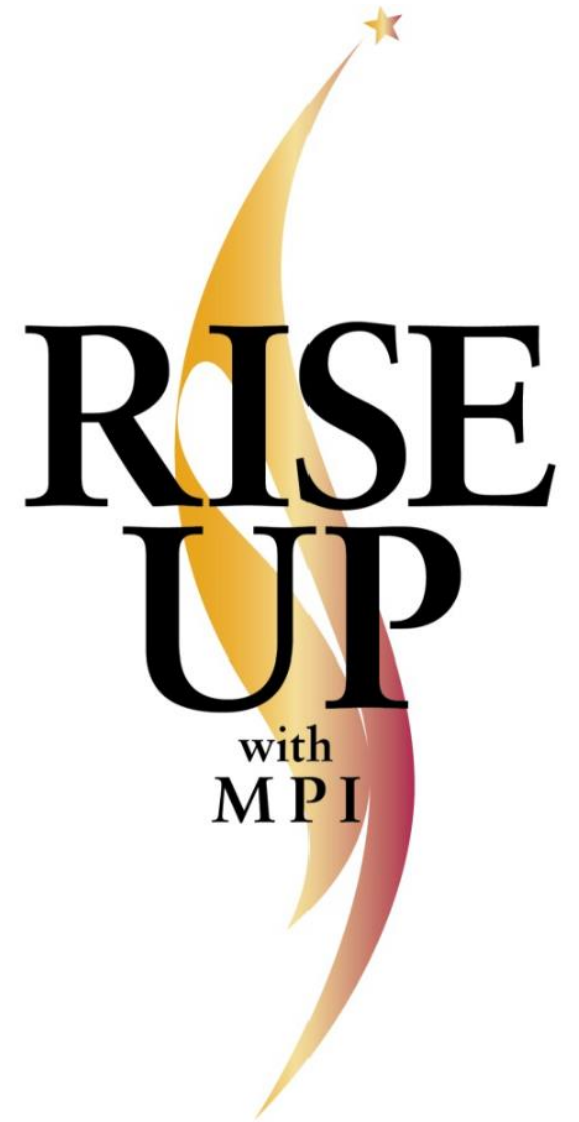


Pittsburgh Chapter Member Achievement

2023-2024



Pittsburgh Chapter

Member Achievement

Overview: The MPI Pittsburgh Chapter has created robust membership growth with both meeting industry professionals and students in their inclusive and vibrant community. Through continuous efforts and strategic planning, they aim to further enhance the membership experience, ensuring sustainable growth and engagement for the chapter to come.

Objective: Proactively implement a diverse range of initiatives to achieve substantial membership growth and retention, targeting students and meeting industry professionals.



Pittsburgh Chapter

Member Achievement

Results:

- 28.57% year over year membership increase
- Created a Director of Student Engagement board position to elevate student involvement.
- Implemented University outreach programs to to bring awareness of MPI to the students as well as involve the students in the planning of significant events.
- Initiated a student fund where the general membership can make contributions to assist students in need.
- Enhanced member relationships through monthly outreach to potential and existing members by the board of directors.
- Membership appreciation throughout the year.
- Used social media platforms to spotlight members and their achievements.
- Significant increase in social media followers and engagement on all platforms.
- Implemented practical measures to to align with industry issues such as sustainability and human trafficking awareness.



Pittsburgh Chapter

Member Achievement



MPI
PITTSBURGH
CHAPTER

Members Appreciation Event

Where: Puttshack Pittsburgh

Tuesday, March 12, 2024
2:30- 5:00 pm



Giving Tuesday: November 28, 2023

GIVE TO THE FUTURE OF THE EVENTS INDUSTRY

This giving Tuesday we invite
you to sponsor a student

[@MPIPITTSBURGH](#)

IUP Indiana University of Pennsylvania

Eberly College of Business
664 Pratt Drive
Indiana, Pennsylvania 15705-1036

IUP.edu/business

November 30, 2023

Dear, RISE Award Committee:

It is with great pleasure to write this letter of support for the MPI Pittsburgh RISE Award Nomination. My name is Dr. Nicole Buse and I am the faculty advisor for the Indiana University of Pennsylvania (IUP) student chapter of MPI. I also sit on the MPI Pittsburgh Board of Directors (BOD) as the Director of Student Involvement. My role on the BOD is to engage students in event planning skill development, provide networking opportunities, and support professional development.

During the 2022-2023 academic year, students were involved in the planning of our local GMID event. The GMID chairperson coordinated with our student chapter to have students engage with planning of the room layout, food and beverage requirements, AV requirements and speaker prep call. The students took the lead role in developing panelist discussion questions and moderating the panel discussion for the event. This experience left students with a pronounced feeling of pride and confidence. Engaging students in the planning of significant events such as GMID provides them with a unique hands-on experience outside of the classroom. The inclusion of students in the planning of GMID is a strategic investment in the future of meeting and events industry. By tapping into their energy, creativity, and unique perspectives, MPI can enrich the event experience, foster the development of future leaders, and contribute to the continued success of the industry.

As an academic professional I am incredibly grateful for the opportunities our partnership with MPI Pittsburgh has provided students. The BOD and general membership have been overwhelmingly supportive of including students in each event, guest speaking in courses, and acting as mentors. We look forward to future collaborations with increased membership from other surrounding universities. Thank you for considering the invaluable contribution that students can make to the events industry.

Sincerely,

Dr. Nicole Buse
Associate Professor
Indiana University of Pennsylvania
Nicole.buse@iup.edu