

## **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.