



Mission, Vision, Brand

Broadening Our Horizons
with a Focus on Impact and Value

Transforming from *Service* to **Leadership**

Vision

Amplify the positive **impact and value** of financial services and insurance industry **meetings and events professionals**.



Mission

FICP serves to strengthen our members through education, **outreach and partnerships** so that the positive **impact and value** of their work is fully recognized by both their organizations as well as the meetings and events industry.



Brand Position

FICP is a community of financial services and insurance industry **meetings and events professionals** dedicated to developing members, and advocating the positive **impact and value** of their work. We elevate the profession by leveraging **partnerships** and our members' **collective skills and experiences** to create purposeful interactions for all **stakeholders** whose professional success is linked to our members' work.



In Short

FICP is raising the bar. We're constantly growing and adjusting to position FICP, and its members, as industry leaders.