



Thought Leaders

are the backbone of our industry. They take on a challenge and lay down a roadmap.

They are our partners on strategic initiatives that will benefit the planner community and have a lasting impact on their core business.

That's what the MPI Foundation's Thought Leadership Initiatives are all about: anticipating the needs of professionals to ensure their success, not only today but also tomorrow.

Our program is committed to the advancement of the meeting and event industry through high impact initiatives that will shape the future and lay the foundation for the sustained prosperity of our community.

Support of these initiatives will bring value to the industry—and to your organization. It's an opportunity to align your brand with high visibility programs that can directly impact your bottom line and differentiate yourself from the pack. Investing in the MPI Foundation's Thought Leadership Initiatives will associate your brand with sources of relevant and validated knowledge and allow your business to better understand our community's needs and wants.

Your association with these important initiatives also makes certain the industry, your clients and your colleagues will see your business as a forward-thinking ally. You will be instrumental in helping meeting professionals play a more strategic role in their organizations, with the business tools, research insights and resources necessary to facilitate it. In doing so, you'll elevate the credibility of the entire profession.

Five Industry Initiatives for One Promising Future

Corporate Social Responsibility (CSR)

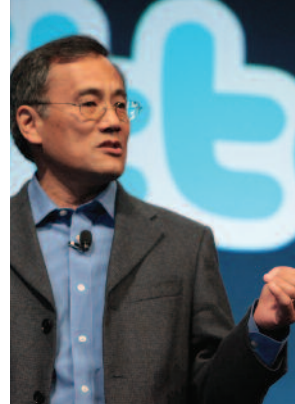
As more and more organizations make CSR a business imperative, meetings and events are being increasingly impacted by new expectations for sustainable and socially responsible programs. The MPI Foundation is developing groundbreaking solutions to ensure that meeting and event professionals are equipped with the right knowledge and skills to be successful in this area. A commitment to the CSR initiative is a clear signal that your company is a trailblazer.

Strategic Meetings Management (SMM)

Your investment in the SMM initiative will accelerate the development of breakthrough approaches to enterprise-wide meeting and event management. Using effective meeting management principles, industry professionals can leverage meeting and event portfolios to drive business performance, design effective and efficient meetings and events, and measure strategic business outcomes to track goal achievement and more effectively design future meetings. Strategic Meetings Management drives meetings to achievable and measurable outcomes, aligned with viable business objectives, that drive business success.

Future of Meetings

With your support, the Future of Meetings initiative will focus on emerging trends in meeting design, formats, and technologies as well as cutting-edge adult learning principles and content delivery methods. You will play a pivotal role in developing the information planners need to stay successful in a rapidly changing world.



Quest for Talent

Your organization can be instrumental in creating resources to grow the industry's talent pool, from developing existing talent to nurturing new interest from students and professionals outside our field. The Quest for Talent starts early, and with your help, we will raise awareness of the meeting profession as an attractive career option as well as provide training and career paths for industry professionals. The Quest for Talent also aligns with retention and engagement of experienced talent. Evolving work environments pose special challenges for the industry as new designs and delivery systems emerge. An investment in the Quest for Talent will anchor your business to the future design of the industry.



Business Value of Meetings

The need to prove the effectiveness of meetings and business events is growing. The Business Value of Meetings initiative will help make the macro-level case for the value of meetings to organizations in general, as well as provide tools and information for planners to help them quantify the business results of their meetings at a micro-level. It's time our industry armed itself with data and rigorous processes to ensure the value of meetings is never again in question. Your investment will help lead the way.



“Thriving in today's world requires that we think, create, and execute over and above the competition or its alternative. Our success, thus, lies in Thought Leadership...knowing the right questions to ask, how to synthesize the right information and experience, and applying new knowledge.”

—Hugh K. Lee
President, Fusion Productions

“Thought Leadership is about shaping the future. We love to inspire our clients to have a thought provoking dialog that creates difference and raises performance. In other words, stretch the boundaries and stimulate the mind.”

—Sebastien Tondeur
CEO, MCI Group

“Thought Leadership is vital to shaping the future of our industry to ensure we remain relevant to the ever changing needs of our stakeholders. Industry leaders have a responsibility to share best practices that inform and support the development of the next generation entering the workforce.”

—Christine Duffy
President and CEO,
Maritz Travel Company



Differentiate Yourself

Each Thought Leadership Initiative is tailored to a relevant industry objective and the objective of our investment donors. A sampling of products used to drive business value can include:

- > Comprehensive Full Research Studies
- > Online Content (podcasts, videos, PPT files, learning modules, articles)
- > Live Conference Session Tracks
- > Co-Creation Sessions
- > Case Studies
- > Webinars
- > Whitepapers

The MPI Foundation's Thought Leadership Initiative is designed with maximum flexibility. We offer three investor levels. You choose where to invest and how much.

- > Visionary
- > Legend
- > Director

Boost Your Standing No matter your level of support, your organization will benefit from your association with these critical industry initiatives. The greater your support, the greater your standing. An investment at the higher levels will enable you to tailor an MPI Foundation program to your business goals and yield the greatest exposure to the largest international network of meeting professionals—a planner community representing some US\$16.9 billion in buying power.

Commit to the Future Working together, we can power our industry forward while offering you crucial brand awareness, media exposure and direct marketing opportunities to our community of decision makers. Isn't it time?

Our members are looking for information, resources and leadership. There has never been a better time to fill that role as an MPI Foundation thought leader and build mutually beneficial partnerships for tomorrow and beyond.

- > Align your brand with decision makers
- > 23,000 meeting and event professionals
- > \$16.9 billion in MPI planner member buying power

Amplify Your Brand Exposure MarketSmart Business Solutions™ is a companion program that can work in conjunction with your MPI Foundation investment. While MPI Foundation aligns your brand through leadership, MarketSmart offers effective targeted marketing opportunities by optimizing your dollars through sponsorships and advertising—ensuring your business will get the attention of meeting and event professionals who have the buying power to purchase your products and services.

Get Started Today Contact MPI Foundation at +1.972.702.3003 or email: mpifoundation@mpiweb.org to set your agenda and help elevate the future of the meeting and event industry.





3030 LBJ FREEWAY | SUITE 1700 | DALLAS, TEXAS 75234 | MPIFOUNDATION.ORG