BUSINESS LEADERS SURVEY
KEY FINDINGS

Face-to-face meetings, conferences and events deliver topline growth and bottom line results for C-suite executives in the United States.

Face-to-face meetings drive positive business outcomes.
- Every executive interviewed believes that face-to-face meetings are important to their business. Four in five believe they are very important.
- Nine in ten say meetings improve their ability to close deals (93%), network (90%) and grow professionally (88%).

Face-to-face meetings produce a return on investment for executives across industries.
- Ninety-seven percent of executives say that meetings deliver a return on investment. A majority (53%) says they deliver a great return.
- Eighty-six percent believe they help improve the bottom line.
- Four in five believe they have attended an in-person meeting, conference or event that would not have yielded the same success as one conducted via video or telephone conference.

Executives agree that important business activities, such as networking and team-building, are best accomplished in-person.
- Executives agree that networking (89%), new business opportunities (86%), workforce engagement (80%), training (73%) and staying up-to-date on industry trends (62%) are best accomplished face-to-face.
- A majority say that team engagement (94%), collaboration (91%), professional development (88%) and productivity (84%) are improved by participation in in-person meetings, conferences and events.

In-person meetings are critical to professional development and career success.
- The vast majority of executives believe participation in face-to-face client meetings (95%), continuing education and training (93%) and industry conferences (86%) are important when measuring professional development.
- Nearly all of those interviewed (99%) believe that in-person meetings have helped them succeed in their career.

In-person meetings are a priority investment for 2016.
- When it comes to making investments in their business, executives find face-to-face meetings to be a high priority (82%) – even more than technology (79%) or customer research (66%).
- Ninety-two percent plan to invest as much if not more this year in face-to-face meetings, conferences and other events as they did last year. Four-in-ten (37%) expect to spend more while one in two (55%) plan to spend about the same.
SURVEY METHODOLOGY

From October 6-16, 2015, APCO Insight conducted an online quantitative survey among senior executives in mid-sized to large companies on behalf of U.S. Travel. A total of 150 respondents participated in the survey. To participate, all respondents have to be between the ages of 30 and 69 years old and employed full-time in a senior-level position by a for-profit company. Participants represent a wide variety of industries and company departments, including financial services, healthcare, consulting, retail, manufacturing and hospitality.