



## **MPI Virginia Chapter Business Plan**

Approved by vote of the Board of Directors, November 2004. Amended June 2005.

### **Summary**

The Virginia Chapter of Meeting Professionals International is the leading statewide organization committed to defining meetings, educating our membership, and producing events in the meeting industry. We are the pivotal force in providing meeting planners and suppliers superior educational, networking, and leadership development opportunities, while establishing and implementing our business plan to ensure growth, membership retention, and future development of the chapter and its leadership.

We recognize that our chapter has a commitment to create avenues of professional development for the entire membership, thus assisting in the evolution of our members' careers and professional development. Local industry trends, as well as a yearly chapter needs analysis will help to determine strategic understanding and executive awareness among the membership. We will work with Meeting Professionals International Headquarters to minimize any constraints or obstacles and to assist our chapter in strengthening business opportunities within our state.

It is the goal of the Virginia Chapter of Meeting Professional International to provide consistent leadership to our members. The chapter will use its available resources to ensure that this business plan will be carried out in a professional manner.

### **Operating Environment**

#### **Industry Trends**

Our chapter is particularly affected by: electronic communication, budgets, travel restrictions, geography of meetings, attrition, cancellations, downsizing, time commitment, job turnover, consolidation, outsourcing, and catastrophic events.

#### **Locally**

Our chapter is particularly affected by: geography of state, board restructuring, economies, technologically enhanced communications, government-forced reductions and reduced budgets. Chapter demographics, work-life balance, family school calendars, legislative lobbies, taxes, and economics are some of the environmental factors at work.

## Competition

The following groups compete for the time and resources of our members: Real life other industry organizations, VSAE, HSMIAI, SGMP, ISES, VBTA, AENC, etc. Competition also includes other MPI chapters, Virginia Tech and Virginia Commonwealth University Hospitality programs.

They compete in the following ways:

- Education
- Cross over membership
- Networking
- Meeting times
- Meeting dates
- Revenue
- Volunteer time and resources

Partnerships might be achieved with other multi organizational meetings or conferences and tradeshow with other meeting-related organizations.

## Resources

Our chapter resources consist of:

## Funding

Our chapter has a total of \$65,090.00, excluding in-kind donations, to fund operations this year.

## Time and Talent

Our chapter has 29 volunteers, who, in total, can devote 58 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. Our chapter also has paid staff that devotes approximately 20 hours per week to the chapter.

## Marketing and PR Opportunities

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

- *Business media* – Charlottesville, Norfolk, Richmond, Roanoke and Williamsburg Business Journals and Newspapers, Newspapers at Bi-Monthly Meeting Sites, and Virginia Business Magazine. Explore the possibility of putting together a supplement for Virginia Business focused on meeting planning.
- *Industry media* – VSAE, HSMIAI, VBTA, Meeting News, Successful Meetings, Meetings East, Convention South, Convene, Mid-Atlantic Events, The Meeting Professional, Community News and NetBytes
- *Newsletter and website* – Printed Bi-Monthly Newsletters, Develop Banner Ads, revamp site, Industry Links to groups such as the State Department of Tourism, CVBs, Member's Corporate Newsletters, Colleges/Universities with Hospitality Programs (such as JMU, Virginia Tech, George Mason and Reynolds), Industry Leaders outside of Hospitality and Other Chapters
- *Mailings* –VSAE, SGMP, HSMIAI, Corporations, New Members, Prospective Members, Industry Leads inside and outside of Hospitality arena and other chapters

- *One-to-one advertising* - Get Mid-Atlantic Events mailing list for Virginia to mine for potential members. This can increase opportunities for suppliers by increasing membership. - Conduct a mailing to VSAE executive members urging them to have their planners join VAMPI. Include a coupon for a meeting.

*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 headquarters, especially:

The Chapter Relations Manager  
 MPI Staff  
 ICLC Representative assistance.

## **Monitoring and Evaluation Tools**

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

- Use our check cards at Board and Committee meetings
- Follow the five key steps in any evaluation process
- 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 one percent over the 2003/2004 fiscal year final numbers.

## **Constraints**

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

Industry-wide organizations competing for time, job-related activities, budgets, and economies.

## **Objective 1**

**Have meetings and events with educational content and provide resources helping members to grow in their careers, gain knowledge and gain more exposure for themselves and the industry.**

<b>Outcome</b>	<b>Lead</b>	<b>Budget</b>	<b>Completion Date</b>	<b>% Completion</b>
<b>1</b> In every newsletter have a feature article that is directly relevant to the profession and educates the membership, tie together with column topics.	Cathy Grieve	0	Ongoing. See editorial calendar for each issue's due date.	
<b>2</b> Develop an e-newsletter to distribute to local colleges with hospitality programs and their students.	Mary Kidd, CMP, Jim Bostic (John Hess)	0	January 2006.	

<b>3</b> Develop a plan and identify some communities to work with around the state during the Jamestown 2007 celebrations to gain broader public recognition of the organization..	Linda Butterfield, CMP	undetermined	January 2006.	
<b>4</b> Develop and publicize community service projects to increase public exposure for the chapter/industry.	Trace Carson/ Todd Ballance	0	October 1 and February 1 each year.	
<b>5</b> Maintain and develop relevant resources for the web site.	Jim Bostic	0	Ongoing.	
<b>6</b> Provide links on web site for Leadership Development resources	Tim Thomas, CHME, Mary Kidd, CMP	0	September 2005	
<b>7</b> Communicate major actions taken by the Chapter Board to the membership.	Mary Kidd, CMP	0	On-going.	
<b>8</b> Highlight member achievements in the newsletter.	Mary Kidd, CMP	0	On-going. Solicit by e-mail blast two weeks prior to each issue's deadline.	
<b>9</b> Provide quality programming with an evaluation goal of 4.2 or better on a scale of 1-5, while meeting our memberships' needs and MPI guidelines.	Christi Ruddy, CMP & Education Committee	\$5,000.00	Ongoing	
<b>10</b> Produce and submit educational plan that meets or exceeds the minimum standards of MPI.	Christi Ruddy, CMP & Education Committee	0	July 1 and December 1 each year.	
<b>11</b> Conduct evaluations after each educational program and report the results to VP of Education within 14 days.	Education Committee	0	Monthly	
<b>12</b> Conduct an annual needs assesment survey pertaining specifically to Education programming.	Education Committee	0	February 1, 2006	
<b>13</b> Sponsor annual Awards Banquet to recognize the contributions of chapter members	Jo Heath & Awards Committee	\$2,200.00	June 2006.	
<b>14</b> Recognize one or more outstanding Committee Members at each monthly meeting and in the newsletter.	Tracey Florida, CMP, Anita Erwin, CMP	\$100 for gifts (could be donated)	On-going	

<b>15</b> Recognize new members in VAMPI Voice “New Member Spotlight” column	Cathy Grieve assign committee member	0	Begin in Sept./Oct. VAMPI Voice	
<b>16</b> Make use of the Ambassador Program to impact and create interaction during the first 6 months of a new membership. Contact members every month a week prior to the monthly meeting. After three months contact them to see what committee they would like to work with.	Anita Erwin, CMP, Mary Masella	0	On-going	
<b>17</b> Continue offering VAMPI Orientation prior to the start of each monthly meeting	Cecil Bailey, CMP	0	ongoing	
<b>18</b> Create incentive program for current members to recruit new members	Anita Erwin, CMP, Cecil Bailey, CMP	TBD	September 2005	
<b>19</b> Establish “care packages” to be distributed to members at the Annual Conference.	Anita Erwin, CMP, Tracey Florida, CMP	TBD	August 2005	
<b>20</b> Implement Leadership Development Program	Tim Thomas, CHME, Luran Dangler	TBD	August 2005	
<b>21</b> Work with staff to maintain contact information for current membership	Tracey Florida, CMP	0	ongoing	
<b>22</b> Continue “Alter Ego” column in VAMPI Voice	Anita Erwin, CMP	0	On-going.	
<b>23</b> Provide information on award winners (monthly and Awards Banquet winners) in the next newsletter & on the website	Jo Heath & Linda Butterfield, CMP	0	On-going.	
<b>24</b> Contact President-Elects in all chapters within our size category (Category B) to share best practices in leadership development ideas and form a resource network	Luran Dangler	0	September 2005	
<b>25</b> Explore Strategic Alliances for leadership development with industry associations and other Chapters.	Tim Thomas, CHME, Luran Dangler	TBD	September 2005	

<b>26</b> Maintain open communication with Chapter Relations Manager, Elizabeth George	All Board Members	0	ongoing	
<b>27</b> Ensure minimum chapter standard adherence	Lauran Dangler	0	ongoing	
<b>28</b> Liason with Committee chairs to identify future leaders and Increase interest in serving in chapter leadership positions.	Lauran Dangler & Tim Thomas, CHME	\$100	ongoing	
<b>29</b> Develop and implement a strategic Mentoring Program to help members grow in their careers and to develop future chapter leaders.	Tim Thomas, CHME, Lauran Dangler	TBD	October 2005	
<b>30</b> Maintain Charlottesville, Richmond & Hampton Roads Monthly Forums	Abby Sipe, Christi Ruddy, CMP & Tim Thomas, CHME	0	ongoing	
<b>31</b> Liaison with Education Committee to develop programs for leadership development and ensure that learning outcomes include reference to leadership development when appropriate	Tim Thomas, CHME, Lauran Dangler	TBD	ongoing	
<b>32</b> Conduct a needs assessment of the membership every other year	VP of Communications	TBD	Last completed May 2005, next no later than May 2007	
<b>33</b> Survey membership as needed (no more than every other month) on questions that will impact Board and Committee actions.	Mary Kidd, CMP	0	Ongoing	
<b>34</b> Work to begin transition to on-line version of newsletter. Determine how many members want it, and how to fulfill advertisers goals.	Mary Kidd, CMP, Linda Butterfield, CMP	TBD	Ongoing	
<b>35</b> Determine feasibility and costs of developing a password protected members-only section of the web site.	Jim Bostic	TBD	May 2006	
<b>36</b> Transition all publications to new logo issued by Dallas.	Mary Kidd, CMP	TBD	January 2006	
<b>37.</b> Partner with PMPI to develop the MidAtlantic Conference and Expo (MACE)	Laurie Vest	0	Ongoing	

## Objective 2

**Aggressively pursue opportunities to influence executives about the value meetings bring to their organizations.**

Outcome	Lead	Budget	Completion Date	% Completion
<b>1</b> Work to place articles in <i>Virginia Business</i> regarding the value of meetings to an organization. Explore the possibility of producing/participating in a supplement for the magazine.	Linda Butterfield, CMP	0	October 2005.	
<b>2</b> Partner w/PMPI to work with Jamestown 2007 programs.	Linda Butterfield, CMP	TBD	June 2006.	
<b>3</b> Communicate monthly programs to superiors and professional organizations & trade publications	Linda Butterfield, CMP, Todd Ballance	0	Monthly	
<b>4</b> Contact all VSAE Executive Directors explaining the benefits of membership for their planners, as well as the members of the Virginia Association for Administrative Assistants	Anita Erwin, CMP, and Cecil Bailey, CMP	TBD	December 2005	
<b>5</b> Promote awareness and influence of chapter leaders through communications to these individuals and their bosses; recommend stars of the month to membership committee	Lauran Dangler, Tim Thomas, CHME	TBD	December 2005	

## Objective 3

**Create new business opportunities for supplier members.**

Outcome	Lead	Budget	Completion Date	% Completion
<b>1</b> Create banner advertising opportunities for the website.	Jim Bostic, Stephen Scarborough	0	December 2005	
<b>2</b> Conduct 50/50 raffles at each monthly meeting	Jimmy Griggs, Aida Ernst, Stephen Scarborough	0	End of each monthly meeting	

<b>3</b> Procure all-expenses paid trip (including airfare) to be raffled	Jimmy Griggs, Aida Ernst, Stephen Scarborough	0	August 1, 2005	
<b>4</b> Research and implement new sponsorship program	Jimmy Griggs, Aida Ernst, Stephen Scarborough	0	August 15, 2005	
<b>5</b> Research and implement a web-based auction/payment tool	Jimmy Griggs, Aida Ernst, Stephen Scarborough	TBD		
<b>6</b> Plan and execute Holiday Basket Auction and Celebration	Jimmy Griggs, Aida Ernst, Stephen Scarborough	0	12/01/2005	
<b>7</b> Plan and execute Spring Silent Auction	Jimmy Griggs, Aida Ernst	0	03/02/2006	
<b>8</b> Update and expand prospect list for both planners & suppliers	Cecil Bailey, CMP	0	Ongoing	
<b>9</b> Contact prospective members or guests of meetings via phone calls, emails, and direct mail	Cecil Bailey, CMP	\$100 mailings	Ongoing	