

# The WEC19 Chapter Challenge

## *Stop planning meetings.*

## *Start designing experiences.*

To support our WEC19 attendance and membership goals, MPI is offering all chapters a fun and rewarding challenge. This challenge will support the event's marketing efforts by sharing the WEC19 story and creating opportunities to help our chapters grow and retain their members.

### **Purpose of the Challenges:**

- Spread the word about all the opportunities and benefits WEC19 provides our members and the industry.
- Increase WEC19 registration, drive membership recruitment and support retention efforts for chapters and MPI Global.

**What is the challenge:** All MPI chapters (excluding Toronto as the WEC home chapter) are eligible and will be determined by the ***highest percentage of Chapter members*** registering for WEC19.

### **The winner chapter will receive:**

1. Special recognition at WEC19 during one of the pep rallies/general session for bragging rights.
2. One complimentary registration to WEC20 for **a chapter board member** whose registration will not be covered by MPI for CBS.
3. One complimentary registration to WEC20 for the chapter to use as an incentive for one of their existing and engaged members (non-board member) to attend.
4. \$500 credit towards an EIC accredited educational speaker to use during the 2019-2020 board year

### **Official Rules:**

The winning chapter will be determined by having the ***highest Chapter membership registration percentage*** for attendance to WEC19 based on those registered by ***June 13, 2019, 11:59 pm CDT***. Chapter membership as of January 1, 2019, 11:59 pm CDT will be the baseline for calculating the percentage attendance for each Chapter. Chapters will be updated on status on a bi weekly basis until the last 4 weeks of the challenge when they will be updated weekly on the status. Members already registered prior to this initiative are eligible to be counted in the contest. Any chapter members attending WEC as a speaker are not eligible for the overall count. No code is required, this challenge will be tracked through registrations based on chapter affiliation selected.

### **What can you do:**

1. President should send a personalized note to all of members with why they should attend WEC.
2. Upgrade any currently registered At-Large/Essential members to a Preferred member to increase your chapter chances.
3. Include an offer from your chapter for those who register.

- a. Top chapter per region receives a \$100 off new member coupon. This excludes the overall winning chapter and, in their place, the next highest chapter in their region would receive this incentive
4. Highlight any chapter activities at WEC and the opportunity to network with over 2,000 of their closest friends.

**Chapter Regions:**

Region 1: United States & Mexico

Region 2: Canada (without Toronto)

Region 3: European & Japan