



Advocacy Toolkit

Introduction and Overview

About the Toolkit

To arm Meetings Mean Business (MMB) coalition members with information and resources to engage policymakers, elected officials and business leaders, this toolkit provides a suite of advocacy materials that may also be shared with industry partners, allies and grassroots advocates.

The content is based on survey research, conducted by MMB and APCO Insight, among more than 250 government travel elites and federal agency workers. The term “government travel elites” applies to individuals in the public and private sectors, who have at least one of the following responsibilities:

- Determining or evaluating meeting logistics, location and other travel decisions for government conferences, meetings or other special events
- Setting, influencing or enforcing government travel policies
- Setting their private organization’s travel policies, which are either a mandate to follow or largely influenced by government policies

What’s Inside

The toolkit includes 10 branded materials.

- ✓ [Policy Principles](#) – a summary of what MMB stands for and why
- ✓ [Fact Sheet](#) – a handout with information and proof points on why government meetings matter
- ✓ [Quote Sheet](#) – a handout with 15 quotes on how government employees perceive the value of face-to-face meetings and the impact of current meetings and travel restrictions

- ✓ [Government Meetings Survey Findings](#) – a handout with topline information from MMB’s 2015 Government Meetings Survey
- ✓ [Infographic](#) – a visual representation of key findings from MMB’s Government Meetings Survey
- ✓ [Presentation/Webinar](#) – a PowerPoint presentation on how to become an advocate for the meetings and travel industry
- ✓ [Presentation/Case Study](#) – a PowerPoint presentation on the first North American Meetings Industry Day
- ✓ [Digital Content](#) – key messages and sample copy for social media, e-blasts, e-newsletters and blog posts
- ✓ [Images for Social Media](#) – four shareable graphics with data from MMB’s Government Meetings Survey
- ✓ [Local Voices Video](#) – a collection of soundbites from destinations across the country that focus on the industry’s far-reaching impact

Using the Materials

The toolkit provides an infrastructure for advocacy efforts now and in the future. The documents are designed for mass distribution to policymakers, elected officials, business leaders and others. They may be shared during meetings on the Hill, at conference exhibit booths, among colleagues, clients and members, online and in-person.

The toolkit materials are available online at meetingsmeanbusiness.com and on the MMB app.