

Why Should My Employees Be Members at MPI

More than 98 percent of our members tell us that Meeting Professionals International (MPI) aids in their professional success. But how does that translate to your business? Let's take a look:

1. The Power of Connection: The MPI [community](#) is comprised of powerful decision-makers representing more than 80 percent of Fortune 100 companies. Through membership and involvement with their local chapter, your employees make crucial connections to people, ideas, and marketplaces which can result in lower corporate meeting costs, improved quality, and enhanced revenue for your business.

2. Spotlight Your Brand: The MPI/George P. Johnson 2008 EventView study reveals that Fortune 1000 Chief Marketing Officers view meetings and events as having the highest ROI (Return on Investment) of any marketing channel. Market your business to a global audience by utilizing [MPI's global marketplace](#), [MPIWeb](#), [One+™ magazine](#) and [One+ EMEA edition](#).

3. Leave the Learning to Us: [MPI's Global Knowledge Plan](#) provides a customized learning path for all of our members that ensures appropriate career and personal development at each stage of an individual's career.

4. Raising Your Profile: Our [professional certification opportunities](#) set the standard for the meetings and events industry and guarantee your people are the best-trained in the business. This is a value you can pass-along to your clients.

5. In-The-Office Assistance: MPI continuously works hard to develop our online resources and provides many educational options via the World Wide Web, giving your employees essential skill development without needless travel time and expense. Also, MPI members have online access to [vital research and data](#), which supports the business case for the strategic value of meetings and events and reports the latest trends and information available in the industry.

Providing your employees with membership in MPI is clearly money well spent. If you have questions or would like more details about MPI membership value, please contact Charlie Spiegel, director of member care, at cspiegel@mpiweb.org

www.mpiweb.org

