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Meeting Professionals International – Wisconsin Chapter (MPI-WI)

Hybrid Meetings: The Basics and How to Create Value

ELKHART LAKE, WI – On April 14, members of Meeting Professionals International – Wisconsin Chapter (MPI-WI) will meet at The Osthoff Resort for a panel discussion on the basics and value of hybrid meetings.

Erica St. Angel, Vice President of Marketing for Sonic Foundry, will facilitate the expert panel on strategies and tactics of successful blended meetings. She will also present a case study on UNLEASH, a hybrid event that successfully used online video, webcasting, email and social media to increase attendance during one of the worst economic crises. UNLEASH won the Forrester Groundswell Award for its integrated campaign. Erica offers experience from her corporate, public information and political campaign background with an emphasis on measuring outcomes and increasing engagement.

Following the education session, attendees will enjoy a *Race to the Reception* networking dinner featuring the chefs from The Osthoff Resort. MPI-WI members will enjoy competitive video games and team adventure programs from Elkhart Lake's own Road America.

This month, the MPI community outreach program features the Family Resource Center of Sheboygan County. The Family Resource Center helps youth, military families, couples and parents in the community. At the end of April they are moving to a new location called the Generations Building. This is the perfect time for MPI-WI members to donate basic necessities to this intergenerational community-based organization.

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

The 375+ member **Wisconsin Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI Wisconsin, visit www.mpiwi.org.

For more information on MPI, MPI Wisconsin, or the April Education Day, please contact Marie Johnson, CMP by phone at (414) 324-0892 or by email at marie.johnson.mpi@att.net.

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