

Frequently Asked Questions

About MMB

Q: What is Meetings Mean Business?

A: Meetings Mean Business is a national campaign showcasing the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions. The campaign creates an information and advocacy platform that highlights the industry's pivotal role in creating jobs, generating economic value and driving business success.

Q: How is the campaign going to achieve its objectives in both the public and private sectors?

A: Face-to-face meetings are vital to conducting public and private sector business in the most efficient and effective manner possible. Hosting and attending meetings allows both officials and business leaders to more effectively capture attention, share information, drive innovation and build relationships. Our ability to convey these messages beyond the travel industry to decision makers in the public and private sector ultimately shapes the campaign's success. The campaign is in the process of building a mobile app, which will provide the broader industry with information, campaign updates and a chance to stay engaged. Additionally, Meetings Mean Business will work with its coalition partners on creating social content and conducting media outreach regarding news announcements from the industry.

Q: How is this refreshed effort different from the Meeting Mean Business launch in 2009?

A: In 2009, we launched the campaign in response to a crisis, quickly mobilizing to protect and defend the industry from unfair attack and educating policymakers about the strength and value of our industry. Today's campaign is a proactive effort that brings together the entire industry to ensure our value is well understood. With our front foot forward, we are enlisting the help of leaders across the industry to help share our story and explain to our customers, the business community and the political elites that investing behind meetings and events has a real and measurable return.

Q: Who are the supporters?

A: The coalition is comprised of travel industry leaders within business, professional associations and destination marketing organizations. Supporters include:

- American Express
- American Hotel & Lodging Association (AH&LA)
- American Society of Association Executives (ASAE)



MEETINGS MEAN BUSINESS

- Anaheim Orange County Visitor and Convention Bureau
- Atlanta Convention & Visitors Bureau
- Austin Convention & Visitors Bureau
- Caesars Entertainment Corporation
- Choose Chicago
- ConferenceDirect
- Convention Industry Council (CIC)
- Cruise Lines International Association (CLIA)
- Dallas Convention & Visitors Bureau
- Destination D.C.
- Destination Marketing Association International (DMAI)
- Disney Destinations
- Four Seasons Hotels & Resorts
- Freeman
- Greater Miami Convention & Visitors Bureau
- Greater Palm Springs Convention & Visitors Bureau
- Greater Phoenix Convention & Visitors Bureau
- HelmsBriscoe
- Hilton Worldwide
- Hyatt Corporation
- International Association of Exhibitions & Events (IAEE)
- IHG InterContinental Hotels Group
- Lanyon
- Visit Orlando
- Visit Seattle
- Las Vegas Convention & Visitors Authority
- Las Vegas Sands Corp.
- Loews Hotels & Resorts
- Los Angeles Tourism & Convention Board
- Maritz Travel
- Marriott International
- Meeting Professionals International (MPI)
- Memphis Convention & Visitors Bureau
- MGM Resorts International
- Miami CVB
- Nashville Convention & Visitor Corp
- New Orleans Convention & Visitors Bureau
- Northstar Travel Media
- NYC & Company
- Philadelphia Convention & Visitors Bureau
- Professional Convention Management Association (PCMA)
- PSAV
- Questex LLC
- San Antonio CVB
- San Diego Tourism Authority
- San Francisco Travel Association
- Society for Incentive Travel Excellence (SITE)
- Society of Independent Show Organizers (SISO)
- Starwood Hotels and Resorts Worldwide
- U.S. Travel Association
- Visit Denver, The Convention & Visitors Bureau



Q: Is this a long-term effort? How will the campaign escalate over time? Will it be global?

A: Yes, the Meetings Mean Business campaign is a long-term effort. Our message is not specific to only North America; our industry impacts economies worldwide and our message is unified and global. It's important that we spread our message through our engagement with key decision-makers to ensure that leaders in all nations understand the impact of our industry.

MMB is looking to extend its network of supporters beyond the meetings and events industry to other groups and individuals that can speak to the value of meetings. This includes business professionals who closed an important deal with a handshake, organizations that train their workforce at conferences, groups that have used meetings to generate innovative ideas and solutions, local community leaders who understand the economic impact and companies that know firsthand a meeting's return on investment.

Q: The industry is so diverse, how exactly will the campaign speak with one voice for all the different partners?

A: The industry is united behind the campaign and, while the partners may represent diverse sectors, we are united in our goals – demonstrating that meetings, incentive events, exhibitions and trade shows do in fact mean business. We will use a variety of tools and resources to ensure that we are speaking with one voice. The campaign website – www.MeetingsMeanBusiness.com – serves as the information hub for the entire coalition. An industry toolkit provides resources (key messaging, FAQs, social media content, talking points and other materials) for all coalition members to distribute through their own internal and external networks. An industry-wide mobile app harnesses digital and social media to not only promote our value, but also allow the broader industry to stay informed and engaged.

Q: How does one get involved with the campaign?

A: Please visit www.MeetingsMeanBusiness.com to get involved with the campaign. You can also download our app for iPhone and Android. If your organization is interested in becoming an official supporter of MMB, please email info@meetingsmeanbusiness.com for more information

Industry Value

Q: Why should industries continue to invest in meetings and events?

A: Meetings are an unparalleled marketing and direct communications tool, no matter what industry you are in. They provide a platform to sell services, to introduce new products and to present new ideas. A recent [Oxford Economics](#) report found that companies depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent. Simply put, the



ability to sit down one-on-one with colleagues and leaders across industries provides for instant collaboration and real-time productivity. Meetings are also important tools for professional development as they provide skills and trainings for employees, which help build out the capacity of a team and drive forward a business.

Q: The campaign has said that it will focus on building relationships and driving business outcomes. How do meetings, trade shows, exhibitions and events benefit business relationships?

A: Meetings are a platform to build trust. When people come together, there is an opportunity to learn from each other, build community and build excitement. You are also presented with the ability to read a person, absorb their body language and feel what they are saying, which is critical to forging stronger relationships. In business, personal connections add value to the bottom-line. The relationships that are built on the foundation of face-to-face interactions bring a noticeable return on investment.

Q: What is the relationship between business travel, meetings and technology?

A: They work together. When people meet face-to-face, they develop relationships 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.

Community Impact

Q: How do local communities benefit from hosting meetings and events?

A: A key ingredient to creating strong and vibrant communities is a robust meetings industry. Across the country, meetings and events bring energy, excitement, vitality and economic gains to destinations. Hosting an event, convention or trade show stimulates a region's economy by bringing in a new group of visitors that stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.

Q: How do you measure economic impact?

A: There are a number of industry resources that measure and quantify the economic impact of meetings and events. For example, the Destination Marketing Association International created an [Event Impact Calculator](#) that measures the impact of specific events and calculates the return on investment to local taxes. Meetings Mean Business is working with coalition members to establish an industry value barometer, which will create an even greater level of consistency and transparency on how we gauge ROI for our industry. Our goal is to make sure that all industry measurement tools are well-known and readily available.

Q: How do meetings generate job growth and help advance careers?

A: According to a [PwC study](#), the meetings industry increased employment even during the economic downturn. In 2012, the industry employed nearly 1.8 million people and generated \$234.6 billion in total labor income. Meetings also equate to jobs in a local community – from the taxi drivers, to the restaurant workers, to the hotel employees and the multitude of individuals that service a meeting. Additionally, the opportunity to grow a career in the meetings industry is unmatched. Time and time again you hear stories about industry professionals who started working at the front desk in a hotel, or bussing tables in a catering hall and over time have advanced to corporate leadership.

Government Meetings / Advocacy

Q: In a time of constant budget constraints when important government programs are being cut, how can you justify spending taxpayer dollars on government meetings?

A: Reducing government travel or scaling back participation in outside events almost never results in overall savings, because meetings and travel are often the most cost-effective and efficient ways to conduct business. In fact, a study by [Rockport Analytics](#) reaffirmed that government travel for meetings leads to greater productivity and efficiency and found that cancelling government participation in meetings and conferences can actually cost taxpayers more in the end.

Q: How do federal employees utilize meetings to provide a taxpayer benefit?

A: A recent MMB survey showed that federal workers place tremendous value on in-person meetings, conferences and events. Ninety-eight percent of those surveyed say that in-person meetings are important for advancing their agency's mission. Ninety-two percent say that engaging with colleagues, peers, partners and vendors face-to-face improves their ability to work effectively. The survey was conducted among 100 federal employees who organize, attend or influence meetings and travel as part of their jobs.

For more information check out the [infographic](#), [press release](#) and [key findings](#) document.

Q: What is North America Meetings Industry Day?

A: Leaders from across the meetings and events industry came together on April 16, 2015 to support the first annual North American Meetings Industry Day (NAMID), showcasing the real impact meetings and events have on businesses, economies and communities. This North America-wide day of advocacy spotlighted the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions. Across the continent our partners and their networks demonstrated how meetings build personal



relationships, drive positive outcomes and support strong communities. Participating countries hosted 88 events in the US, Canada, Mexico and Latin America. Together we brought together industry leaders and the grassroots base to communicate the critical role in connecting people and driving positive business results through face-to-face interaction.

NAMID also provided the industry with an opportunity to engage with elected officials and members of the general public to bring MMB's mission to the forefront. There were over 3 million total impressions of #NAMID15 and as the day drew to a close, it was shown as one of the top 10 Tailored trending hashtags on Twitter.