

I am MPI.
I Love What **We** Do.

CAMPAIGN GUIDE + TOOLKIT

A guide to our new effort to collect and share the stories of the people that make MPI great.



Why A Storytelling Brand Campaign

A crucial piece to any brand is that which clearly displays what sets it apart from others.

At MPI, what sets us apart is our most important product—our members—how they are smarter, connected and successful as a result of their MPI membership.

This campaign is designed to acknowledge the MPI community and the successes we have achieved.

The “*I am MPI. I love what we do.*” campaign is an acknowledgement of the MPI community, the successes they have achieved as a result of being an MPI member, the passion they share for the industry they love and the role they play in it.

The MPI brand is best demonstrated through the stories of our members. Each story captures the unique experience of our members and how MPI has helped them throughout their career.

There are over 22,000 MPI stories to be captured across the globe. Individual expressions of why they love what they do, and why “They are MPI”.

Quality Guidelines for Photos/Video



Written Stories with Photos

These stories can be submitted online through www.mpiweb.org/stories. The submission form includes questions to help guide the story, as well as a link to upload a photo.

How to Get A Fantastic Picture



Original Photo

SIZE: Ideally, an 8-MegaPixel camera would be the **smallest** used for the photo (an iPhone 4 is a 5-Megapixel camera). This will ensure that the image is large enough to be enlarged for print materials.

STYLE: As much as possible, we are using photos that show our members in their actual world (at a venue from a particular event, on a site visit, or in action).

COMPOSITION: The example photo here shows that by including extra environment in the photo, we are able to use the image in a variety of formats, both horizontally and vertically. Also, notice the lighting and how the main subject is lit well to ensure that he stands out from the background.



Horizontal



Vertical



Video Stories

These stories can be submitted through a DropBox account that has been set-up for this project. Email Randy Crabtree (rcrabtree@mpiweb.org) for access information.

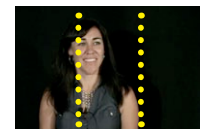
Suggestions For A Great Video



SIZE: Videos at 1280x720 will keep a decent quality when projected, and if an HD camera is available, this will produce favorable results. Webcams typically record at 640x480, which may result in a video quality that is unusable.

SET-UP: The environment for each video is really up to each storyteller and their preference, but here are some recommendations to help the video's quality:

1. Use a tripod to eliminate camera shake
2. Consider a lapel mic, especially if the environment includes ambient noise (other people, wind, etc.)
3. Consider framing the person similar to the example above, with them off-center toward one side. Imagine the image broken into equal thirds, and then place the subject along the divide between two of the thirds.



QUESTIONS: These questions are designed to be a starting framework, but each story is different and is free to follow its own form.

1. "I am <name> and I am MPI. I love what we do."
2. When did you realize that you wanted to be in the meeting and event industry?
3. What is your most memorable moment at a meeting or event?
4. What is the most bizarre moment you've experienced at a meeting or event?
5. How did you get connected to MPI, and how has it affected your life?

The Process

01 Spread the Word

Use the links on the next page to download materials designed to help you collect stories from your chapter.

02 Story Collection

A story is captured either in written form with a photo or as a recorded video (see the previous page for style guidelines). It is important that the stories truly capture the individual experiences of our members, so stories or images that are promotional in tone may not be suitable for this campaign.

03 Story Submission/Editing

All stories will be received at MPI for any minor editing, proofing and production work to prepare them for sharing.

04 Story Approval

Once a story is received and prepared for sharing, we will get approval from the storyteller to ensure that the integrity of their story and photo has been preserved.

05 Sharing

Approved stories will then be uploaded to www.mpiweb.org/stories and applied to various print/digital templates for use by MPI and MPI Chapters.

Downloads

All of these downloads are available [here](#), in the **Marketing & Communication** section of the **Chapter Leaders Resource Page**.

[PRINT ADS](#)

Download a file that includes print-ready PDF's at the following sizes: Full-page (8.5x11), half-page (8.5x5.5), and quarter-page (4.25x5.5).

[BANNER ADS](#)

Download a file that includes animated .gif ads at a variety of sizes for online use.

[5x7 POSTCARD](#)

Download a file that includes a print-ready PDF that promotes the campaign.

[EMAIL TEMPLATE](#)

Download a file that includes the framework and images for an html email that you can customize.

[NEWSLETTER COPY & SPEAKING POINTS](#)

Access copy for use in your communications.

[22x28 POSTERS](#)

Access print files for some of our initial campaign stories.