

IBTTA Meeting Planning Group (MPG) Roles, Responsibilities & Program Content Development Process

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1. Purpose of the Meeting Planning Group (MPG)

The Meeting Planning Group (MPG) supports the Chief Meeting Organizers (CMO) and IBTTA staff in developing a high-quality, balanced, and engaging program. MPG members play a critical role in shaping content, reviewing submissions, and ensuring the program reflects industry relevance, innovation, and diversity of perspective.

2. Roles within the Meeting Planning Group

Chief Meeting Organizer (CMO)

- Lead overall development of program content.
- Develop and guide the Meeting Planning Group (MPG).
- Appoint Track Leaders (if applicable).
- Develop the call for presentations (CFP) and promote (with staff support) to a diverse group of potential speakers.
- Oversee presentation review and final selection.
- Work with staff to finalize speakers and moderator choices.
- Promote the meeting to networks once agenda is finalized.

Meeting Planning Group (MPG)

- Support topic development throughout planning calls.
- Participate in up to two tracks (if applicable, some summits are all general sessions, and this is handled differently)
- Review and evaluate presentation abstracts through the CFP system by stated deadline.
- Participate in structured decision-making discussions.

Program Track Team Leader (if applicable)

- Act as deputy CMOs for assigned tracks.
- Lead development of sessions descriptions for the CFP.
- Facilitate track-level decision discussions following review of all submissions within the track.

Scribes

- Draft session descriptions for the CFP to clearly describe what the meeting planning group is looking for in the presentation submissions for each session

*Important note: Participating in one of these roles does not guarantee a spot on the program for you, your agency/firm, or for your clients.

IBTTA Staff

- Establish overall structure and pattern of meeting.
- Manage timelines, communication, and CFP platform.
- Compile review data and facilitate decision calls.
- Issue invitations and manage speaker logistics. (Important: to avoid potential miscommunications, all invitations must come from IBTTA following the decision-making process.
- Suggest engaging formats

Responsibilities of All Parties

- Promote the call for presentations (CFP) to a diverse group of potential speakers.
- Promote the meeting to networks once agenda is finalized. Suggest potential markets that may be missed by staff.
- Pass along potential exhibitors/sponsors to staff

3. Program Development Phases and Level of Effort

Phase 1: Engagement & Preliminary Planning – est 2-3 hours

- All members of the Meeting Planning Group:
 - Take the topic survey sent in the welcome email.
 - Select which track(s) you want to be involved in for planning, review, and decision making – done either before or after the launch call depending on the meeting.
 - Large meetings MPG is limited to one track.
 - Attend the launch call and engage in the conversation!

Phase 2: Content Strategy/Session Development – est 1-2 hours

- Attend full team and track team calls.
- Provide input on themes and structure.
- Contribute to defining session topics.
- Serve as session scribes to draft session descriptions for the call for presentations.

Phase 3: Call for Presentations (CFP) – est 1 – 2 hours

- During the CFP period (minimum one month), MPG members are encouraged to:
 - Promote the CFP via email and professional networks.

- Encourage diverse and high-quality submissions.

Phase 4: Presentation Submission Review – est 5 hours

- Evaluate submissions through the system using standardized criteria
- Complete reviews within the established timeline (minimum one week).
 - Note: Each member is randomly assigned up to 25 presentation abstracts to review within their selected track(s) or for a general session.

Phase 5: Decision Calls & Session Finalization – est 2 -3 hours

- During decision calls, the CMO and/or Track Team Leaders lead the MPG members who:
 - Participate in structured, criteria-based discussions.
 - Focus on overall program quality and balance.
 - Avoid advocacy for personal submissions or client interests.
 - Support diversity of speakers, organizations, and perspectives.
 - Support final session selection decisions collaboratively.
 - Note: Planners who do not complete any of their assigned reviews will be transitioned out of the planning group.

4. Expectations and Process for Review and Decision-Making Calls

Your Role as a Reviewer

As a reviewer, you are responsible for evaluating proposals objectively, providing constructive feedback, and supporting a fair and transparent selection process. Your focus should be on overall program quality vs. individual advocacy.

Evaluation Criteria

- Planners are asked to evaluate submissions based on:
 - Industry Relevance – addresses current challenges or priorities.
 - Session Relevance – aligns with the track and learning objectives.
 - Originality – offers fresh insight or new perspective.
 - Alignment with IBTTA Standards – educational, unbiased, **non-commercial**.

Constructive Review Comments

- Comments should be:
 - Professional and respectful.
 - Specific and focused on improving clarity or value.
 - Free from dismissive, sarcastic or unproductive language.

Conflict of Interest/Recusal

Planners are encouraged to recuse themselves from reviewing any proposal where you are a presenter, the proposal is submitted by your organization, or you have a direct financial or personal interest. If you are in doubt, disclose the situation to IBTTA staff for guidance.

5. Professional Conduct

The integrity of the IBTTA program depends on fairness, objectivity, and professionalism. As a reviewer, you represent IBTTA and help ensure credible, balanced, and high-quality conference experience.

6. Time Commitment & Engagement

MPG participation requires **active engagement** during peak development periods. This includes attending scheduled calls, completing reviews on time, and contributing thoughtfully to discussions. If you find that you are unable to participate at a productive level, please let staff know and consider joining another time.

7. Conclusion

The quality of IBTTA programs depends on the collective commitment of the MPG who play a vital role in ensuring IBTTA conferences deliver valuable, relevant, and balanced technical content. Through active participation, objective evaluation, and collaborative decision-making, MPG members help shape the overall success and credibility of the conference.

THANK YOU

First, if you made it through all these guidelines, thank you! IBTTA has a reputation for creating and delivering amazing programs/events and it wouldn't happen without you, our amazing volunteer members! Thank you, thank you and we look forward to working with each of you to create yet another fantastic educational program.