

Survey Results

we MEET.
we LEARN.
we lead.

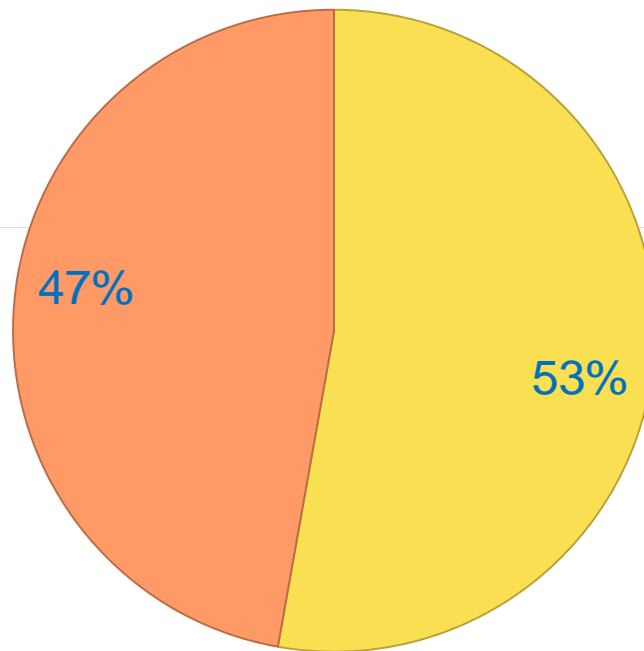


MINNESOTA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

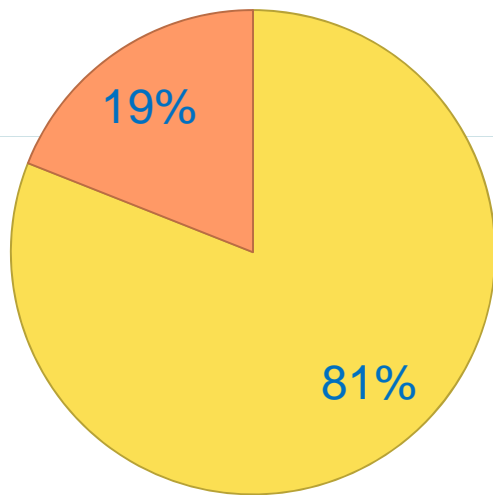
Respondents

■ Planners ■ Suppliers



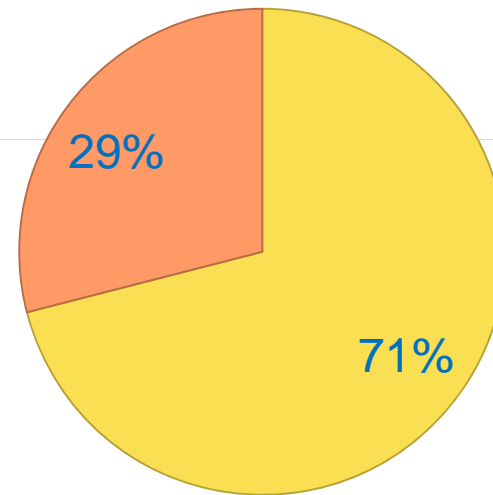
Planners on Chapter Committee

■ Yes ■ No



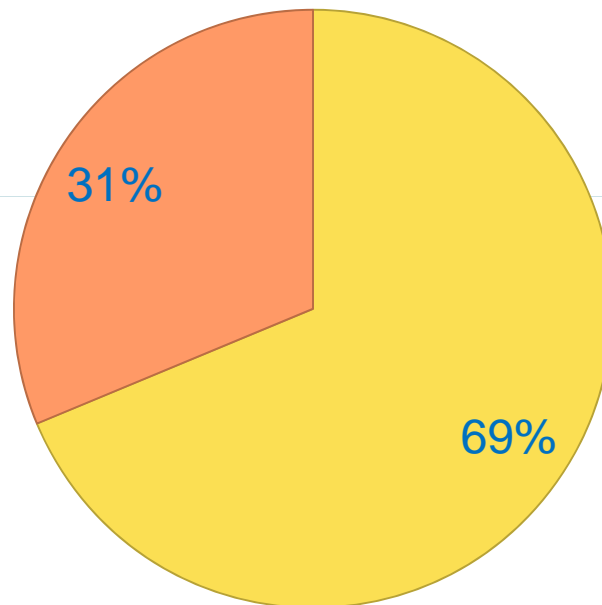
Suppliers on Chapter Committee

■ Yes ■ No



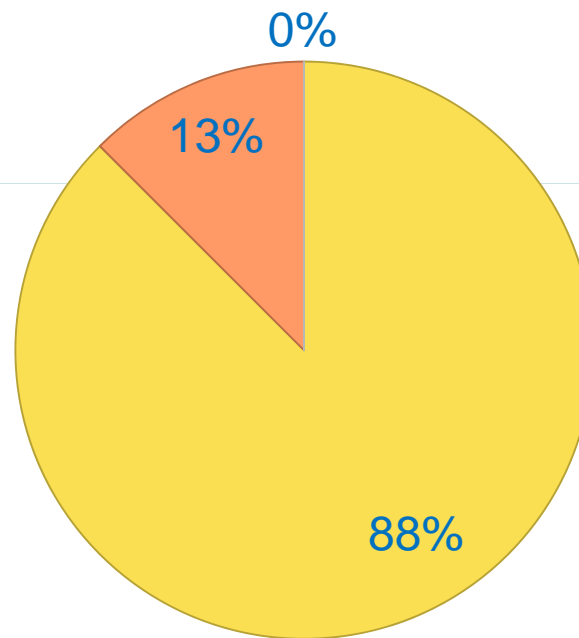
Suppliers Who Have Received Business From MPI Members

■ Yes ■ No



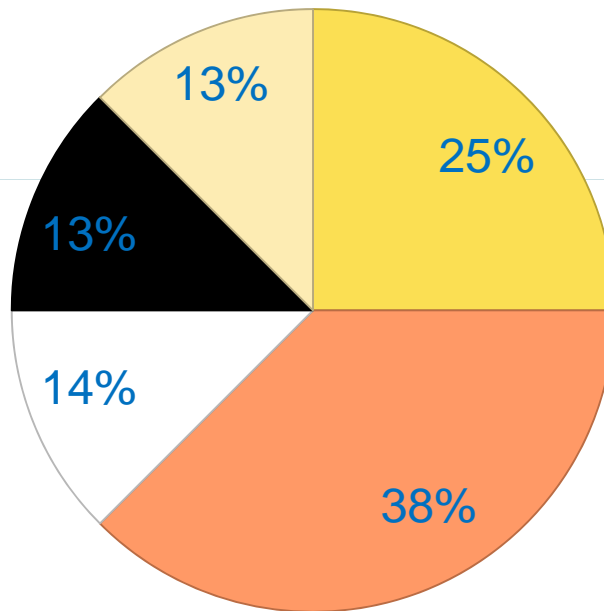
Rate Level Of Importance Of Getting Business From Other MPI Members As A Decision To Continue Membership

■ Good/Great ■ Okay □ No Effect



What Percentage Of Your Business Comes From MPI Members

■ 0-1% ■ 5% ■ 12.50% ■ 25% ■ 50%



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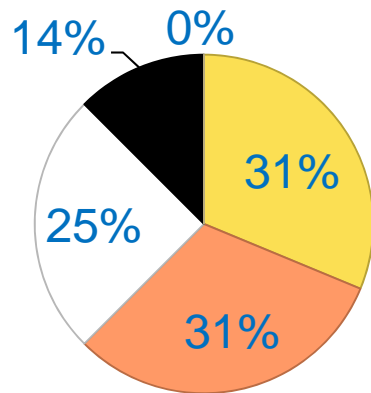


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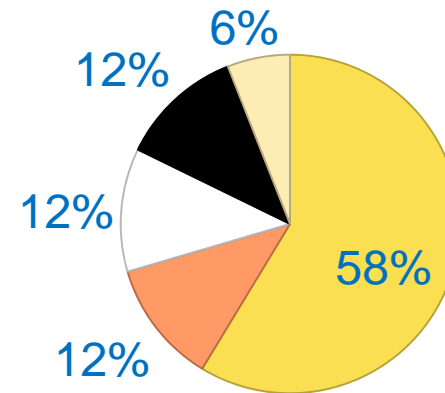
Planners - How Many Years Have You Been A Member Of MPI

- 1-4 Years ■ 5-9 Years
- 10-14 Years ■ 15-19 Years
- 20-24 Years



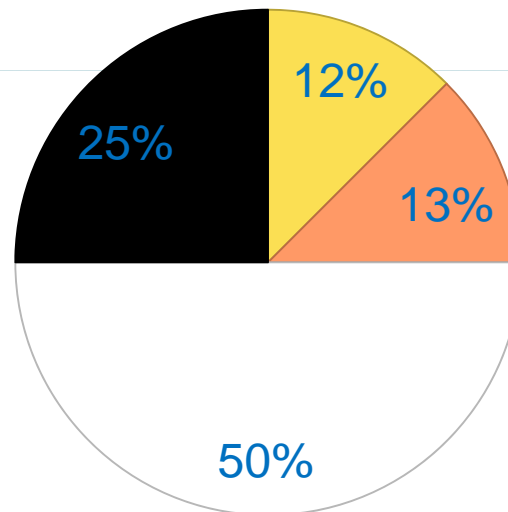
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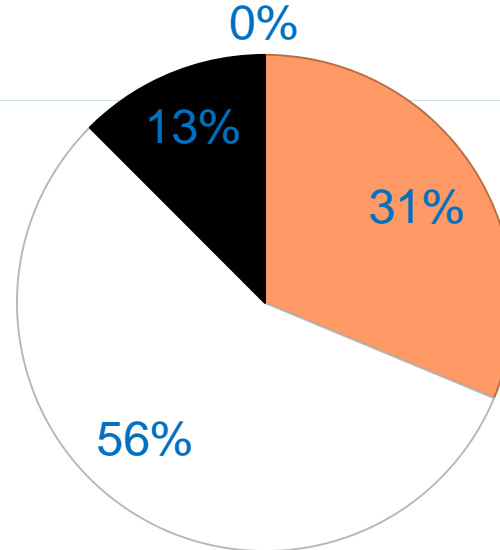
Planners - Rank The Value Of Your MPI Membership To Maintaining Current Knowledge Of Industry Trends And Information

■ Needs Improvement ■ Okay ■ Good ■ Great



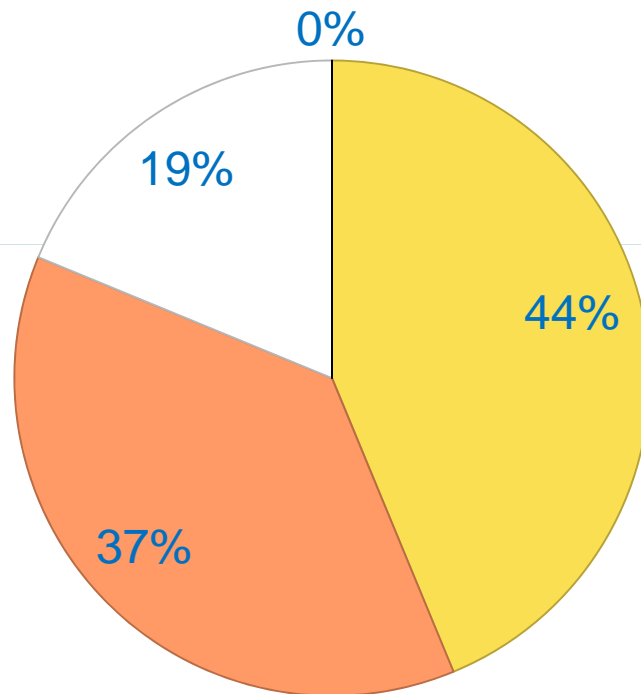
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■ Needs Improvement ■ Okay ■ Good ■ Great



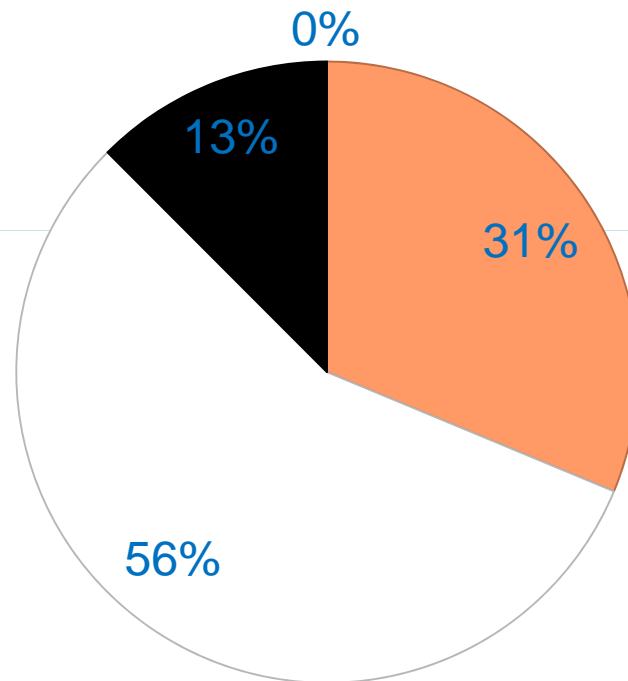
Rank Your Organizations' ROI On MPI Membership

■ Needs Improvement ■ Okay ■ Good ■ Great



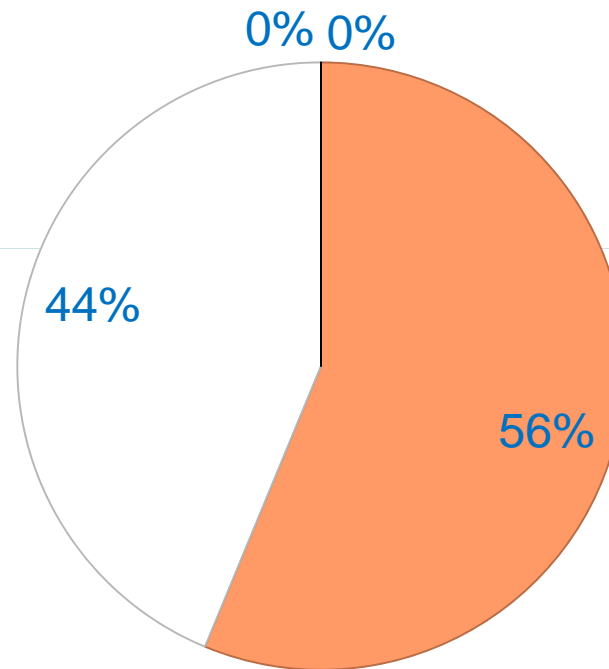
Planners - Rank The Value Of Your MPI Membership To Your Organization

■ Needs Improvement ■ Okay ■ Good ■ Great



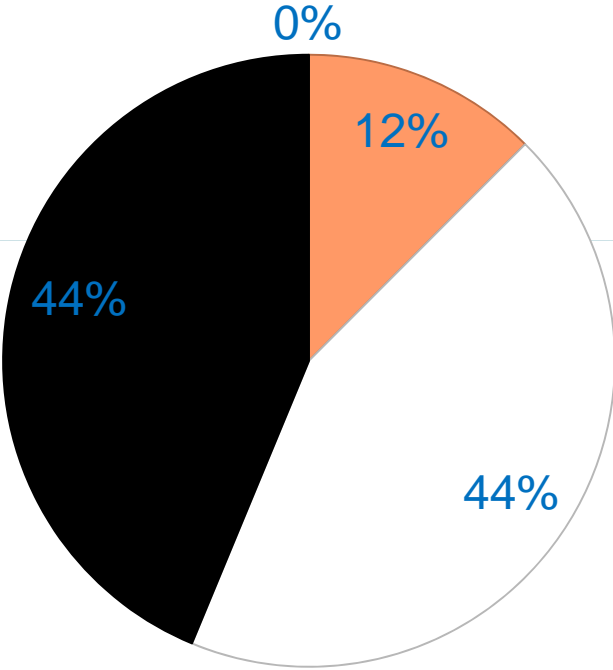
Suppliers - Rank The Value Of Your MPI Membership To Your Organization

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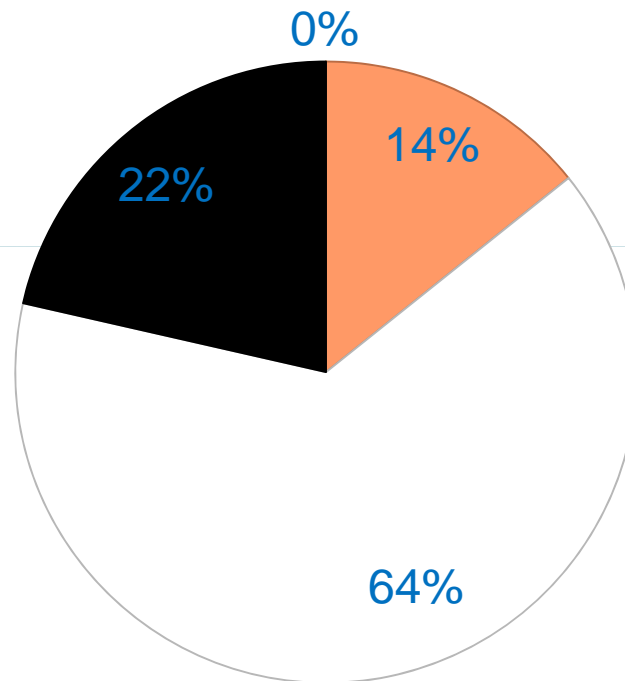
Planners - Rank The Value Of Your MPI Membership To You Personally

■ Needs Improvement ■ Okay ■ Good ■ Great



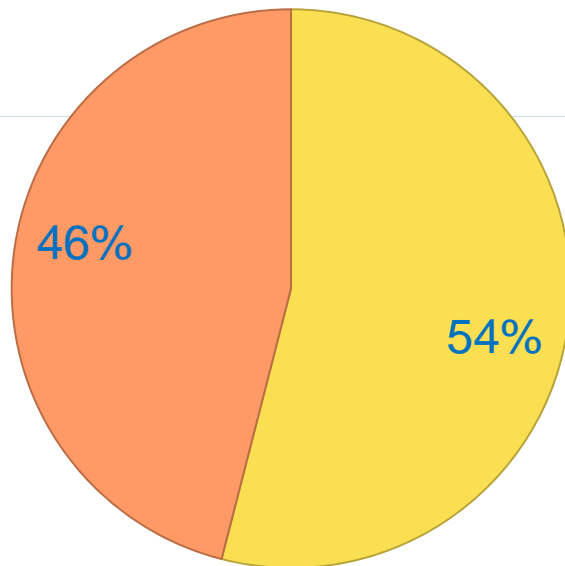
Suppliers - Rank The Value Of Your MPI Membership To You Personally

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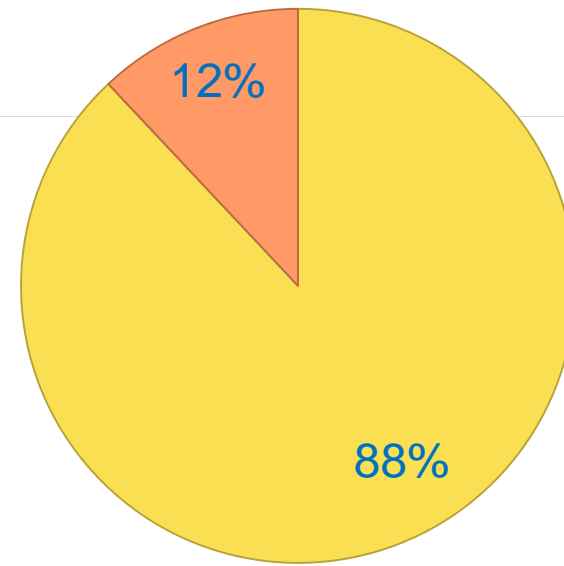
Planners - Is There A Gap Between Suppliers And Planners?

■ Yes ■ No



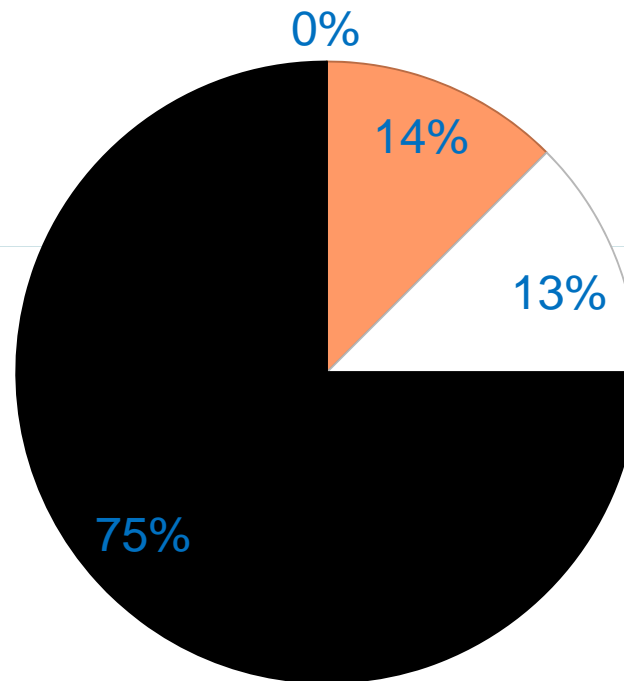
Suppliers - Is There A Gap Between Suppliers And Planners?

■ Yes ■ No



Planners - Select One Or More Of The Reason You Believe The Gap Exists

■ Social/Cultural ■ Knowledge □ Industry Experience ■ Other



Explanation Of Other Reasons Planners Think There Is A Gap

As a planner I don't see it. I am not able to utilize all the suppliers in the chapter. I try to utilize those I can, those that I'm aware of.

I think some suppliers join only to get new business.

Sales versus operation gaps are pretty big.

Explanation Of Other Reasons Planners Think There Is A Gap (cont.)

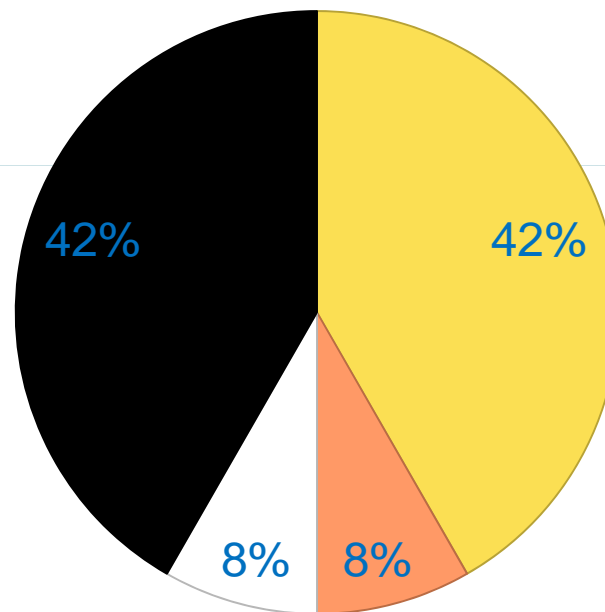
Understanding how to best work well together.
How can we be partners to help make our
meetings and events successful?

I think there is still some “competitive” feelings – based on coming from different sides of the meeting/event equation. Planners want less cost / Suppliers want satisfactory profits.

Don't know who some of the suppliers are.

Suppliers - Select One Or More Of The Reasons You Believe The Gap Exists

■ Social/Cultural ■ Knowledge □ Industry Experience ■ Other



Explanation Of Other Reasons Suppliers Think There Is A Gap

I think we need to break down the walls between members by creating monthly programs that are inclusive and promote idea sharing.

Marketing toward facility planners.

Monthly programs are designed for planners – it's ok to arrive last minute, you don't need to go to supplier booths at the educational meeting, planners "know" that the only reason for the existence of MPI is for them.

Planners and Suppliers may have unique paths to their destination, yet, have the same destinations as their goal – powerful meetings and of course, ROI for their organizations.

Both groups were asked, “ When your employer asks, “What is the biggest benefit you derive from being a MPI Member?”, how will you respond?”

Planners response (in order)

Education

Networking

Relationships

Enhanced Leadership Skills

Suppliers response (in order)

Education

Networking

Relationships

Visibility

As you can see, neither group appears to be much different in their goals.

Buy MPI is a long-held initiative of all MPI chapters but many of the planner survey responses indicated there was no satisfactory method of knowing who the suppliers were. Most stated their desire to be “faithful” to their MPI supplier counterparts, and yet are unsure how.

Both groups cited the need to share ideas and solutions to improve our programs. Indeed, the MPI mission statement is founded in the industry's goal (regardless of which group you are in) to enhance the resourcefulness and inventiveness in our work.

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