

# Meeting Industry Trends

PRESENTED BY : Brad Bebell



MEETING PROFESSIONALS INTERNATIONAL



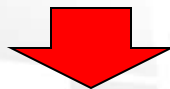
## Business Trend Analysis

Companies have a need to:

- Gauge past history to try and prepare for future events
- Gather information and analyze the results for meaning
- Identify critical data about current business situations or business environment

## Meetings and Event Industry

- Wanted a mechanism to capture what industry professionals are collectively thinking, doing and planning based on economic conditions
- Wanted a report that monitors the industry's most immediate needs in relations to economic concerns and opportunities



Business Barometer

# Business Barometer Bi-monthly Trending Report

## August 2011: Economic Unrest

Turbulence in the financial sector has cast doubt on the stability of economies worldwide. Meeting professionals put anxiety about hotel fees aside and voiced their concerns about debt crises in both Europe and the U.S.

### TOP TRENDS

U.S. Economic Uncertainty	<b>↑6%</b>	June 2011: 13% Aug 2011: 19%
Global Economic Uncertainty	<b>↑14%</b>	June 2011: 1% Aug 2011: 15%
U.S. Fuel and Airfare Increases	<b>↓12%</b>	June 2011: 21% Aug 2011: 9%
Loss of Confidence in U.S. Congress	<b>↑7%</b>	June 2011: - Aug 2011: 7%
Shorter Lead Times	<b>↓5%</b>	June 2011: 11% Aug 2011: 6%
Low Budgets (mostly government)	<b>↓3%</b>	June 2011: 9% Aug 2011: 6%

## TOP HEADLINES

- » The U.S. debt-limit stalemate and subsequent stock market volatility has resulted in a surge of uncertainty about future business.
- » Rising airfares are taking a negative toll on organizations planning long-distance travel.
- » Full-time employment growth is high, but it is not as brisk as in June.
- » Europe reports an increased part-time employment rate.
- » Current and projected business levels in the U.S. remain in positive territory, but not quite as positive as in June.
- » Attendance levels remain consistently higher than year-ago levels.
- » Spending per meeting continues to show slight growth.
- » Greatest increases in U.S. events continue to be domestic corporate and domestic association for the sixth month in a row.
- » Greatest increases in European events are domestic corporate and international corporate, for the sixth month in a row.
- » Greatest declines in both U.S. and European events are in government, for the sixth month in a row.

**02** How do your organization's current overall meetings and events business conditions compare to last year at this time?

Greater than 10% better	14%
6 to 10% better	23%
1 to 5% better	30%
Flat (no overall change)	13%
1 to 5% worse	12%
6 to 10% worse	5%
Greater than 10% worse	3%
<b>Total</b>	<b>100%</b>

**03** Compared to one year ago, describe your organization's predictions of meeting and event-related business conditions over the next few months.

Greater than 10% better	9%
6 to 10% better	23%
1 to 5% better	38%
Flat (no overall change)	15%
1 to 5% worse	9%
6 to 10% worse	4%
Greater than 10% worse	2%
<b>Total</b>	<b>100%</b>

**04** To what extent have rising travel costs forced or caused you to change the way your business operates?

To a Significant Extent	4%
To a Moderate Extent	46%
To No Extent	50%
Total	100%

**05** Compared to one year ago, which client segment of your organization's meeting and event-related business has seen the greatest increase in activity?

Domestic association	22%
International association	8%
Domestic corporate	44%
International corporate	16%
Government	5%
Other	5%
Total	100%

**06** Compared to one year ago, which client segment of your organization's meeting and event-related business has seen the greatest decrease in activity?

Domestic association	12%
International association	12%
Domestic corporate	21%
International corporate	15%
Government	33%
Other	7%
<b>Total</b>	<b>100%</b>

**07** How has your spending changed on meetings and events, compared to a year ago this time?

Greater than 10% increase	2%
6 to 10% increase	11%
1 to 5% increase	22%
Flat (no overall change)	42%
1 to 5% decrease	15%
6 to 10% decrease	5%
Greater than 10% decrease	3%
<b>Total</b>	<b>100%</b>

## What are the impressions?

- Economy
- Employment
- Market

## Economy

- Meeting professionals around the world overwhelmingly began indicating “economic uncertainty” as the most important factor influencing the meeting industry replacing “rising travel costs”
  - 69% cited as a factor versus 23% prior
  - Confidence seen in US economic system in June, reversed itself

## Employment

- Signs of strength in the meetings industry. Number of companies hiring has steadily grown in past 14 months with contract and full time jobs showing the most growth in US, contract and part time showing most growth in Europe.

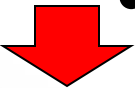


## Market

- Current business conditions continue to improve but at a slightly slower rate than June. Predicted business conditions also continue to rise.
  - 66% say business conditions are favorable
  - Projected business levels high, showing an anticipated 4% improvement in coming months

## What are the key points of interest?

- Big headwind: economic uncertainty
- Meetings industry adding jobs
- Business conditions are favorable

## What does this mean to you?

-  • Uncertainty - people put the brakes on: budget, decisions, planning etc.
-  • Growth. Companies are doing business and require additional heads
-  • Companies continue to plan and execute

*While economic uncertainty is big, our industry is still hiring and the business outlook is still positive. But, keep an eye on those two areas in future editions because if they slip, there could be bigger challenges on the horizon.*

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# **MPI Marketing**

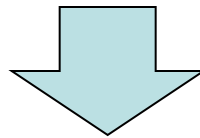
**MPI Branding and Acquisition Campaigns**

# Brand and Branding

- **brand /n/:** 1) *name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct.* 2) *sum total of how customers perceive the entity that delivers those goods and services*
- **branding /v/:** 1) *marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products,* 2) *the subsequent activities that take place in communication the value*

# Strong Brands: Harmony Between Brand and Branding

- Deliver exceptional benefit
- Remain relevant



**EMOTION**

## Power of Emotion

***“People buy because of emotion not because of need 90% of the time”***

**-Chris Jenkins, Traffic Transforming Tactics**

# MPI Campaigns

- Business Objective:

Enhance the MPI brand by tapping into the emotional drivers and passion of the MPI member

- Business Strategy:

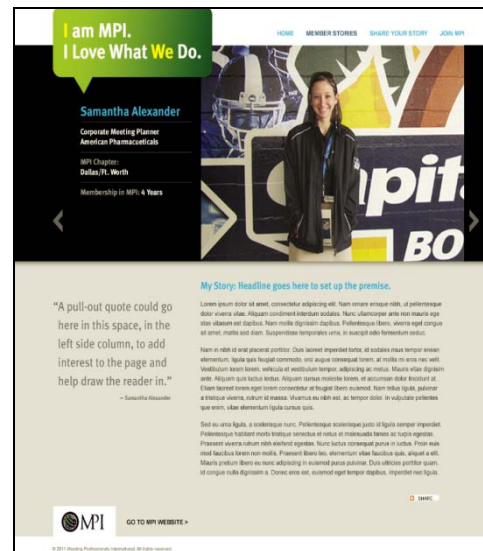
Phase I: Emotional Branding Campaign

Phase II: Recruitment Campaign

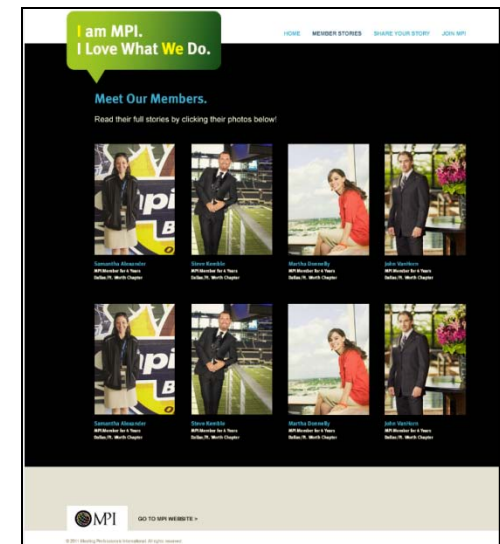
# Share Your Story Website



Landing Page



Story Page



Collective Page

Share your story on  or 

I am MPI.  
I Love What We Do.

**Samantha Alexander**

Corporate Meeting Planner  
American Pharmaceuticals

MPI Chapter:  
Dallas/Ft. Worth

Membership in MPI: 4 Years



[HOME](#) [MEMBER STORIES](#) [SHARE YOUR STORY](#) [JOIN MPI](#)



[PREVIOUS STORY](#) [NEXT STORY](#)

“A pull-out quote could go here in this space, in the left side column, to add interest to the page and help draw the reader in.”

— Samantha Alexander

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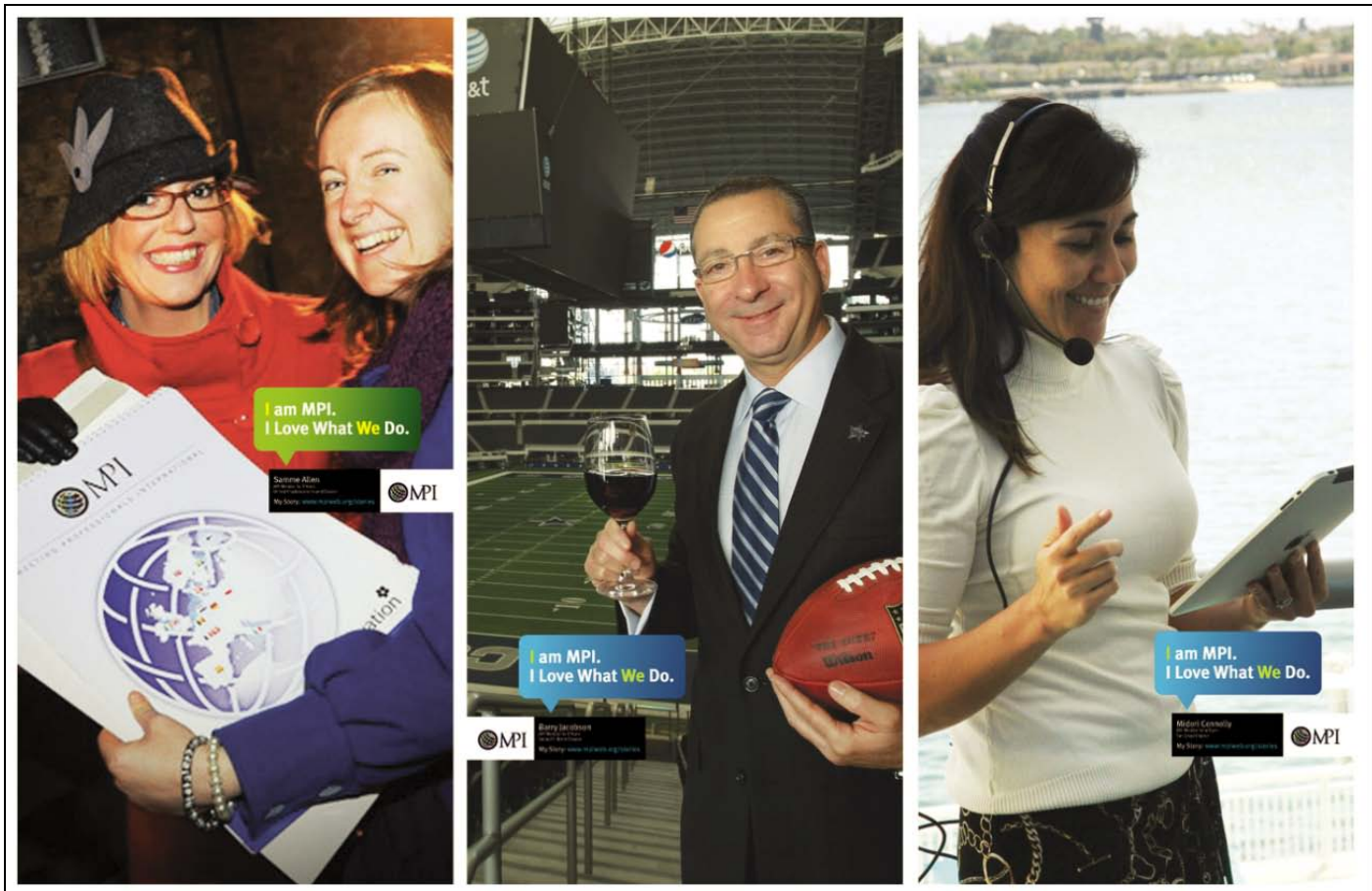
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[SHARE](#)

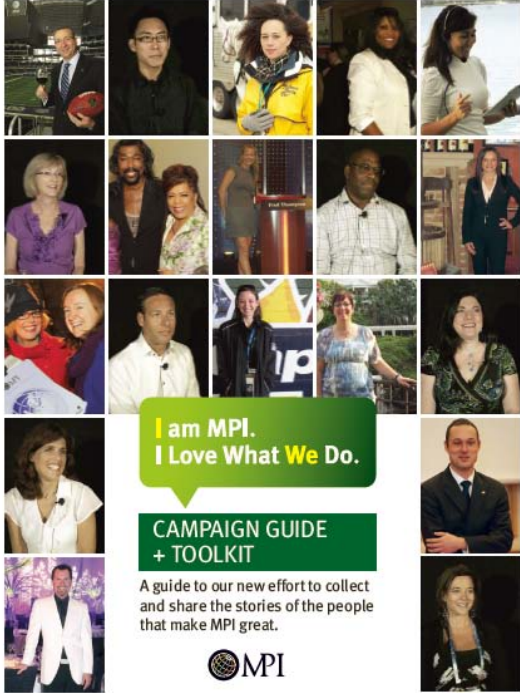


[GO TO MPI WEBSITE >](#)

# MPI Emotional Branding Campaign




# Branding Toolkit



**I am MPI.  
I Love What We Do.**

**CAMPAIGN GUIDE  
+ TOOLKIT**

A guide to our new effort to collect and share the stories of the people that make MPI great.



## Why A Storytelling Brand Campaign

A crucial piece to any brand is that which clearly displays what sets it apart from others.

At MPI what sets us apart is our most important product—our members—how they are smarter, connected and successful as a result of their MPI membership.

This campaign is designed to acknowledge the MPI community and the successes we have achieved.

The “I am MPI, I love what we do.” campaign is an acknowledgement of the MPI community, the successes they have achieved as a result of being an MPI member, the passion they share for the industry they love and the role they play in it.

The MPI brand is best demonstrated through the stories of our members. Each story captures the unique experience of our members and how MPI has helped them throughout their career.

There are over 22,000 MPI stories to be captured across the globe. Individual expressions of why they love what they do, and why “They are MPI”.

## The Process

### 01 Spread the Word

Use the links on the next page to download materials designed to help you collect stories from your chapter.

### 02 Story Collection

A story is captured either in written form with a photo or as a recorded video (see the previous page for style guidelines). It is important that the stories truly capture the individual experiences of our members, so photos or images that are promotional in tone may not be suitable for this campaign.

### 03 Story Submission/Editing

All stories will be received at MPI for any minor editing, proofing and production work to prepare them for sharing.

### 04 Story Approval

Once a story is received and prepared for sharing, we will get approval from the storyteller to ensure that the integrity of their story and photo has been preserved.

### 05 Sharing

Approved stories will then be uploaded to [www.mpiweb.org/stories](http://www.mpiweb.org/stories) and applied to various print/digital templates for use by MPI and MPI Chapters.

## Downloads

All of these downloads are available [here](#) in the Marketing & Communication section of the Chapter Leaders Resource Page.

### [PRINT ADS](#)

Download a file that includes print-ready PDF's at the following sizes: Full-page (8.5x11), half-page (8.5x5.5), and quarter page (4.25x5.5).

### [BANNER ADS](#)

Download a file that includes animated .gifs at a variety of sizes for online use.

### [5x7 POSTCARD](#)

Download a file that includes a print-ready PDF that promotes the campaign.

### [EMAIL TEMPLATE](#)

Download a file that includes the framework and images for an html email that you can customize.

### [NEWSLETTER COPY & SPEAKING POINTS](#)

Access copy for use in your communications.

### [22x28 POSTERS](#)

Access print files for some of our initial campaign stories.

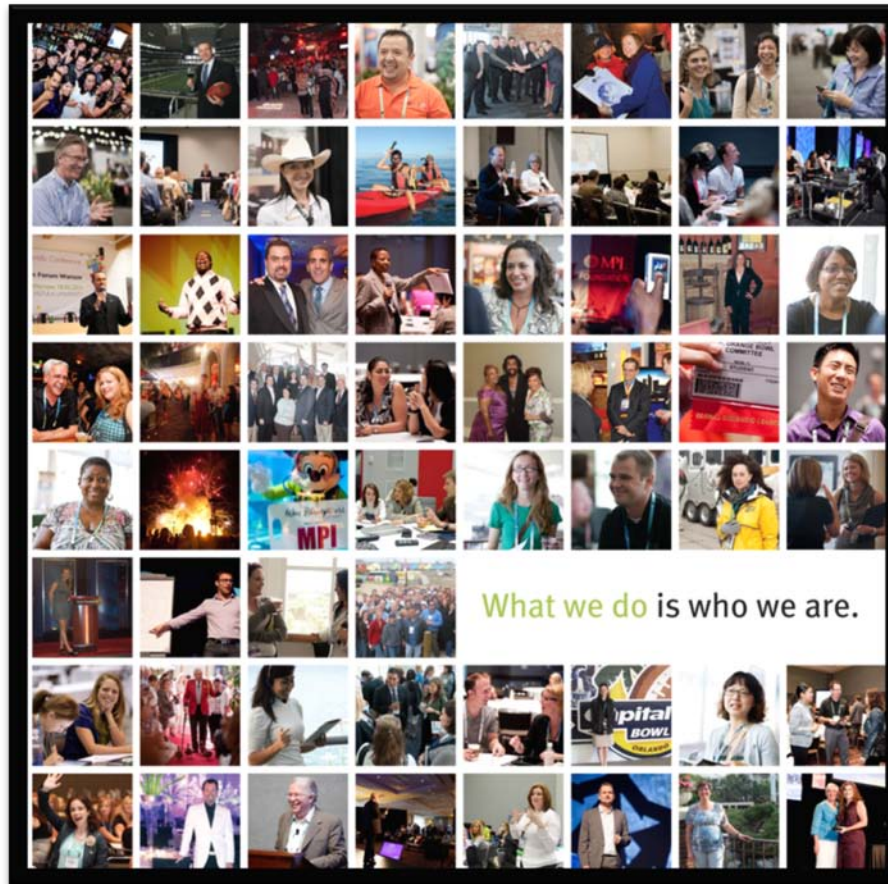
- Seeks to strengthen MPI through the voices of our members
- Reinforce MPI presence, awareness, exposure
- Add stories to the collective, “adding voices”
- Represent the local MPI community

# Acquisition Campaign – The Genesis

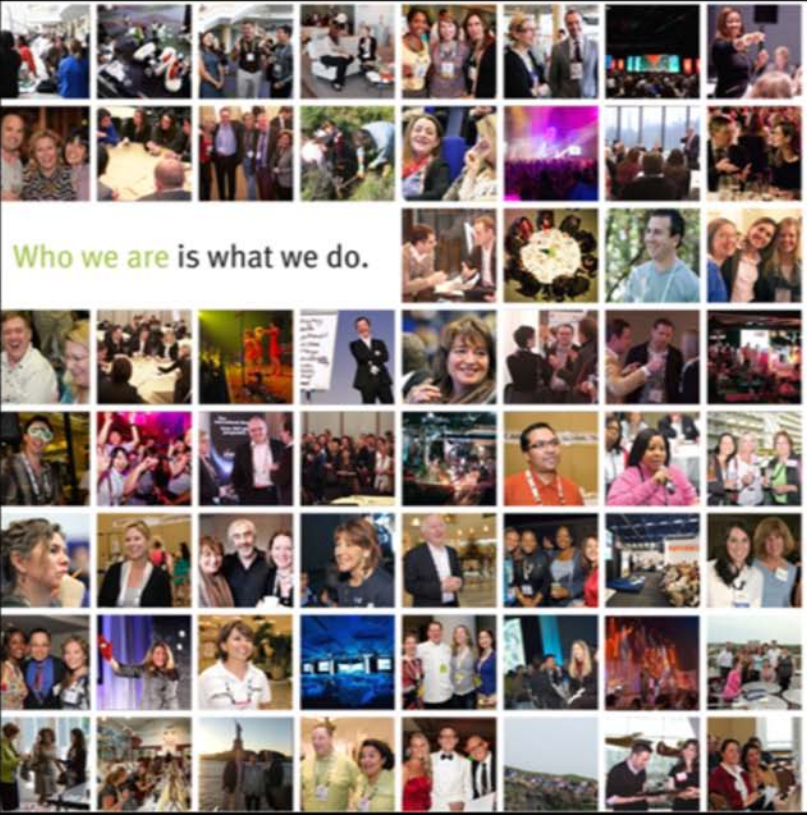


- How do we maintain the continuity?
- How do we use the great stories?
- How do we harness the collective?
- How do we take it to the chapter level?
- How do we involve the community?

# Acquisition Campaign: Creative



# Acquisition Campaign: Creative



Who we are is what we do.

**We are MPI.**

There are countless kindred spirits who share your belief in the power of collective effort. We join together, share our strengths, ideas, goals and knowledge as a community determined to help one another excel as exceptional meeting and event professionals.

## The Power of We

I am MPI and  
I Love What **We** Do

```
graph TD; A["I am MPI and I Love What We Do"] --- B["Collective"]; A --- C["Chapter"]; A --- D["Community"];
```

**Collective**

**Chapter**

**Community**

***Voice: anybody can be saying that***

# Acquisition Campaign: Platform Continuity

What we do is who we are.

Who we are is what we do.

**We are MPI.**

**Collective**

**Chapter**

**Community**

Emotional Drivers

***Passion, dedication, excellence***

## Member Value

- Chapter
  - Local engagement
  - Local area (contacts and connections)
- Professional Development
  - Live Learning
  - CMP/CMM training and certification
- Career Connections

## Questions for Oliver

- Can you tell me how you were able to successfully translate the IMEX model for packaging and transport to the US? What cultural challenges did you face when building your marketing plan?
- Were the response rates of your email campaign greater than the standard industry average for open rates and click thru rates?

## Questions for Oliver

- Does IMEX consider marketing a top line or bottom line expense? How does that impact your ROI calculations as you measure the success of your marketing campaigns?
- Can you settle the great debate that has been raging in the US for decades? Who is the greater comedic genius: Benny Hill or Monty Python?