



MPI MARKETING // 2021 CONTENT CALENDAR // 10.06.20

Background

In an effort to align communications strategies across MPI, bringing together business units internally and chapters externally, we have created a 12-month, member benefit theme-focused marketing content calendar. This calendar and its associated toolkits (available approximately two months prior to each calendar month) will ensure business units and chapters have the advanced resources necessary for engaging and communicating with existing and potential members, while ensuring efforts run parallel to those taking place at MPI Global.

Objectives

- Create a 2021 marketing calendar, featuring member benefit-related themes.
- Align communications strategies and messaging between Global and Chapter marketing efforts.
- Distribute toolkits and resources approximately two months in advance, allowing preparation time. (Note that monthly promotional codes and efforts will be provided within toolkits.)

Month	Theme	Notable Dates/Activations	Messaging
January	Watch us recover // General MPI and resources (Pubs: Industry recovery)	Jan 1: New Year's Day TBD: GoWest Promote: MyFriendMPI	<ul style="list-style-type: none">• Fresh start for recovery• MPI resources and events to help move you forward personally and professionally• The industry's trusted resource for advancement
February	Grow your career, personally and professionally // MPI Academy; Career Resources (Pubs: Careers)	Promote: MyFriendMPI	<ul style="list-style-type: none">• Future-proof yourself for what lies ahead• MPI career resources help create your brand, personally and professionally• Potential tie-back to EMEC and "make your future"
March	Celebrating our industry and the women who lead it // MPI Communities – MPI Women (Pubs: MPI Women)	Mar 8: International Women's Day Mar 16: IACC Promote: MyFriendMPI	<ul style="list-style-type: none">• MPI Communities provide your career home, no matter the specialty• MPI Women provides specialized education designed to fulfill your career• Feature and highlight women leaders throughout the month
April	Define the industry curve through innovative technology // MPI Academy; MPI Communities; GMID (Pubs: Technology)	Apr 8: GMID	<ul style="list-style-type: none">• MPI education and events is powered by innovative tech that connects and teaches.• GMID connects thousands of professionals worldwide through advanced technologies



May	<p>Networked worldwide, MPI connects you globally, locally and specifically // Chapters; Communities, IMEX</p> <p>(Pubs: Networking)</p>	<p>May 19-20: IBTM A Promote: IBTM A offer \$100 off new and \$50 off renewal ATTENDEES ONLY.</p> <p>May 25-27: IMEX F & EMEC Promote: IMEXF and EMEC offer \$100 off new and \$50 off renewal ATTENDEES ONLY.</p> <p>Promote: MyFriendMPI (community in general)</p>	<ul style="list-style-type: none"> • With 15,000 members in more than 70 countries and a multitude of communities, you can find connections everywhere you go • The MPI network comes together with 70 chapters globally for engagement locally • The MPI and IMEX strategic partnership ensures our industry is smarter and stronger together
June	<p>Shape the future together with MPI // WEC; Academy; Communities</p> <p>(Pubs: Industry Recovery)</p>	<p>Jun 14-17: WEC Vegas WEC Digital: Non-member ATTENDEES ONLY \$100 off new premier/preferred and \$50 off renewal for all WEC ATTENDEES ONLY.</p>	<ul style="list-style-type: none"> • WEC Vegas provides the opportunity to shape your future and your industry's • The MPI Communities unite us toward a common need and provide direction, together • MPI Academy offers the ability to reskill and level up
July	<p>Leaders are created at MPI // Chapters; Volunteers – DEI</p> <p>(Pubs: Leadership)</p>	<p>Chapter Leaders new term Promote: MyFriendMPI (community in general)</p>	<ul style="list-style-type: none"> • Chapter and volunteer leaders are the backbone of MPI and advance our organization forward • Opportunities abound for leadership to grow and be responsible for real change through committees and councils like DEI • Highlight certain MPI leaders, at the chapter, committee and board levels
August	<p>Start within and improve yourself // Resources-Wellness; MPI Academy</p> <p>(Pubs: Wellness)</p>	<p>Aug 14-17: ASAE Aug 17-18: CMEE</p> <p>Promote: MyFriendMPI (community in general)</p>	<ul style="list-style-type: none"> • MPI resources, like our wellness center, provide what you need to improve from within • The MPI Academy offers personal growth opportunities to grow and excel, personally and professionally
September	<p>Global organization, global events, global access // Supplier Network; Events; Academy; Chapters</p> <p>(Pubs: CVBs, Event Marketing)</p>	<p>Promote: MyFriendMPI (community in general)</p>	<ul style="list-style-type: none"> • Delivered around the world, MPI's signature, digital live and experiential events provide the pathway to innovation and growth • With a network of destinations and suppliers ready to provide



			<p>support, MPI connects the connectors</p> <ul style="list-style-type: none"> Delivered by MPI Academy and Chapters, MPI education provides a global perspective
October	<p>Together, we continue to build meetings and drive worldwide recovery // General</p> <p>(Pubs: Industry Recovery)</p>	<p>Promote: MyFriendMPI (community in general)</p>	<ul style="list-style-type: none"> Passionate, committed and engaged, MPI members are the drivers for worldwide recovery Once the seventh largest industry worldwide, we will recover together Vast resources – from education to networking to business connections and signature events
November	<p>Stronger together, MPI's network of industry partners provide a united front for growth and recovery // Industry partnerships; Communities</p> <p>(Pubs: Industry Recovery)</p>	<p>Nov 9-11: IMEX America Promote: IMEX America offer \$100 off new and \$50 off renewal ATTENDEES ONLY.</p> <p>Nov 30: Giving Tuesday (Give to the MPI Foundation!)</p>	<ul style="list-style-type: none"> Stronger and smarter together, MPI and IMEX provide the platform for leadership, growth and industry advancement MPI partnerships, like NCBMP and HSMAl, create unified experiences With seemingly endless specialties, MPI Communities provide connections, learnings and a voice for you
December	<p>Our Gift to You // Membership; Academy</p>	<p>Dec 1-3: IBTM World Dec 7-9: IAEE Expo Expo</p> <p>Promote: GIFT21 \$125 off new and \$75 off renewal general community offer.</p>	<ul style="list-style-type: none"> Membership is the gift that keeps on giving! Unpack new opportunities by gifting yourself with advancement and knowledge from the MPI Academy