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**MEETINGS MEAN BUSINESS WELCOMES ASSOCIATION FORUM AND FINANCIAL & INSURANCE CONFERENCE PLANNERS TO ITS BOARD OF DIRECTORS**

*Leaders Align to Help Further Education and Awareness of Meetings Industry Impact*

Washington, DC – Meetings Mean Business (MMB) announced that Association Forum and Financial & Insurance Conference Planners (FICP®) have joined its board of directors, expanding its reach in the meetings and association professional community. Both new members prioritize creating educational opportunities for meetings and association professionals and providing resources to help host engaging face-to-face meetings. They join a cross section of industry leaders working together to demonstrate the substantial value derived from meetings, conferences, conventions, travel, trade shows and exhibitions.

According to Richard Harper, MMB co-chair and executive vice president at HelmsBriscoe, Association Forum and FICP will work with coalition members to ensure that the full value of face-to-face meetings is well understood.

“Association Forum and FICP will be great partners and add significant value to the work MMB is already doing,” said Harper, “I’m particularly excited to focus on expanding our messaging and framework on the educational aspect of in-person meetings.”

The associations join more than 60 current MMB board members that represent the greater travel industry, major hoteliers, professional associations, destination marketing organizations and more.

“We can’t wait to get started engaging with the coalition,” said Michelle Mason, president and chief executive officer of Association Forum. “We believe that compelling face-to-face experiences drive powerful results for our association members and we’re ready to help MMB advocate for the meetings industry as a whole.”

“MMB’s mission aligns perfectly with our goal of emphasizing how in-person meetings provide the best platform for learning and career development opportunities,” said Steve Bova, executive director of FICP. “While our members focus on the financial and insurance industries, the tenet that great things happen when people come together is applicable to everyone.”



This year, MMB is continuing to generate greater awareness of the industry's value among policymakers, business leaders and the media by creating new proof points and engagement opportunities for coalition members and supporters and strengthening its infrastructure for communications and advocacy.

"The coalition remains focused on several of its hallmark programs, including Worth Meeting About and Global Meetings Industry Day," said Paul Van Deventer, MMB co-chair and president and chief executive officer of Meeting Professionals International. "We are looking forward to working with Association Forum and FICP on these programs and MMB's other initiatives to spread the industry's value story."

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### **About Meetings Mean Business**

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).

### **About Association Forum**

Association Forum is the "association of associations" in Chicago, comprised of nearly 4,000 members that represent more than 44,000 association professionals from nearly 1,600 Chicago organizations. These organizations serve 27 million individual members, have 9 million donors and generate \$10.3 billion annually in economic impact. Association Forum works to be the definitive resource for learning opportunities that address the varied needs of association professionals as they advance in their association management careers, to provide an environment that engages the association community and industry partners and be recognized as the preeminent resource for tools and best practices in the field of association management. For more information, visit [www.AssociationForum.org](http://www.AssociationForum.org).

### **About FICP**

Financial & Insurance Conference Planners (FICP®) is a community of financial services and insurance industry meetings and events professionals dedicated to developing members, and advocating the positive impact and value of their work. We elevate the profession by leveraging partnerships and our members' collective skills and experiences to create purposeful interactions for all stakeholders whose professional success is linked to our members' work. For more information, visit [www.FICPnet.com](http://www.FICPnet.com).

