Meeting Planners Organization

VISION

The Place Where
Meeting Planners Meet

MISSION

To provide a forum for furthering the growth and professionalism of the meetings industry with a commitment to excellence and high ethical standards. We perform this mission through programs which promote education, community involvement and networking.

GUIDING PRINCIPLES

Education is our fundamental focus. We offer programs that improve the industry skills of our members.

We believe it is our responsibility to use the resources of our industry to help improve the local community.

We will implement policies that ensure that a suitable membership balance is maintained between planners and suppliers.

GOALS

Education
Provide educational opportunities for our members, at various levels to enhance professionalism and stay abreast of industry trends.

Community Outreach
Provide funds and services to support the local community and provide a vehicle for organization recognition.

Membership
Maximize membership growth, retention and involvement.

Organization
Maintain sufficient organizational and financial resources to support programs.

Professionalism
Promote meeting management as a viable and worthwhile career with an emphasis on the professional certification of members.

Networking
Provide an atmosphere for the sharing of ideas with peers, planners and suppliers.

CRITICAL SUCCESS FACTORS

Dynamic presenters with timely, substantive topics to increase meeting attendance

High awareness of association by meeting planners to attract new members

OBJECTIVES

- Increase net membership to 650
- Achieve avg attendance of 250/meeting
- Achieve 10% committee involvement

BARRIERS

Inadequate process for getting new members involved results in burn-out of a few and low retention

High membership turnover hinders consistent growth

STRATEGIES

- Utilize assessment survey and industry referrals to select quality speakers and topics
- Revise new member registration process to ask desired committee
- Hold quarterly committee fairs after meetings
- Distribute new member list to committee heads
- Implement PR program to report activities to the local media

ACTION PLANS

Assemble new PR Committee (Exec, 2/1)
Develop PR objectives (PR, 3/1)
Develop Promotion program (PR, 3/15)
Hold Board presentation (PR Chair, 4/15)
Implement Promotion (PR, 5/1)
Assess Promotion effectiveness (PR, 6/1)