CUSTOMER SUCCESS STORY:
Meeting Professionals International Northern California Chapter

Meeting Professionals International Northern California Chapter (MPINCC) needed a way to enhance the attendee experience and automate every step of the planning process — they’ve now been Cvent clients for more than 15 years.

**Products Used:**
- Event Management
- CrowdCompass
- OnArrival
- Lead Retrieval

**Planning for Planners**

Determined to be the first choice for professional career development, Meeting Professionals International (MPI) helps its members thrive by adding the human connection component to ideas, relationships, and marketplaces. MPI as a whole is comprised of more than 18,500 members from 70 chapters and clubs worldwide.

MPI Northern California Chapter (MPINCC) is the organization’s largest chapter in North America and the second largest in the world. Its membership of approximately 900 planners holds a billion dollars of purchasing power in the events industry.

The 30-year-old organization prides itself on staying innovative and always ahead of the industry curve. MPINCC’s Annual Conference & Expo (ACE) is its flagship event and is considered one of the leading regional shows in the meeting and events industry, focusing on providing attendees with educational and networking opportunities.
Because it’s approximate 1,300 registered attendees are event planners themselves, MPINCC felt the pressure to impress when it came to planning their ACE event. Kelvin Nanney, Former Executive Director of MPINCC, describes how difficult it can be to plan an event for event planners, “It’s tough. Everybody expects it to be top everything, and if it isn’t they know enough to say ‘ehh, somethings wrong, what’s goin’ on?’”

With an audience as alert and critical of every event planning detail, MPINCC knew it must rely on top-notch technology to provide an exemplary model of event planning success through flawless execution and enhanced attendee experiences. This is when it turned to Cvent for help.

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— Kelvin Nanney
Former Executive Director of MPINCC
It’s really been remarkable how transformative the Cvent technology is. It allows us to easily manage events as complicated as the Annual Education Conference. We’re delighted to have that tool to use and we want to thank Cvent for that.

— Kelvin Nanney
Former Executive Director of MPICC

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It’s More Than a Contract

Kelvin remembers when exhibitors and sponsors faxed in their booth orders, and now celebrates that this often time consuming data entry is completely automated. "It’s really been remarkable how transformative the Cvent technology is. It allows us to easily manage events as complicated as the Annual Education Conference." Lori agrees, "Our chapter offices really enjoyed the relationship we’ve had with Cvent for many, many years."

Lori understands that the relationship between MPINCC and their event technology vendor is more than just a contract, its almost like a family. "There have been times when there were challenges, things didn’t go as either party planned, and fortunately there’s always a way to come up with a solution that works for everybody. I have found that the Cvent team is always right there to assist, lend a hand, and make sure that we as a client are happy." Because MPINCC is getting the products and support they need by using the Cvent platform, they are able to better grow their events and provide their audience of other event planners the experience they expect.