ideal post size:**
  - 1 paragraph teaser
- **Images or text heavy:**
  - Suggest adding image to teaser
- **Content or motivation:**
  - Share news and click through for website engagement

E-Blast

» View this email in your browser

MPI MINNESOTA CHAPTER

Like, share, comment, tweet, post with us!

MPI *LIVE!* – VIRTUAL PRESENTATION

The February iConnect program is now available to view on demand through February 24.

Dear MPI MN Communications Team,

This is your last chance to experience **iConnect 2017**, the innovation conference from MPI Minnesota.

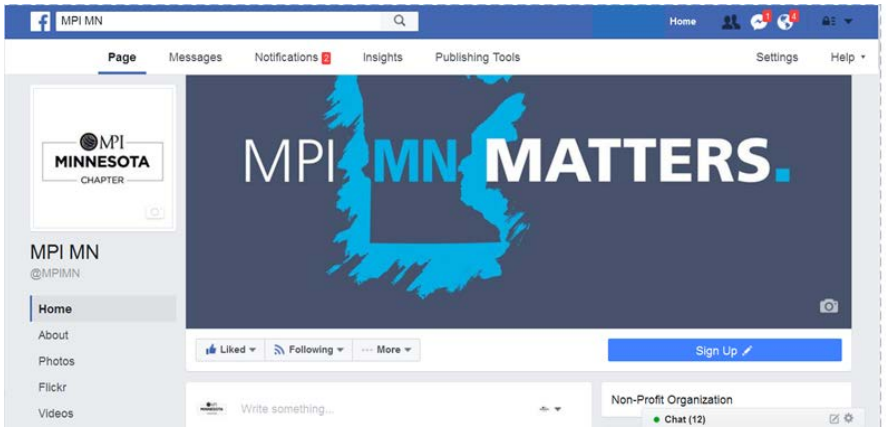
MPI *LIVE!* DETAILS

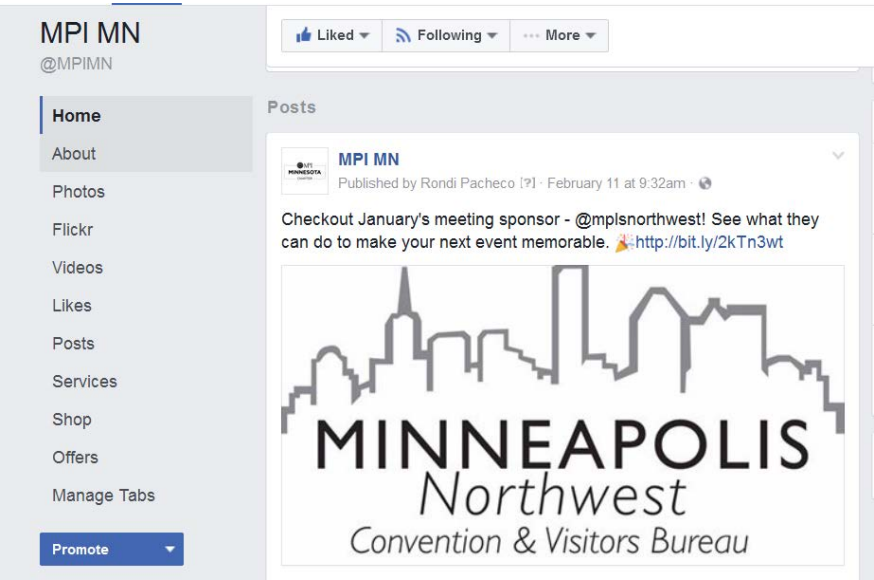
iConnect 2017
Thursday, February 16, 2017
11:45pm - 2:15pm

REGISTER TODAY!

- **Primary demographic:**
  - Membership
- **Ideal post size:**
  - 1 page letter
- **Images or text heavy:**
  - Text heavy,
  - Image not necessary
- **Content or motivation:**
  - Recognition
  - Event reminders
  - Press releases

Facebook



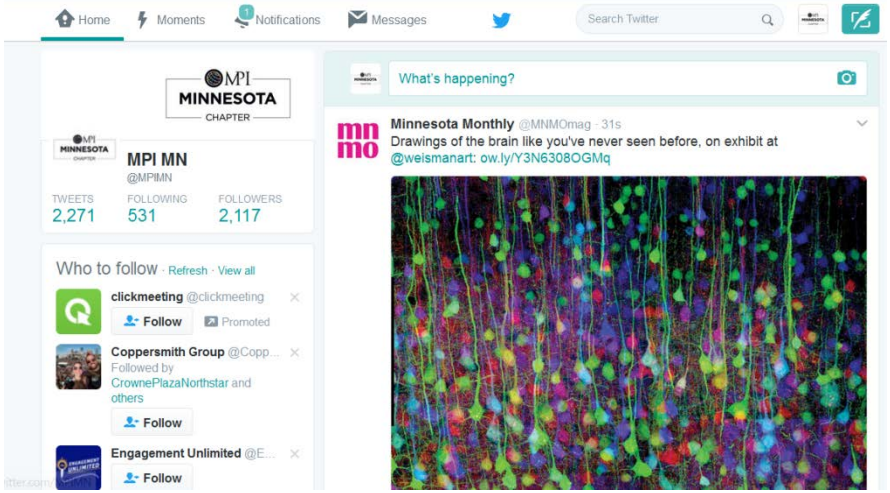


- **Number of followers:** 510
- **Primary demographic:**

  82% Women
  - 26% are 35-44
  - 23% are 25-34
  - 20% are 45-54
  - 11% are 55+
  - 2% are 24 or less

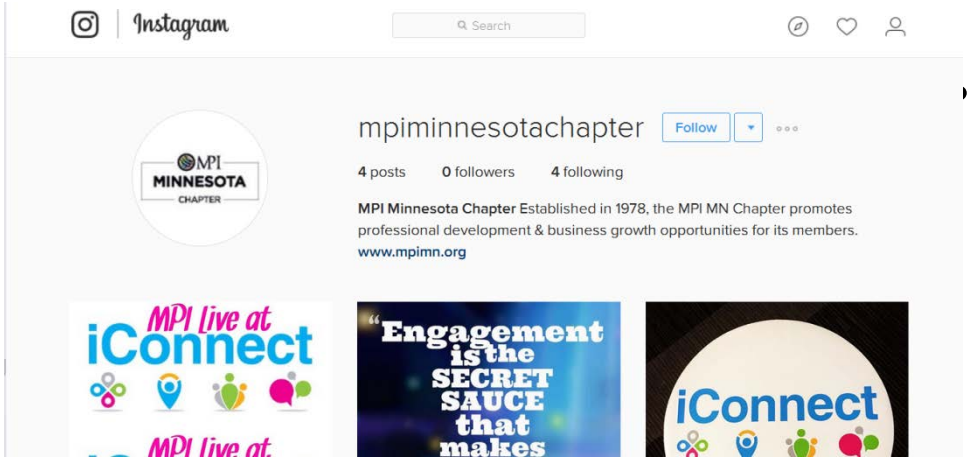
  17% men primarily 25-64
- **Ideal post size:**
  - **Maximum length of a status update:** 63,206 characters.
  - **Ideal length of a status update:** 40 characters.
  - **Ideal length of a video:** 30–45 seconds long.
- **Images or text heavy:**
  - Recommended image size: 1,200 x 628 pixels
  - Text and image suggested
- **Content or motivation:**
  - To promote valuable and entertaining content
  - To define our brand
  - To grown relationships
  - To get the word out
  - To interact with other organizations

Twitter



- **Number of followers:** 2,109
- **Primary demographic:** Chapter Members, Previous speakers, facilitators and sponsors of MPI Minnesota.
- **Ideal post size:**
  - 117 characters or less (includes links)
  - **Ideal Hashtag Length:** Under 11 characters; shorter if you can. Use 1–2 hashtags per tweet.
  - **Video Duration in a Tweet:** Up to 30 seconds long.
- **Images or text heavy:** encourage image with post but not necessary
- **Content or motivation:** Getting message out quickly, engagement, create "buzz" during events

Instagram

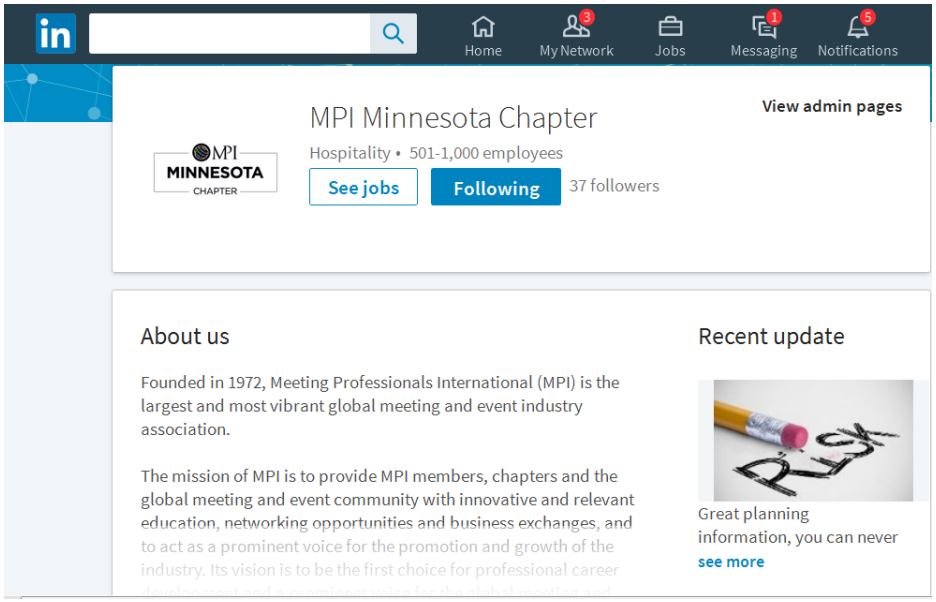


- **Number of followers:** 9
- **Primary demographic: TBD**
- **Ideal post size:**
  - **Image Caption:** 2,200 characters max, but it cuts off in users' feeds after 3 lines of text.
- **Images or text heavy:**
  - Image heavy with #'s
  - Square Image: 1080px in width by 1080px in height
  - Vertical Image: 1080px in width by 1350px in height
  - Horizontal Image: 1080px in width by 566px in height

Content or motivation:

- Use popular hashtags to gain exposure including: #tbt (throwback Thursday), #instadaily, #photooftheday, #instagood.
- Tells visual story

LinkedIn



- **Number of followers:** 37
- **Primary demographic:**
  - business professional
- **Ideal post size:**
  - **Status Update:** 600 characters.
- **Images or text heavy:**
  - Text heavy
- **Content or motivation:**
  - Business professional posts
  - Capture those that want to keep their social media profiles personal and use Linked In for professional outlets just as MPI and work.