



## **Meeting Professionals International Sacramento/Sierra Nevada Chapter 2009-2010 Business Plan**

**Date Created: May 26, 2005**

**Date Updated: May 18, 2009**

### **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



## Meeting Professionals International Sacramento/Sierra Nevada Chapter

### 2007-2008 Business Plan

Date Created: May 26, 2005

Date Updated: May 31, 2007

#### 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

<b>Economic</b>	<b>Political</b>
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

## 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 MeetDifferent, membership reports and CBM (chapter business 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 (2008-09)	Opportunities (2009-10)
Improved engagement of volunteers	Free networking opportunities
Increased attendance	Motivate committee members to be involved – Partner with private events
Succession planning – leadership development	Increasing planner membership
Pre-planning the chapter education calendar	Maintaining the balance of membership
Helped increase the sponsorship program	Bring in new administrative assistants
Sponsorship redesigned program	Attract corporation embers (tap in corporate)
Forward thinking – reputation is becoming stronger	Initiate and improve the buddy program
Improved value	New membership orientation – promote
\$ Organized accounts receivables	Hospitality welcoming EVERYONE
Leadership (follow through, passion, motivational, continuity)	Free networking opportunities
Vision – What’s best for members	Motivate committee members to be involved – Partner with private events
Mission – clear	Increasing planner membership
Great participation (60 + volunteers)	Maintaining the balance of membership
Diverse talent pool	Bring in new administrative assistants
Membership satisfaction – improved	Attract corporation embers (tap in corporate)
	Initiate and improve the buddy program

## Constraints or Obstacles

We are aware that the following may prove to be constraints or obstacles in 2009-2010:

- Economy – sponsorship difficulties (association have to choose); competition for same \$'s (advertising membership and sponsorship)
- Maintaining our budgets
- Maintaining our budget excitement /momentum Wow in the meeting
- Competitors see page of all listing in binder - pg 3
- Online/Social networks
- Promote to our members the monthly/biannual membership dues, free webinars, member benefits

## 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	Budget	Revenue	Completion Date	% Completion
Produce and execute 7 educations programs, including 2 platinum workshops	VP Education			6/30/2010	
Write and execute 18 month education plan	VP Education			8/1/2009	
Build committee with a goal of 12 members	VP Education			8/30/2009	
Add topic polling to evaluations.	VP Education			7/21/2009	
Make a succession plan before the next retreat	VP Education			9/30/2009	
Make a monthly meeting calendar for the year with two co-chairs	VP Education			7/14/2009	
Refine and update the P & P	VP Education			6/18/2009	
Make a master timeline for all monthly events	VP Education			8/30/2009	
Write wrap up articles for Connects newsletter	VP Education			Quarterly	
Produce 2 CMP study groups dates.	VP Education			6/30/2010	
Conduct timely board candidate identification and complete nomination process	Past President				
Complete P & P sections for Education and Finance	Past President			June 30, 2009	
Mentor Education Committee – be liaison from committee to President	Past President			June 30, 2010	
Complete P&P by Tools	President Elect			8/2009	

for Chapters					
Update and conduct needs assessment	President Elect			11/30/2010	
Attend PEC and WEC	President Elect			July 2009 and Feb 2010	
Conduct annual board retreat	President Elect			5/31/2010	
Contract with retreat facilitator	President Elect			6/30/2010	
Create committee of at least 4 members for Membership Committee	VP Membership & Membership Recruitment Chair	\$0	\$0	9/1/2009	
Develop Mentor/Succession plan for Membership Recruitment Committee	VP Membership & Membership Recruitment Chair	\$0	\$0	6/30/2010	
Maintain membership level of 240 members	VP Membership & Membership Recruitment Chair	\$0	\$13,892	6/30/2010	
Increase affiliate membership by 10% (from 10 to 11)	VP Membership & Membership Recruitment Chair	0	0	6/30/10	
Maintain member retention of 75%	VP Membership & Membership Recruitment Chair	0	0	6/30/10	
Develop and implement membership drive	VP Membership & Membership Recruitment Chair	\$500		10/15/09	
Update website membership information	VP Membership & Membership Recruitment Chair	0	0	9/30/09	
Design and staff tabletop exhibit for CalSAE Seasonal Spectacular	VP Membership & Membership Recruitment Chair	0	0	12/9/09	
Submit Connects articles	VP Membership & Membership Recruitment Chair	0	0	Quarterly	
Create a committee of at least 4 members	VP Membership & Member Care Chair	0	0	9/1/09	
Develop mentor/succession plan for Member Care Committee	VP Membership & Member Care Chair	0	0	April	
Conduct 3 new member orientations annually	VP Membership & Member Care Chair	0	0	9/15/09; 2/16/10 and 5/18/10	
Review mentor program and present recommendation to Board	VP Membership & Member Care Chair	0	0	9/15/09	
Create and implement monthly Greeter Program	VP Membership & Member Care Chair	0	0	9/15/09	
Member Recognition – award longevity pins for previous year	VP Membership & Member Care Chair	0	0	9/15/09	
Implement 2 member appreciation receptions annually	VP Membership & Member Care Chair	0	0	August and January	
Submit Connects articles	VP Membership & Member Care Chair	0	0	Quarterly	



# 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
Invite at least one non-active Planner member (has not attended an event in past 12 months) to join President elect table at each event.	President Elect				
Lead volunteer recruitment effort ensuring committee volunteer needs are met	President Elect				

Implement CSR program	CSR Chair			6/1/2010	
CSR information on the website	CSR Chair			6/1/2010	
Identify new chair and successor	Publications Chair			6/1/2010	
Develop and distribute quarterly newsletter	Publications Chair			July 15 October 24 Feb 13 April 17	
Develop and distribute directory	Publications Chair			1/15/2010	
Develop and distribute monthly press releases	Public Relations Chair			ongoing with events	
Identify new successor and develop succession plan	Advertising Chair				
Solicit and secure advertising revenue for newsletter	Advertising Chair		\$5000	deadlines: July 15, Oct 24, Feb 13 Apr 17	
Solicit and secure advertising revenue for annual directory	Advertising Chair		4,000	Dec 15th	
Solicit and secure advertising revenue for website	Advertising Chair			ongoing	
Develop and launch enhanced membership directory listing program	Website Chair		\$3,500	ongoing	
Analyze data from needs assessment questionnaire from membership	Committee Chair			Nov 1 2009	
Identify new successor and develop succession plan	Website Chair			June 1 2010	
Create a job referral area on the local website	Website Chair			Jan 10 2010	

## 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
Create committee of 4-5 members for Strategic Alliance Committee	VP Finance & Strategic Alliance Chair				
Mentor/succession plan for Audit Committee	VP Finance & Strategic Alliance Chair				
Create timeline and task list for committee members	VP Finance & Strategic Alliance Chair				
Evaluate current sponsorship opportunities and propose any fee changes to the Board for approval	Strategic Alliance Chair				
Create Sponsorship document for both electronic and print use.	Strategic Alliance Chair				
Secure sponsors for Monthly Programs - meet the budget	Strategic Alliance Chair				
Recruit one committee member by July 30	Audit Chair			July 30 - done	
Complete the chapter audit by September 30, 2009	Audit Chair			Sept 30, 2009	
Find an Audit Committee Chair for 2010-2011 program year	Audit Chair			March 1, 2010	
Update and / order modify Audit Committee Responsibilities as listed in current P&P manual	Audit Chair			August 12, 2009	