Designed by team MPI
About MPI – Meeting Professionals International

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries.

“When we meet, we change the word.” www.mpiweb.org

Event context:

Once a year MPI organizes its annual world conference called The World Education Congress (WEC), located in a different city in North-America each time and supported locally by the hosting destination. This is the flagship event of MPI.

Who is organizing the change?

The group designing the behavior change that this congress is going to provide consisted of members of team MPI, a representative of the Indianapolis Host Committee (Amanda Cecil) and several representatives of our community. A total of 30 people have been involved in the design session which took place September 21st and 22nd 2017.
What was the challenge?

WEC is MPI’s signature event through which it connects the global meeting and event community to learn, innovate and collaborate and advocate.

The main challenge is to completely re-design WEC, so we can “walk the talk” on our theme of “Stop planning meetings, start designing experiences.”

In other words, how can we make WEC an experience where people learn how to create transformational experiences for their audiences and clients?

Another challenge is to meet and exceed satisfaction scores after having experienced a significant dip during last year’s WEC.

Objectives:
- 1,500 planners in attendance
- $3.4 million revenue
- $1.4 million net income
- Planner / supplier ratio 60% / 40%
- Retention increase to 50% (currently 30%)
- Satisfaction scores ≥ 90%
The 6 chosen stakeholders for success

A conscious choice for 6 ...
WEC18 is designed with the following 6 stakeholders in mind:

1. The Planner
2. The Supplier
3. Chapter Leadership
4. Sponsors
5. The local Indianapolis community
6. MPI Leadership (Int. Board of Directors)
Change of Behaviour

Mired in logistics, feels frantic, can feel lonely at times as a planner and really doesn’t want to create status quo events anymore, but doesn’t seem to find time and inspiration to get to new designs and create true experiences.

Know where to look for solutions to challenges and activate the network to get there. I belong somewhere.

Knows HOW and feels inspired and connected to the right network to DESIGN EXPERIENCES first and do the logistics later, is more confident and sees value in MPI and the network (found their professional home) and wants to return.

The Event Narrative for the PLANNER

The Planner needs fresh ideas, must do more with less, must be able to show ROI, doesn’t want to have status quo events but wants to design events that have people experience emotions. She gets mired in logistics and feels frantic and is unable to get to new designs.

She expects that by going to WEC she will get a best in class education, get hours for her CMP, networking opportunities that allow peer to peer conversations, gain access to new vendors/partners and have fun!

The event should wow the Planner, have surprises around every corner and make them feel special – let’s show her things she has never seen before. The planner is very interested to see behind the scenes at all elements of the event, have interactive intimate sessions and have conversations during these sessions (not only sit and get).

When returning from WEC the Planner expects to be able to deliver events with more bang for less buck, to know how to design first and implement logistics later; be more confident and see more value in MPI. The Planner is seeking inspiration and hopes to walk out of WEC with a feeling of “I cannot wait to return to WEC next year!”
The Event Narrative for the Supplier

The Supplier is worried about the reputation they have and do not want to be viewed as aggressive, pushy or bossy. They want to build relationships. In the meantime, they worry about hitting their sales targets and how to make a living for themselves or their employees. They struggle with balancing work and home life and having enough time to do it all. They go to WEC with the aspiration of meeting new people and receive supplier-focused education to brush up their skill sets.

The Supplier hopes to respond to questions during the registration process that will match them with the right prospects and activities and get an understanding of what wows their prospects. The Supplier connects with other registered attendees via different chat platforms and takes helpful webinars before the event.

Instead of different education rooms the Supplier is envisioning villages where they can find their tribe. Brain Dates per areas of interest, product showcases and a message board to leave opinions would all be valuable to the Supplier.

Personalized engagement, great education; “I am going to tell everyone I know and I am going to write a paper about what I implemented from the conference AND I am going next year!”

Focused on hitting their sales target by demanding connections with clients, not focused on being the solution to create memorable experiences.

Brushed up on experience design skills that positions them as the solution to create memorable experiences.

Telling everyone how great it was and share the positive experience.

From passively waiting for potential clients to “show up” to be an activate participant who equips themselves with new skills and insight and have them sharing and connecting
**The Event Narrative for the Chapter Leader**

The Chapter Leader has no time to go (Chapter eating up all their time), employer not backing up going to the event, there is no way I will be able to go... Mood fluctuating from I love MPI to I hate MPI on any given day. Expecting to get enthused at WEC, meet lots of new people, get credit hours for CMP and knows that they will get ROI from the conference. The Chapter Leader needs to think about what “I want to get out of this experience?” instead of randomly showing up.

**Us (Chapter) vs. them (HQ). Questioning why HQ cannot be more transparent. Our Chapter rocks**

**We are family – WEC is our annual family reunion!**

I belong, I am coming back.

**From only focused on own Chapter to being part of a proud large family.**

Stop managing a chapter, start leading the chapter and make the leadership journey and experience vs. a job to be done.
The Sponsor – enters with skepticism around the value of the show (show me the buyers, why this show vs. another) and therefore the ROI, expectations of face2face time with buyers and lots of questions about how to make the most of this opportunity. Some pain points; lack of resources and afraid of negative exposure. Why MPI? What is my return? What has worked and what hasn’t? The Sponsor expects business opportunities, sponsor education and visibility. Wants to be viewed as trend setter, expects career development and the wow factor. The Sponsor wants to gain new ideas, new connections, would love the idea of an open night for sponsors, WEC for Me for sponsors, incentives and gamification opportunities to connect with people.

The Event Narrative for the Sponsors

From skeptical to satisfied and rebooking sponsorship for WEC19

Provides an experience to the participant

Notable ROI
The Local Community is excited, but hesitant, as it is getting lots of questions from their community: Is it going to be worth it? Are we ready for it? Is this the right time for our city to bring all these people in? Can MPI pull this off? Can we handle the financial burden? And… how do we show that we are more than just a race track?

Fear of not recouping the investment and wanting to use this event to build partnerships and the brand

You should host WEC.
Changed perception of destination by visitors

From insecure to advocate. Starts to focus on the Indy Experience vs. being a meeting destination

The Event Narrative for the locals
The Event Narrative for the International Board of DIRECTORS

IBOD is concerned about risks involved with the decisions that are made around this event and afraid to fail (# of attendees, evaluation scores), worried about security and safety of the group, the ROI. They are expecting to be wowed, hit KPI's and have a massive impact on membership. They are inspired by the future of MPI and want to be able to improve this event.
The WEC’18 promise

WEC aims to equip participants with the Inspiration, the Ideation and the Activation to stop planning meetings and start designing experiences.
The WEC’18 event Delta

This is the intended behavioral changes of the key stakeholders as a result of attending this event:

The ultimate change in behavior we are designing for is HOW can we stop each of these stakeholders from merely planning meetings and START DESIGNING EXPERIENCES!

In order to understand how we can make this happen, we must understand a broad range of anticipated behavioral changes.
DESIGN of the Experience

the behavioural change CAN BE realized
By a combination of learning skills
focussed on
skills attitude knowledge and people

DESIGN of instruction
DESIGN of the Experience

The Event Design Experience Journey:

To deliver upon this bold promise, this event must be designed as an EXPERIENCE ITSELF vs. a typical education congress.

- To help you navigate the conference you will get access to a WEC Experience coaches. The concierge will facilitate the onboarding process of our different stakeholder groups and tailor to the needs of these different stakeholders and curate the best “path” for them. This will be an on line “buddy” during the registration and pre-conference process as well as a real person on site during the program.

The General Session space will be the center court of all WEC activity. These will be held in the form of PEP RALLIES that will book end each day; short and sweet, high-energy moments of excitement and enthusiasm where all participants gather.

Day 1 will focus on Inspiration to start designing experiences
Day 2 will focus on Ideation to start designing experiences (includes the “Hot List”)
Day 3 will focus on Activation where attendees actually design an experience to start designing experiences (giving you tools to ACT now)

- “WEC Villages” will feed your mind, body and soul. Explore different villages to get a broad range of education, CSR activities, food & beverage, Hosted Buyer appointments and supplier showcases. Or, stick with your “tribe” and dive deep into a sub segment of the industry. YOU are in charge of your schedule and learning experience!

Different neighborhoods to explore:
- Experiential Design Village
- Social Village
- Innovation Village
- Leadership Village

Note that these will not be held in typical break out rooms on another floor or in another part of the building. All villages are connected and the entire event takes place in one big space!
We’re moving education out of the session rooms and into the WEC Villages. Each village will bring to life a theme: Innovation, Leadership, Experiential Design and Social. You’ll experience live learning in an open-floor, fluid layout that will get your mind moving and your network growing.
Event Baseline

Moments leading up to event

EXPERIENCE JOURNEY

mapping your event on site

feedback / follow up event

NPS scores evaluations Experience fellow report

online footprint

INSTRUCTIONAL DESIGN

EVENT IMAGE
Your event story NOW
Welcome!

We would like to invite you to share your experiences with us regarding the project #WEC18 MPI World Education Congress Indianapolis.

WHAT IS THIS PROJECT ABOUT?
Thank you for being part of mapping out the experience journey of #WEC18. Whenever you experience something noteworthy please take a photo/video + add a brief note and rate the experience. This can be done offline and synced later when you have wifi access. We will map out the experiences for the various stakeholder groups as an Event Design research project using the #EventCanvas.

WHAT IS EXPERIENCEFELLOW?
The app ExperienceFellow enables you to document your individual experience with a brand, product, or service. Your feedback helps us to understand the real experience our customers have.

ExperienceFellow works like a diary on your smartphone. You can document and evaluate whatever you experience in short stories. Once you are logged in, you can report any moment or aspect of your experience - whatever you think is important or useful feedback, e.g. “receiving an Email”, “checking in at the reception”, or “reading online reviews”.

Please give each of these moments a title and evaluate it from very negative (-2) to very positive (+2). It also helps a lot when you use photos, videos, or text to describe your experience in detail.

GET STARTED
1. Download the mobile application “ExperienceFellow” from the App Store or the Google Play Store.
2. Open the app and scan the QR code below, or type in the project token manually.
3. Start reporting your experiences!

Thank you for your collaboration!

Scan this code with the ExperienceFellow mobile app to start collaborating and sharing your experience with us. If you can't scan the code, please enter the project token manually.

PROJECT NAME
#WEC18 MPI World Education Congress Indianapolis

PROJECT TOKEN
310d0a32a01

GET THE APP
ios.experiencefellow.com
android.experiencefellow.com
complete EVENT IMAGE

EVENT DNA
key to survival

2017

2018
to be made

2019
Opening up to Event perspective!

connecting the event delta’s

STRATEGIC EVENT NARRATIVE
What is the story of WEC?
What are we changing over time?
What have we built so far?

How are the MPI global goals translated in the narrative of this Congress?

COLLABORATE

LEARN

INNOVATE

ADVOCATE
What does a strategic event FRAME look like and how do you use it to align all parties involved?

Questions to ask for next Event.

What does a strategic event FRAME look like and how do you use it to align all parties involved?
Who will build this FRAME?
What will success look like in 2025?
How will the next team BUILD on what has been achieved in previous years?