



Meeting Professionals International Kansas City Chapter (KCMPI) Strategic Plan

Date Created: July 2007

Vision

Build a rich global meeting industry in the community.

The Vision is activated by four strategies:

EVOLVE to a global community

RE-IMAGINE our business relationship with chapters

ELEVATE the member conversation and experience

BUILD a great organization

Mission

Make our members successful by building human connections to:

Knowledge/Ideas

Relationships

Marketplaces

Values

As a chapter we:

Are member centric

Flawlessly execute our programs

Forge powerful partnerships with our members, Headquarters and other groups

KCMPI Chapter Strategic Plan

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Summary

Since KCMPI is the leading regional organization committed to shaping and defining the meeting and event industry, we are establishing and implementing this business plan to ensure its design and development for the continued growth of our membership.

Our Chapter has many external influences including local industry trends, which will determine the success of our resources. We will work with MPI Headquarters to minimize any constraints and obstacles.

Our Chapter will effectively communicate to all members ensuring proper leadership and guidance be given on a consistent basis. We will also commit our time and resources to ensure the successful accomplishment of our goals.

Operating Environment

Industry Trends

We see the following trends in our community in these categories:

1) Social

- a) Multiple generations, different values, classification of members, diversity
- b) Levels of expertise, offer education
- c) Life balance
- d) Is our profession accepted and/or understood by the business community?
- e) Time starvation
- f) Dual working families/single parents
- g) Paradigm shift-focus on family
- h) Conflict resolution
- i) People are unwilling to give up personal time for work and work/volunteer related events
- j) Care giving
- k) Nutrition
- l) Exercise
- m) Greater involvement in community
- n) Lack of member personalization
- o) Non-smoking regulations
- p) Alcohol responsibility – tighter regulations

2) Technological

- a) Technology causing the lose of personal touch
- b) Technology helping with organizational skills
- c) Research easier/lots of tools
- d) The increase demand of always available and always on
- e) Increased technology options
- f) Increased expectation of technology as a customer service tool
- g) In more effective communications to our members
- h) Request for wireless/high speed technology

3) Economic

- a) Conservative/shifting (shifting of line items) budgets
- b) Increased importance of ROI
- c) Increase in operating expenses
- d) Technology spending
- e) Globalization of our industry
- f) Continued outsourcing
- g) Continued streamlining of operations, processes and budgets
- h) Continuing education/training expenditures
- i) Need for increased value at lower cost
- j) Layoffs affecting membership
- k) Reduced service levels
- l) Ongoing economic instability of the airline industry
- m) In the fluctuation of who has the buying power
- n) Short term bookings
- o) Positive effects in area revitalization
- p) Increased room rates
- q) Strategic partnerships
- r) Heightened awareness of legal ramifications

4) Political

- a) Internal politics within MPI
- b) Legislation without follow through
- c) News will swing the attitude more drastically
- d) Fluctuation in meetings due to the uncertainty of the 'war against terrorism'
- e) The need to cover a large area, encompass all issues, and spread our dollars throughout two states
- f) Non-smoking legislation

Locally

Our Chapter is particularly affected by the following:

Competition

The following groups compete for the time and resources of our members:

1) What are we doing that has competition:

- a) Networking
- b) Education
- c) Job Bank
- d) Community Services
- e) Marketing Opportunities
- f) Industry Tools/Information

2) Who is our competition:

- a) PCMA
- b) Self Service (Expedia.com)
- c) Colleges
- d) Seminars
- e) Chamber of Commerce
- f) NACE
- g) KCSAE
- h) SGMP
- i) Company Training
- j) CVA
- k) Monster.com
- l) Inter-company transfers
- m) Personal Commitments
- n) Advertising and Regular Marketing Dollars
- o) Other Association in General
- p) Supplier Events
- q) Publications
- r) Other MPI Chapters (Associate Members)

3) Is collaboration possible?

- a) Strategic Partnerships
- b) Student Programs
- c) Speakers
- d) Joint Lunches CVA-One KC
- e) Supplier Events
- f) Personal Development
- g) Kansas City Meetings Industry Council

Resources

Our chapter resources consist of the following:

Funding

Our chapter has a total of \$200,000, to fund programs this year.

MPI Dues Support	7%
Ed Con Exhibitor Fees	11%
Ed Con Reg Fees	11%
Golf Fees	2%
Program Fees	8%
Holiday Party Reg Fees	3%
Awards/Recognition Reg Fees	2%
Membership-Misc Income	0%
Sponsorship-Chapter	13%
Sponsorship-Inkind	36%
Fundraising	6%
Newsletter	0%
CMP Fees	1%
Bank Interest	0%

Time and Talent

Our chapter has 50 volunteers in leadership roles, which, in total, can devote 108 hours per week to our chapter. To utilize all the talent that is available in our chapter, we need to engage other members and efficiently use their time. To do so will involve us in motivating, coaching mentoring and delegating.

Chapter - Kansas City		# OF HOURS (per week)	# OF HOURS (year)
LEADERSHIP POSITION	MEMBER		
Past - President		2	104
President		20	1040
President-Elect		20	1040
VP Communications		5	260
VP Education		5	260
VP Membership		8	416
VP Finance		8	416
Director - Strategic Alliances		5	260
Director - Monthly Programs		5	260
Director - Special Education		4	208
Director - Member Care		5	260
Director - Marketing / Public Relations		5	260
Director – Special Events		3	156
		92	4940

Marketing and PR Opportunities

To maximize the value of the MPI brand, we will promote and market our chapter by using:

Business media –

- Partnerships with regional publications
- Community events calendar
- Sponsorships
- Chambers
- Business Journals-Regional
- Career Day in High Schools/College
- Kansas City Star*

Industry media –

- Partnerships with other associations
- Special events
- Speak at area schools, universities and hospitality schools
- News Releases
- Open house events
- Cvent
- CVA
- Trade shows
- Student/Instructor Publications
- Religious/Minority Publications (RCMA)

Newsletter and web site –

- Corporate newsletters
- Web sites with reciprocal links
- Hotel newsletters

Mailings –

- Email solicitations
- Direct mail

Word of mouth advertising -

- Talk MPI all the time
- Buy MPI program
- Billboards-Planned a meeting lately?
- High quality education programs
- Sales Blitz-based on inquiries received, not cold calls
- Personal invites to join
- Phone blitz to top 25 lists
- TV-Radio interviews
- Sandwich boards
- Cooperation with social services organizations
- Charitable contributions/partnerships
- Family and friends

Through membership referral programs and recognition events, we will reward and encourage members to promote our chapter and its programs.

MPI Resources

Our chapter will make full use of the tools and assistance provided by MPI Headquarters, especially:

Monitoring and Evaluation Tools

To ensure that we accomplish our plans and remain committed to our objectives, we will:

- Follow the five key steps in any evaluation process
- Use the “% of Completion” tool on the Team Status Report to check completion our outcomes
- We will apply the following success criteria:
 - On a scale of 1-5, scores of 4.5, or higher, for our events
 - Monthly membership retention rates of 73%

Learning from our experience

Achievements

- Improved educational programs
- Remained fiscally sound as a Chapter
- 95% success on outcomes of action plan
- Financially successful Education Conference
- Excellent online newsletter
- Excellent use of technology
- Updated web site
- Cohesive Board
- Chapter Administrator retention

Gaps

- Identify when members want to get together for monthly programs
- Identify what content members would like to hear at monthly programs
- Needs assessment/survey responses from membership completed fall of 2006
- Focus Group to further enhance the needs assessment results
- Member Care systems – new member program
- Lack of marketing KCMPI
- Effective follow through of ROI for sponsorships
- Board of Directors accountability
- Board of Directors communication to committee chairs
- Education committee chairs on responsible expenditures and spending
- Systems – Committee Level, Board Level
- Education Conference succession plan for future chairs

Constraints

We are aware that the following may prove to be constraints or obstacles:

- Quality vs. quantity of membership
- Repeat sponsorship
- Accountability
- Effective communication of ROI
- Effective communication of value of membership
- Perception/paradigms
- Identifying new market segments for new membership, sponsorship, strategic partnerships
- Technology
- Competition with other volunteer organizations

2007 – 2008 Chapter Theme

KCMPI has adopted **Connecting People: Building Leaders** as its 2007-2008 theme with the idea that this slogan will become our Chapter's tagline indefinitely. The logo as shown below will be incorporated into KCMPI's communication pieces including *KCMPI TIMES* E-newsletter, web site, brochure and other marketing material. In addition, the theme is used by various committees such as our Program Committee and Education Conference Committee to guide them in developing the 2007-2008 educational programs and events. It is the consistent message we want to send not only to our existing members, but also our qualified prospects.

