



Talking Points Library

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About Meetings Mean Business

- Meetings Mean Business is an industry-wide coalition that showcases the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities. Comprised of more than 60 coalition members, MMB unites the meetings industry with one strong and powerful voice.
- To actively engage with stakeholders, the media and key policymakers, MMB is organized around three central pillars:
 1. **Creating Personal Connections** – Personal relationships are at the core of every business decision and face-to-face meetings provide professionals with that personal interaction, which leads to deeper relationships.
 2. **Driving Positive Business Outcomes** – Meetings and events deliver profits, help win new accounts, serve as education platforms and allow colleagues and partners to come together to innovate and achieve results.
 3. **Building Strong Communities** – Outside of the results driven by business meetings, the events and meetings industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities across the country.

Message Pillars

Creating Personal Connections

- When people meet face-to-face, relationships are developed in a way that technology cannot recreate or match. The ability to look a new business opportunity in the eye and close the deal with a handshake cannot be replicated.
- Face-to-face meetings more effectively capture the attention of participants, inspire positive emotional climates and drive collaboration by building meaningful business relationships.
- Meetings create a shared sense of missions and purpose, foster empathy across organizational lines and create camaraderie that positions an organization for success.



Driving Positive Business Outcomes

- Organizations depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent. The business outcome of a face-to-face meeting far exceeds any other.
 - Business travelers say they are nearly twice as likely to convert prospects into customers with a face-to-face meeting than without one.
 - Four in five executives say 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.
- The ability to sit down one-on-one with colleagues and leaders across industries provides for better learning, instant collaboration and real-time productivity.
- Conventions and conferences serve as critical education platforms for professionals and are key components for developing advanced skills and workforce training.
- Travel incentives and motivational events are business tools proven to increase sales and profits, boost productivity, retain customers, maintain top talent, increase company loyalty, promote teamwork and decrease turnover. When properly designed, planned and executed, incentive travel programs can be self-liquidating and will produce a measurable and verifiable return on investment.

Building Strong Communities

- The services provided by the meetings and travel industry often go unnoticed, but the economic impact is unmistakable.
- Research by Tourism Economics, an [Oxford Economics](#) company, shows that face-to-face meetings and business events not only play a critical role in connecting people and driving business results, but also in supporting 5.9 million jobs and hundreds of billions of dollars in annual revenue.
 - In 2016, 1.9 million meetings were held in the United States, generating \$845 billion in economic impact (or business sales). This contributed \$446 billion in GDP and \$104 billion of federal, state and local taxes.
 - Meetings supported more direct jobs than many large manufacturing sectors, including machinery, food, auto, and chemicals. It sustained more jobs than the telecommunications and oil and gas extraction industries as well.
 - Every dollar spent on face-to-face meetings and business events generated an additional \$1.60 for the U.S. economy – an increase of 160%.



- Meetings and events help drive travel and tourism into communities and are often the lifeblood of visitor spending in many destinations.
 - Hosting an event, convention or trade show stimulates a region's economy by bringing in a new visitors, who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.

Signature Programming and Research

Global Meetings Industry Day (GMID)

- Leaders from across the meetings and events industry will come together to support the fifth annual Global Meetings Industry Day (GMID) on April 14, 2020. This global day of advocacy, led by MMB, spotlights the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions.
 - Participating organizations host a variety of events that shine a light on the industry and its many benefits to people, businesses and communities. This include rallies, educational sessions, speaking panels, award presentations, press conferences, proclamations from elected officials and more.
 - In 2019, GMID included 275 events in 53 countries as well as robust conversations online that reached more than 88 million people.

Worth Meeting About Campaign

- *Worth Meeting About* is a grassroots campaign targeting policymakers in key meeting destinations. Led by MMB, the campaign was launched in 2016 to demonstrate the value of face-to-face meetings during election years and remind elected officials that they too leverage the face-to-face to do their jobs effectively.
 - From now until the 2020 elections, candidates will participate in numerous face-to-face meetings and events, whether they're talking to voters at diners, participating in town halls, canvassing neighborhoods or onstage debating their opponents.
 - These moments will be critical for candidates looking to build trust and credibility with voters during the campaign cycle. With each new opportunity for face-to-

face is a chance for candidates to inform, persuade and recruit supporters – and the value of it cannot be underestimated.

- MMB will capitalize on these moments to reach those who influence our industry and create policies that allow us to contribute in positive ways to businesses and the economy. We will reinforce the message that face-to-face has been at the crux of America’s elections since the nation’s founding and will continue to shape its future.

Original Research

Defining Conventions as Urban Innovators and Economic Accelerators Report (2017)

- MMB partnered with Skift to examine how meetings drive economic development in cities across the U.S. Focusing on the role conventions play in furthering knowledge and innovation, [the report](#) illustrates their influence on how a city takes shape, including who lives there, who works there and who visits year-to-year.
- Over the last decade, convention and visitors bureaus have been collaborating more strategically with their local and state governments, economic development agencies, academic and scientific institutions, and local business improvement districts to better leverage the value of conventions in their cities, especially those aligned with their regions’ high-priority growth sectors.
- Conventions driving innovation across sectors deliver companies and associations to a city’s doorstep. This leads to convention bureaus, governments, economic development professionals, academics, and researchers having face-to-face access with industry leaders to develop new business relationships, investments, research, and priority sector innovations.

Small Business Survey (2016)

- MMB commissioned a [Small Business Survey](#) to better understand the impacts face-to-face meetings provide for small business owners, whose organizations play a critical role in our national economy. The benefits extend beyond purely economic, helping shape a small business’ operations and offerings for employee development.



- Small business owners value face-to-face meetings due to high returns on investment, increased collaboration and improved business relationships.
 - Eighty-two percent of small business owners agreed that building partnerships is best done in-person.
 - Seventy-eight percent agreed that connecting face-to-face with current and prospective customers improves their ability to run their business.
 - Seventy-seven percent said in-person meetings yield a healthy return on investment. Among those who specialized in technology, that number is noticeably higher, at 95 percent.
- The poll was conducted among 300 respondents representing 24 industries, with an additional oversample of 100 small business owners in the technology industry, from September 19 – October 3, 2016. All described themselves as an owner, founder, CEO or President of a small business which employs fewer than 250 employees.

C-Suite Executives Survey (2016)

- MMB commissioned a [C-Suite Executives Survey](#) to examine how business leaders utilize in-person meetings and events to achieve organizational goals, meet the needs of their workforce and bolster financial health.
- Face-to-face meetings, conferences and events deliver topline growth and bottom line results for C-suite executives in the United States, driving positive business outcomes and producing a return on investment across industries.
 - Four in five believed they had 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 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.
 - 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%).
- The poll was conducted among 150 respondents from October 6-16, 2015. All respondents were between the ages of 30 and 69 years old and employed full-time in a senior-level position by a for-profit company. Participants represented a wide variety of industries and company departments, including financial services, healthcare, consulting, retail, manufacturing and hospitality.

What Millennials Want in Meetings Report (2015)

- MMB partnered with Skift to uncover millennials' attitudes towards and beliefs about the role and importance of face-to-face meetings and events. Despite cultural misconceptions that millennials prefer interfacing solely through technology, the report revealed that they actually value face-to-face networking at meetings and events just as much as previous generations.
- Meetings and events offer the best possible platform to help Millennials expand their networks, customize their self-education, and personalize their career paths. That is why they are advocating for effective meeting design and increased ways to connect in a shifting and highly competitive global marketplace.
- Forward thinking industry stakeholders are implementing next generation meeting design and event technologies that are more aligned with Millennials' generational preferences.

Government Meetings Survey (2015)

- MMB commissioned a [Government Meetings Survey](#) to better understand the impact of sequestration, budget cuts and onerous travel policies on the work of government agencies. By polling federal employees, we were better able to identify the reasons why in-person meetings, conferences and events are important.
- Face-to-face interaction is a valuable tool for government agencies, helping to improve employee training and development, provide efficient taxpayer services, facilitate cross-agency collaboration and develop private-sector partnerships.
 - Nine in ten federal workers said conferences and other face-to-face meetings are important for doing their jobs effectively and for advancing the mission of government agencies.
 - Eighty-nine percent said that in-person trainings, conferences and continuing education events provide a better learning environment.
 - Eighty percent of federal employees said they have attended an in-person event that would not have resulted in the same level of success if conducted remotely.
- The poll was conducted among 100 federal agency employees from March 2-10, 2015. All respondents have travel-related responsibilities as part of their jobs at 35 randomly



selected federal agencies. They attend or coordinate meetings and travel. Or, they play a role in influencing or enforcing travel policies.

How to Support the Campaign

- *Members:* The coalition is strongest when every aspect of the meetings industry is represented and active. Learn about opportunities to work with us this year as an MMB board member or partner. Visit meetingsmeanbusiness.com/join or contact [Nan Marchand Beauvois](#) for more information.
- *Supporters:* We want to hear about the deal you closed with a handshake, the motivating educational conference you spoke at, or the innovative idea that wouldn't have been possible without bringing people together face-to-face. The personal stories and real life examples will strengthen the campaign and help the coalition advocate to decision makers, business leaders and elected officials. We hope you will engage and share your story of how meetings provide value to you, your business and your community. Learn about opportunities to work with us this year at meetingsmeanbusiness.com/join or by emailing info@meetingsmeanbusiness.com for more information.