



MPI-CAC Leadership Guide

PART I MPI-CAC STRATEGIC PLAN

Vision

To build a rich global meeting industry community

Mission

To make our members successful by building human connections through:

- Knowledge/Ideas
- Relationships
- Marketplaces

Strategic Imperatives

The Vision is activated by four strategies:

- EVOLVE to a global community
- RE-IMAGINE our business relationship with chapters
- ELEVATE the member conversation and experience
- BUILD a great organization

Pathways to Excellence

- Create professional development pathways and resources to support evolution toward positions of strategic understanding and importance.
- Increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations.
- Enhance business opportunities for supplier members.