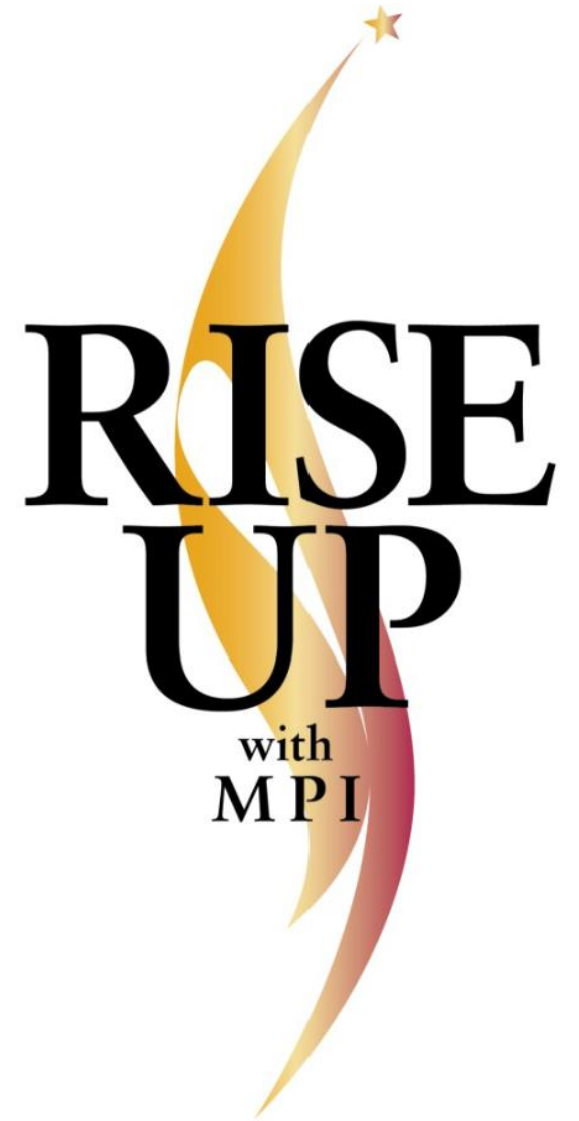


Indiana Chapter Industry Advocate Award

2023-2024



Indiana Chapter

Industry Advocate Award

Overview:

The MPI Indiana Chapter created an event for Global Meetings Industry Day 2023 that included a social media campaign titled, “March Meeting Mania”, (to go along with the interest in March Madness throughout the state of Indiana). This four-week campaign focused on different topics for online and in-person engagement opportunity each week, culminating in an in-person event on Global Meetings Industry Day.

The in-person event was in a central location that included a Supplier Expo, an education session on creating a diverse board of directors, and a networking/social event for all attendees.

Objective:

1. Increase social media presence and engagement
2. Use GMID to raise awareness about the industry
3. Partner with hospitality-related organizations or associations to create a larger network throughout the city of Indianapolis, and the state of Indiana, as well as expose those organizations to content and educational experiences they may not have the funds or reach to experience on their own.

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Results:

- Program provided an opportunity for all members to participate in the 4- week event, whether or not they were able to attend in person. By providing social media engagement options, they could utilize various platforms they follow to engage. There were also prompts throughout the four-weeks to give back or say thank you to members of the community that had impacted their meeting and event journey.
- Overall in person program received 4.5 out of 5 stars.
- Focused on DEI by utilizing a diverse speaker, as well as partnering with organizations that helped make sure communications and planning met the needs of diverse members of our industry, through the language used and the actual logistics of the event. Also included updating registration questions regarding any ADA requests to be accommodated.
- Used local speaker and other partners who would be willing to support this event to raise awareness and encourage in-person attendance at MPI events at a lower cost.
- Created a sponsorship packet that provided opportunities to sponsors the social media campaigns, elements of the in-person event, prizes for the social media and in person raffle prizes, as well as in-kind donations to help offset costs. This one-time opportunity provided an easy way for potential chapter sponsors to see a quick rate of return on their investment and social media exposure.
- Created template that other chapters can use in the future to produce their own social media campaigns around GMID or other events.



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THIS SPRING ...

MPI

THE EVENT PROFESSIONAL'S
JOURNEY

GLOBAL MEETINGS
INDUSTRY DAY
APRIL 11, 2024

MEETINGS
MEAN
BUSINESS

**YOUR CAREER'S
ADVENTURE AWAITS**

The poster features a central blue speech bubble with a white outline, set against a background of aged, textured paper with faint grid lines and a map. The speech bubble contains the MPI logo at the top, followed by the text 'THE EVENT PROFESSIONAL'S JOURNEY' on a brown ribbon, and 'GLOBAL MEETINGS INDUSTRY DAY APRIL 11, 2024' below. At the bottom of the bubble is the 'MEETINGS MEAN BUSINESS' logo. The phrase 'THIS SPRING ...' is at the top left, and 'YOUR CAREER'S ADVENTURE AWAITS' is at the bottom right.