



## **Minnesota MPI EMPI Award Outstanding Meeting / Event**

This award recognizes a meeting or event that was planned/produced by an MPI MN member's company. The meeting/event demonstrated outstanding planning and execution, achieved company's specified goals and objectives, budget guidelines, incorporated creative use of resources, demonstrated sustainability measures and utilization of local or national MPI resources.

### **CRITERIA**

#### **Influence:**

- Describe whether the goals and objectives of the meeting/event were met and how the meeting/event benefits the company.
- List how the meeting/event has impacted the company or organization.
- How did the meeting or event advance the company or organizations' business plan or create change.
- What were the qualitative and quantitative measurements to evaluate success?
- How were key stakeholders or leadership engaged?

#### **Innovation:**

- What new and innovative technologies or meeting practices were incorporated into the meeting/event?
- How were attendees engaged at or during the meeting/event?
- List what new practices were applied to marketing and communications, sustainability, technology integration, measurement and budgeting.
- Was this meeting/event a first of its kind?

#### **Transferability:**

- What planning practices (marketing and communications, sustainability, technology) can be carried over to other programs?
- How will the measurement data be utilized in the next 12-24 months?

#### **Who is eligible?**

- Meeting or Event that has been planned by an MPI member.
- MPI member must be a member in good standing.
- May be self-nominated or nominated by peers.
- Meeting or Event has to have taken place in the last twelve months (Specifically between February 1, 2011 through March 31, 2012)
- Members of judging panel not eligible

#### **What should the nomination include?**

- Specifically describe the success of the program to the company and the audience.
- Impact must be documented in measurable terms.