



Regional Council 2024 Summary of Goals

	Membership Satisfaction & Growth	Finance	Educational Events	WEC and/or EMEC	MPI Foundation
Pacific US	Develop a direct communication plan for memberships expiring in 2024 on or before December 2024.	Share chapter sponsorship solicitation materials for annual and individual event sponsorships, including best practices, to create three potential models on or before September 2024.	Create an all-Pacific US Region education and event calendar for 2024 and 2025 to enhance discussion and collaboration within the Pacific Region by June 2024.	Continuously promote WEC to chapter leaders and members beginning in July 2024 to ensure representation by Pacific US chapters' members at future WEC events.	Determine three best practices, including Foundation promotion plans, to be shared across the Pacific US Chapters on or before August 2024.
Canada	<p>Creation of a virtual best practices webinar, with invites going out to all Canadian Chapter Boards, focused on retention of members between 0-3 years.</p> <p>Completion Date – Prior to August 1, 2024.</p>	<p>Complete a comparative analysis of all chapters sponsorship prospectus to identify opportunities where a National Sponsor Prospectus may assist in leveraging the buying power of the region.</p> <p>Completion Date – Prior to September 30, 2025</p>	<p>Create a user friendly, centralized speaker resource platform that is can:</p> <ul style="list-style-type: none"> • Provide access to Canadian Centric content • Speaker Evaluation • Summary of speakers and participation feedback <p>Completion Date – Prior to January 1, 2025</p>	<p>Create or distribute existing collateral to each Chapter to help raise awareness of the WEC24 Chapter challenge with the goal of getting two submissions from each Chapter as a challenge submission.</p> <p>Completion Date – Prior to April 20, 2024</p>	<p>Utilize the council representation to assist the MPI Canadian Foundation to create awareness to the Chapters. Create better awareness of the benefit of the foundation vs. the support that is provided.</p> <p>Completion Date – Prior to May 30, 2024</p>

Northeast US	Achieve overall average of 76.0% Member Satisfaction for FY 2023/2024. This would be a minimum .56% increase over the 2022/2023 Regional Average (75.44%).	Create a minimum of one (1) best practice from each chapter regarding the selling of sponsorships and offering in-kinds. Each chapter in our region will be expected to submit a best practice before 8/31/24.	Each Regional Council representative will share one education event best practice by 12/15/2024 which will be compiled as one document to share with all NE Region Chapters by 2/1/2025. Additionally, the chapters will strive to achieve a combined 4.33 average, or higher, for education events over the year.	Each chapter will encourage member participation at WEC by completing a minimum of six (6) of the following activities in any combination no later than May 3, 2024: <ul style="list-style-type: none"> • Social media posts • Email promotion (dedicated email blast and/or as part of monthly newsletter) • WEC registration plug at in-person event(s) 	Support MPI Foundation by having each chapter in the Northeast US contribute a minimum of one financial sum by December 31, 2024.
Southwest US	Achieve 3.1% or higher Net Member Growth and activate quarterly collaborative Membership recruitment & retention campaigns, and share best practices and successes	Achieve a positive Total Gross Profit in 2024. Share budgeting and partnership revenue generation strategies	Maintain at least 78% Satisfaction. Collaborate on options for speakers, regional events and board retreats	100% chapter participation throughout the Region for a SW Regional Meet-Up at WEC.	100%-chapter participation throughout the Region. Chapters to contribute via specific activations, i.e. % event registration, raffle, dedicated event revenue. Highlight Foundation member/chapter support stories.
Midwest US	Every chapter will educate their members on Membership and Education Grants available through the MPI Foundation. Chapters will create step-by-step instructions on how to apply for these grants.	Every chapter will share best practices on how to creatively draw “paid” attendees to in-person events as a source of revenue by October 31, 2024. The Regional Council will combine the best	Every chapter will create and submit a list of speakers/facilitators that have proven to be “successful” to the Regional Council by December 15, 2024.	Every chapter will participate in the WEC chapter challenge with a minimum of one entry in the competition by May 3, 2024.	The Regional Council will provide a “toolkit” of Foundation resources for Chapters to help promote the Foundation. The “toolkit” will be provided to each chapter by June 30, 2024.

	Plans will be submitted to the Regional Council by September 27, 2024.	practices and share with the region.			
Southeast US	Every chapter will identify the best time of year to offer their 20% off discount and put a plan in motion to advertise and run this special. Plan will be submitted by June 30, 2024 and enacted by December 1, 2024.	Every chapter will review finances to consider the current state of their Chapter Reserves by November 31, 2024. Chapters with over 100% of Reserves vs. Fixed Annual Expenses will consider right-sizing their reserves. Chapters with under 100% of Reserves vs. Fixed Expenses will create a plan to increase their reserves to a minimum of 25% and a best-practice range of 50-100%.	Every chapter will come to the April Southeast Regional Meeting with their education scores since January 2022 and identify their top speaker and topic and their lowest ranked speaker or topic. This is in an effort to speaker share what was successful and what didn't work.	Every chapter will retrieve a list from Angela Layton of who from their chapter (members) and area non-members (if possible) are attending WEC to be able to set up a pre-WEC meet up either in person or virtual to connect chapter members before going to WEC. Every chapter will identify their plan by April 25th and hold their meetup by May 15th.	Every chapter will share the Foundation message and mission at a chapter event between April and August 2024. Chapter representatives will share their plan for execution in our March 2024 committee meeting.
EMEA & APAC	Grow Community by 100 new members	Develop one new EMEA partnership	Align Chapter communication with 1 common message per month	Design ECLF at EMEC Luxembourg with 7 out of 10 Council members and 8 of 10 Chapters represented	Organize one EMEA fundraiser action by Council
LATAM	Grow LATAM membership over 500 members using Trade Fairs in MICE Industry all around the world	Organize one LATAM Roadshow for Brand Awareness and to support new Clubs (per Country or per Chapter or Club)	Incorporate Sustainability & Inclusion education for LATAM Chapters and Clubs	Host one LATAM meet up at WEC Louisville.	Support MPIF "RDVZ" at no less than Trade fairs in LATAM.

This is a summary version of the five goals for all eight Regional Councils. These goals have been shortened for publishing purposes.

As of 3.07.2024