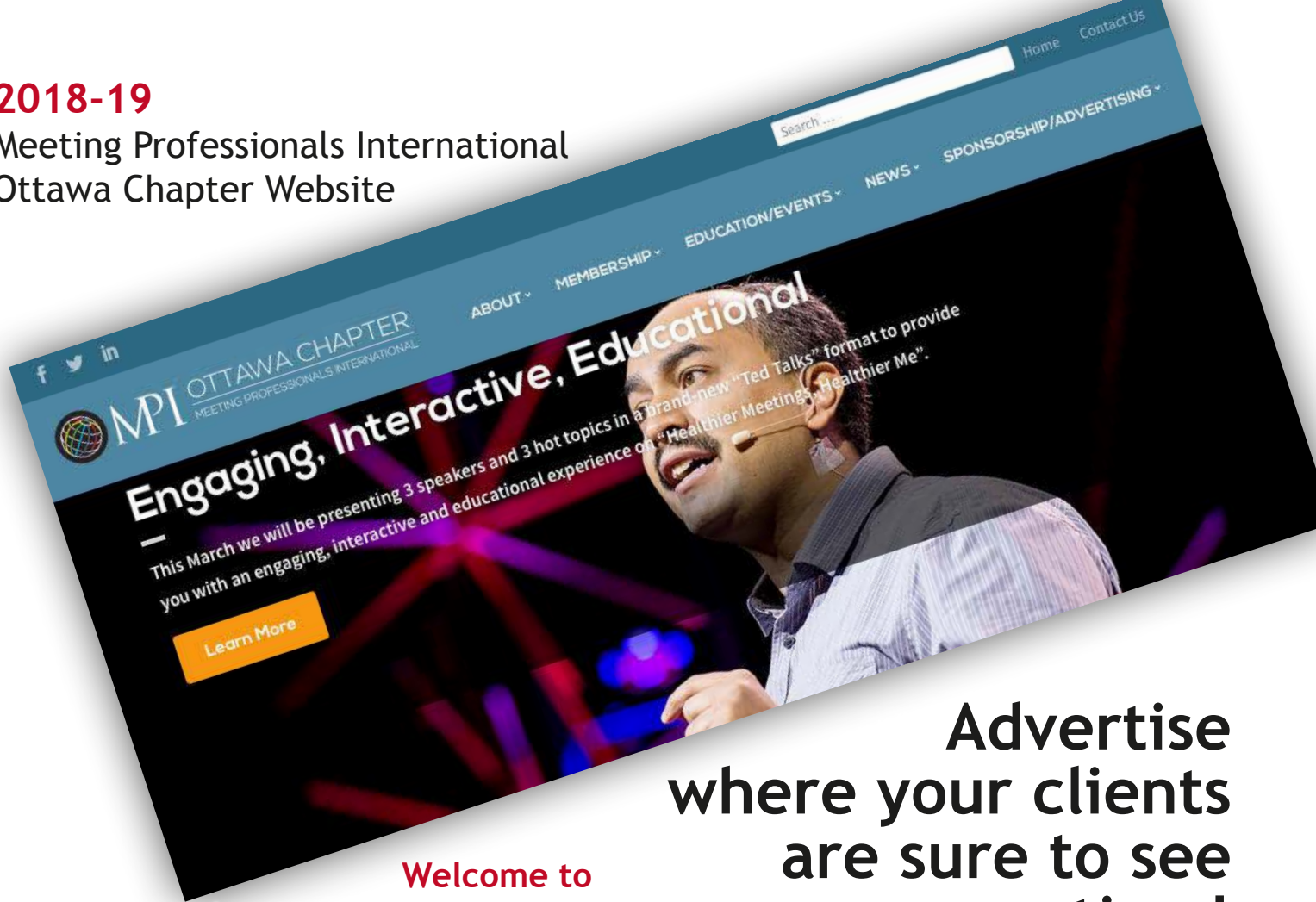


**2018-19**

Meeting Professionals International  
Ottawa Chapter Website



**Welcome to  
the MPI Ottawa website,  
with more advertising opportunities  
than ever before.**

The MPI Ottawa website uses large photography, enticing text content, with plenty of call-to-actions to invigorate the feeling that MPI Ottawa is a leading edge player in the meeting industry. Utilizing responsive design, it ensures that the user is presented with an optimal view of the website from any device. For current members, the Website utilizes a login area, to gain access to the membership database, career opportunities and volunteer information. There will also be social sharing on the News and Event pages.

# Advertise where your clients are sure to see you every time!

## About MPI Ottawa

Meeting Professionals International is the world's largest association and leading global community of conference organizers and suppliers, with more than 18,500 members in 71 countries. MPI Ottawa is the second largest of the association's seven Canadian chapters, with approximately 315 members. Its purpose is to serve the needs of its membership in Ottawa by providing educational development and leadership opportunities, cultivating business relationships, supporting industry partnerships and demonstrating commitment to excellence in the meeting industry.

If you have any questions about your ad booking,  
please contact Jean-Guy Brunet at:

[brunet@applecrate.ca](mailto:brunet@applecrate.ca) • 613-286-3920

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# Communique E-Newsletter Advertising Opportunities

## FEATURE ARTICLES

- News Around Town (12 articles)
- Getting to Know Profiles (Supplier/Planner) (12 articles)
- Board Profiles (16 articles)
- President's Message (12 articles)
- Charity Spotlight (12 articles)
- Purposeful Planning (12 articles)
- Insider Events (12 articles)
- Student's Corner (12 articles)

## EVENT ARTICLES

- Golf Day
- September Kick-Off & AGM
- September Lunch & Learn
- October Education Event
- Fall Young Professionals Event
- Ottawa Food Bank - Annual Food Sort Challenge
- November Education Event
- Fall Tasting Event
- December Lunch & Learn
- Festive Event
- January Lunch & Learn
- Charity Auction Dinner
- Tech Day
- March Education Event
- Spring Young Professionals Event
- NMID
- Prix Prestige Awards Gala
- May Education Event
- June Lunch & Learn
- Summer Bash & Volunteer Appreciation Event

## Communique Ad Rates (all ads are 300 px x 600 px)

Ad	Number of articles	Rate
Ads are permanently placed for life of article		
6 submissions Feature Article	6	\$ 2,130
12 submissions Feature Article	12	\$ 3,360
Feature Article	1	\$ 695
Special Article	1	\$ 695
Event Article	1	\$ 695

## SAMPLES OF MISC ARTICLES

### Ottawa School Breakfast Program

Article will focus on the 25th Anniversary and the impact MPI's contributions have made over the past several years.

### The "Must-Try" Tastes of MPI Ottawa

For supplier members with a restaurant of some form, located in the Ottawa/Gatineau area and surrounding. This includes hotels/museums/ other venues with full service restaurants.

### Royal Canadian Air Force Association Article

Summary: The Executive Director, Royal Canadian Air Force Association, Lieutenant-Colonel (Ret) Dean Black, CD, CAE, attended the Ottawa Chapter Meeting Professionals International (MPI) Annual Charity Auction & Dinner, earlier this year, and successfully bid on a painting donated by a Colonel By High School grade 12 student from Ottawa, named Ciara Pereira. Proceeds from the auction of Ciara's painting, and all of the other donated items benefit the Ottawa Network for Education, School Breakfast Program. Ciara's beautiful painting of a majestic-looking Lion was presented to the Commanding Officer Lieutenant-Colonel Jeffrey Orr, and Deputy Commanding Officer Major Gary Fleming - of the "Lion" Squadron, Royal Canadian Air Force, located in Petawawa, Ontario, in appreciation for their support of the RCAF Association, and for the outstanding service rendered by the men and women working in the squadron. The RCAF Association expresses its gratitude to Ciara, for her talents, and to all ranks of the "Lion" Squadron for their selfless service to Canada.

### CMP Sub-Committee Explained

Article explaining the designation, the role of the sub-committee, and profile of one supplier member and one planner member with the designation.

### Those Annoying Fees and Rules that Make No Sense

Every day planners need to negotiate and battle to save their company or association money. On the other side, the hotels are looking for new ways to make their budget and to be creative in their revenues. This article points out some issues with fees that some venues will charge, and gives planners tips on things to keep an eye out for.



### Prepare! Research! Practice! – Improve your interview performance

by **Naseem Mahajan** | May 25, 2015

The meetings industry provides endless opportunities and potential roles from the planner and supplier perspectives. This sometimes makes it more difficult to decide the direction to choose when determining your career path. For this month's topic, I interviewed two MPI members who have experience from both perspectives.

**Angela Anokousin**, a student member of MPI Ottawa, works as a planner at the Royal College of Physicians and Surgeons of Canada as well as a supplier with her family-owned business, South with Ours.

Realization between that there are advantages to working on both sides. As a supplier, I have received hundreds of MPI's and prepared many proposals. Learning to read and write these documents made me realize the importance of communication and how much easier she explained that working as a supplier can be stressful at times as you are competing for business and reading MPI's and writing proposals can be very time consuming. However, when she practices, she enjoys working closely with clients and seeing their vision come to life. Although she has had less experience working on the planner side, Anokousin has acquired different insights and has gained various experiences working in events. "Don't be afraid to work in different roles of events. Eventually, you will find exactly what you love to do!"

Half Page Ad  
300 x 600

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