



Meeting Professionals International Orange County Chapter

2008-2009 Business Plan

Date Created: May 16-17, 2008

Vision

Build a rich global meeting industry community

Mission

Make our members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

MPI's Strategic Imperatives

Evolve to a Global Community - Deploy programs, knowledge platforms and brand architecture to align with vision

Re-Imagine our business relationship with chapters - Invest in chapters to create channel partnerships around community results

Elevate the Member Conversation and Experience - Elevate programs and services to a higher level of experience and business return

Build a Great Organization - Create a remarkable culture and structure

Chapter Business Metrics

1. Net Member Growth
 - Percentage growth year-over-year
2. Membership Satisfaction
 - Percentage increase on annual member care survey (conducted by MPI HQ) results
3. Engagement/Participation
 - Increase in chapter Bi-monthly program attendance
 - Increase in number of volunteers
4. Chapter Financial Management
 - Adhere to chapter budget +/- 5%
 - Annual Revenue Growth

Revenue Growth = Chapter Revenue - MPI Rebates - Grants

Summary

Since Meeting Professionals International Orange County Chapter is committed to shaping and defining the meeting and event industry in the Orange County area, 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.

2008-2009 MPI Orange County Chapter Dashboard Metric

Metric		Weight	FY0405	FY0506	FY0607	FY0708	FY0809 Goal	FY0809 Exceeds	FY0809 Far Exceeds
	<i>Total Membership</i>		366	366	362	373	+22pax	+26pax	+30pax
1	Net Member Growth	100%	N/A	0.00%	-1.09%	3.04%	6.00%	7.00%	8.00%
2	Member Satisfaction	100%	N/A	N/A	N/A	4.51	4.6	4.75	5.0
3	Engagement/Participation								
	a.) Education Events	40%	N/A	N/A	N/A	5 events	Increase to 6 events	Increase to 7 events	Increase to 8 events
	b.) Volunteer Participation	40%	N/A	N/A	N/A	38 active volunteers	Increase committee participation to 15% of the total membership	Increase committee participation to 18% of the total membership	Increase committee participation to 22% of the total membership
	c.) Increase education event evaluation scores	15%	N/A	N/A	N/A	4.23	4.38	4.43	4.53
	d.) Unique visitors to chapter website	5%	N/A	N/A	N/A	2500	Increase by 5%	Increase by 7%	Increase by 10%
4	Chapter Financial Management	100%		<i>Does not meet - made additional surplus</i>	<i>Yes, managed to adapt to come in</i>	Available at close of FY0708	Meet budget +/- 5%	Increase revenue per member 5-10%	Increase revenue per member + 10%

**Note: we will monitor the expense line of the budget to reflect the administrator contract as that is finalized during the first quarter of 08/09. Due to unique nature of the issue chapter will not be penalized on this one expense line item if change greater than 5% is incurred.

Business Plan

In this area, all Board members will work on the broad (strategic) plan for the chapter that will guide the activities throughout the year. Keeping all previous market information in mind, please develop your measurable objectives to ensure that you will meet and/or exceed the chapter business metrics. After that decide when the deadline is, if you need any money to accomplish the objective and who the owner is for each objective (who will drive this and make sure that it gets completed).

Metric 1 Net Member Growth

6.0 % Net Member Growth

Objective	Lead	Budget / Revenue	Completion Date
1.1 Recruit 116 new members	Director, Recruitment	\$250 / \$0	06/30/09
1.2 Maintain a minimum of 75% retention rate	Director, Member Care	?	06/30/09
1.3 Secure a minimum of 1 press article highlighting and or promoting awareness of MPIOC	Director, Marketing	?	06/30/09

Metric 2 Membership Satisfaction

4.60 % on annual member care survey (conducted by MPI HQ) results

Objective	Lead	Budget / Revenue	Completion Date
2.1 Generate advertising revenue <i>(Managed by Chair, Advertising)</i>	Director, Strategic Alliances	\$2133 / \$11,600	06/30/09
2.2 Create chapter awards and recognition plan	Director, Recruitment	\$0 / \$0	06/30/09
2.3 Create member advisory board to meet a minimum of 4 times a year	VP, Education	\$0 / \$0	06/30/09
2.4 Create member assistance program	VP, Finance	\$2000 / \$0	06/30/09

Metric 3 Engagement/Participation

6 Increase # of education events

15 % Increase % of volunteer participation to total membership

4.38 % Increase education event evaluation scores

5 % Increase total number of monthly unique visitors to chapter website

Objective	Lead	Budget/Revenue	Completion Date
3.1 Create and implement a leadership development program	Director, Leadership Development	\$2000 (SPA) / \$0	September 1, 2008
3.2 Increase overall attendance at the educational conference to minimum of 5% over 07-08 actuals	Director, Educational Conference	\$13,000 / \$24,000	June 30, 2009
3.3 Execute a minimum of 2 CMP Study Groups (overseeing Chair, CMP Study Group)	Director, Leadership Development	\$0 / \$800	06/30/09
3.4 Execute 8 monthly education programs	Director, Monthly Programs	\$7800 / \$28000	06/30/09
3.5 Increase unique visitors on website monthly to 2625	Director, Marketing	\$0 / \$0	06/30/09

3.6 Develop and distribute marketing & promotional material for programs and events	Director, Marketing	\$6000 / \$0	06/30/09
3.7 Post a minimum of 13 event postings on the OC Media events calendar	Director, Marketing	\$0 / \$0	06/30/09
3.8 Develop marketing brochure to reach targeted audiences (members, potential members, partners, potential partners)	Director, Marketing	\$0 / \$0	12/31/08
3.9 Develop and execute a minimum of three community outreach projects (managed by Chair, Community Outreach)	VP, Communications	\$0 / \$0	06/30/09
3.10 Develop and distribute a minimum of 4 Chapter newsletters	VP, Communications	\$0 / \$0	06/30/09
3.11 Execute Strategic Meetings Management event	VP, Education	\$0 / \$0	06/30/09
3.12 Conduct feasibility study for new and creative educational outlets for members	VP, Education	\$0 / \$0	12/31/08

Metric 4 Chapter Financial Management

\$ _____ Chapter budget range +/- 5% on bottom line net income *(if not using a \$0 based budget)*

5-10 % Increase in revenue per member to exceed

Over 10 % Increase in revenue per member to far exceed

Objective	Lead	Budget/Revenue	Completion Date
4.1 Develop and execute 2 special events	Director, Special Events	\$8900 / \$30,000	06/30/09
4.2 Generate \$202,000 in-kind sponsorships	Director, Strategic Alliances	\$50 / \$0	06/30/09
4.3 Generate \$5,000.00 in cash sponsorships	Director, Strategic Alliances	\$50 / \$5000	06/30/09