



SACRAMENTO/SIERRA NEVADA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Meeting Professionals International Sacramento/Sierra Nevada Chapter

2007-2008 Business Plan

Date Created: May 26, 2005

Date Updated: May 31, 2007

Vision

Meeting Professionals International Sacramento/Sierra Nevada Chapter will be the pivotal force in positioning meetings and events as a key strategic component of an organization's success in the Greater Sacramento Sierra Nevada region.

Mission

Meeting Professionals International Sacramento/Sierra Nevada Chapter is the leading Greater Sacramento Sierra Nevada Region membership community committed to shaping and defining the meeting and event industry.

Objectives

Objective 1 – Create professional development pathways and resources that enable members to evolve their careers towards positions of strategic understanding and influence.

Objective 2 – Increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations.

Objective 3 – Identify trends and deliver innovative solutions to ensure MPI is the premier market place for both suppliers and planners.

Values

As a chapter we:

- Are member centric
- Flawlessly execute our programs
- Forge powerful partnerships with our members, headquarters and other groups



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Summary

Since Meeting Professionals International Sacramento/Sierra Nevada Chapter, the leading organization in the Greater Sacramento Sierra Nevada Area, is committed to shaping and defining the meeting and event industry, we are establishing and implementing this business plan to ensure its design and development for the continued growth of our membership.

Our chapter has many external influences including local industry trends, which will determine the success of our resources. We will work with MPI Headquarters to minimize any constraints and obstacles.

Our chapter will effectively communicate to all members ensuring proper leadership and guidance be given on a consistent basis. We will also commit our time and resources to ensure the successful accomplishment of our goals.

Operating Environment

Industry Trends

In assessing industry trends for the geographical region covering our chapter, we have identified the following items, which may impact (negatively/positively) our leadership toward the successful implementation of our business plan.

Social	Technology
Employers don't want employees out of office as much Family commitments/personal obligations (child, elderly) Geographical issues (meeting locations, etc.) Multicultural/generational diversity Less time More email – less direct/requires personal time Fewer days and less buying power for multi-day meetings	Loss of personal contact Connectivity Learning curves/uneducated Increase in conference calls Spam Increased web-based meetings Increased need for technology training

Economic	Political
Increase in travel costs Decreased travel budget Dues not always supported by employers Competition from other organizations (CalSAE, SGMP) Reduction in members due to consolidation of business/associations Suppliers market (impact on sponsorships) Industry certification competition (i.e.: SGMP's CGMP program) Decrease in sponsored memberships Changes in CVB leadership	Union Hotel Problems/Negotiations – within hotel industry, want calendars to coincide so strikes will have larger impact (more properties can strike at same time) Change in state budget

Competition

The following organizations/groups compete for the time and resources of our members:

Competition	How They Compete ("X" All That Apply)							Collaboration Possible?
	Education	Membership	Volunteers	Networking	Advertising	Revenue	Branding	
CalSAE	X	X	X	X	X	X	X	-Share mbr list -Share calendar/ education cal- seasonal spec.
SGMP	X	X	X	X	X	X	X	-Share mailing list -Share calendar
NCCMPI	X	X	X	X	X	X	X	-Share Mbr list -Joint events -Share calendar
Seminar Companies	X					X	X	-education sessions
Universities	X					X	X	-education
Other professional organizations (chambers, etc.)	X	X	X	X		X	X	-events
IMPs	X			X				-education
ASAE (No. Ca. Chapter)	X	X		X				-No

Resources

Our chapter resources consist of:

Funding

Our chapter has a total of \$122,570 (total budgeted for 2007-2008)*, (See appendix A for budget)

Time and Talent

Our chapter has **53 volunteers, who, in total, can devote 159 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.

Marketing and PR Opportunities

To maximize the value of the Meeting Professionals International brand in the Greater Sacramento Area, we will promote and market our chapter by using:

- **Business Media:** The Sacramento Bee, Sac Bus Journal, Prosper, Sacramento Magazine, Reno Gazette Journal
- **Non-Traditional Media:** Email blasts, tradeshow, word of mouth, Community Access (PBS)/PSA, articles in other industry newsletters, imprinted promotional items, sales blitz, career days, university/college newsletters
- **Industry Media:** Meetings West, Smart Meetings, Successful Meetings, Meeting News, The Meeting Professional, USAE, Meetings Net, Meetings & Conventions

MPI Resources

Our chapter will make full use of the tools and assistance provided by headquarters, especially: Articles for *The Meetings Professional*, send copy of all press releases to International for *Community Net News*, speaking at WEC or PEC, membership reports and CRM (chapter relations manager)

Monitoring and Evaluation Tools

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

- Use the Business Plan % of completion tool to monitor monthly progress
- We will apply the following success criteria:
 - On a scale of 1-5, scores of 4.0, or higher, for our events

Learning From Experience

In reviewing the previous fiscal year, we have identified the following as both our **achievements** as well as our **opportunities** for growth:

Achievements (2006-07)	Opportunities (2006-07)
Chapter name change	Maintain and increase membership
Succession plan	Committee commitment lacked
Resurrected financial records	Communication not streamlined
Upgraded website	Education content
Partnered with CalSAE and ed session – Won Booth Contest-First place	Lead times for programs (did not secure venues 6 months out)
Feb. networking event	Need better marketing of events
Tradeshow was great	Mid-year Retreat
Roll out New sponsorship package	Poor scheduling (networking event)
Annual Event forecast for success	Did not adhere to Education Calendar
Leadership cohesion	Staff changes
Membership Directory	Lack of documentation
Redesign newsletter	Couldn't submit for COTY
More professional program fliers	Lower attendance at some events
Budget adherence despite adversity	Did not treat MPI SSN as a business (in staff management)

CMP email study group	Missed opportunities in recognition
	Successful "Tools for Chapter Leaderships"

Constraints or Obstacles

We are aware that the following may prove to be constraints or obstacles in 2007-2008:

- Lack of committed volunteers
- Lack of member resources toward involvement (\$ and time)
- Keeping volunteers motivated
- Providing superior education
- Increasing attendance at monthly events (planners, inactive members)
- Instilling passion about MPI
- Competition from like associations
- Lack of involvement of veteran members
- Rescheduling of MPI SSN's events calendar
- In the perception that the chapter is not member-friendly

Pathways to Excellence – Strategic Objective 1 (Education)

Create professional development pathways and resources that enable members to evolve their careers towards positions of strategic understanding and influence.

Business Plan Outcomes Which Support Objective 1:

Outcome	Lead	Expense	Revenue	Completion Date	% Completion
1.1 Produce Silent Auction	Director – Strategic Alliance & Partnerships	\$3,000	\$18,000	6/30/08	
1.2 Develop and distribute newsletter quarterly	Director of Publications and Marketing	\$4,150		6/30/08	
1.3 Produce and execute Annual Event	Director – Strategic Alliance & Partnerships	\$8,000	\$9,000	6/30/08	
1.6 Produce and execute 8 educational programs according to our 18 month calendar by August 1	Director, Monthly Programs and Professional Development	16,800	\$22,800	6/30/08	
1.7 Execute 2 CMP study groups.	Director, Monthly Programs and Professional Development			6/30/08	
1.8 Implement enhanced leadership development	President Elect			9/30/2008	

/succession plan					
1.9 Solicit and secure advertising revenue for website.	Director of Advertising and Community Outreach		\$2,000	6/30/08	
1.10 Solicit and secure advertising revenue for Directory.	Director of Advertising and Community Outreach		\$4,000	6/30/08	
1.11 Solicit and secure advertising revenue for Newsletter.	Director of Advertising and Community Outreach		\$5,000	6/30/08	
1.12 Develop and distribute membership directory	Director of Publications and Marketing	\$3,200		6/30/08	
1.13 Develop a special project for a business plan development skills workshop.	Director of Monthly Programs and Professional Development				
1.14 Develop a CMM awareness campaign for the membership by January 31.	Director of Monthly Programs and Professional Development			1/31/2008	
1.15 Maintain a minimum of 72% of retention	Director of Member care and recruitment			6/30/2008	
1.16 Recruit 10 new Planner Members	Director of Member care and recruitment				

Pathways to Excellence – Strategic Objective 2 (Influence)

Increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations.

Business Plan Outcomes Which Support Objective 2:

Outcome	Lead	Budget	Revenue	Completion Date	% Completion
2.1 Redesign and relaunch chapter website	Director of publications and marketing	9,000	\$5,000	1/31/2008	
2.2 Create and distribute a minimum of 12 press releases.	Director Publications and Marketing			6/30/08	
2.3 Administer Chapter Awards program	Director, Member care			6/30/08	
2.4 Generate a minimum of \$2,600 in outreach revenue.	Director of Advertising and Community Outreach		\$2,600		

Pathways to Excellence – Strategic Objective 3 (Business)

Identify trends and deliver innovative solutions to ensure MPI is the premier market place for both suppliers and planners.

Business Plan Outcomes Which Support Objective 3:

Outcome	Lead	Budget	Revenue	Completion Date	% Completion
3.1 Increase planner attendance by 20% at special events	Director, Special Events			6/30/08	
3.2 Develop and execute golf tournament	Director, Special Events	\$7,000	\$17,150	6/30/08	
3.3 Develop and execute Annual Trade Show	Director, Special Events	\$4,000	\$12,750		
3.4 Solicit and secure new key partners	Director Strategic Alliances and Sponsorships		\$5,400	6/30/08	
3.5 Solicit and secure monthly luncheon sponsorships	Director of Strategic Alliances		\$6,000		
3.6 Produce 2 special events	Director, Special Events			2/28/2008	
3.7 Generate minimum members dues revenue	Director of Member care and recruitment		\$13,832		