






APRIL 6, 2017

How to engage with the Meetings Mean Business Coalition all year long

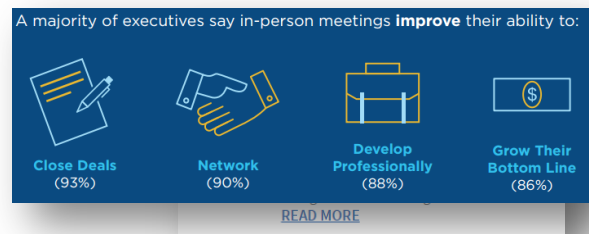
Thank you for your participation in Global Meetings Industry Day (GMID). In addition to organizing GMID, the Meetings Mean Business Coalition (MMB) is an information and advocacy platform that highlights our industry's role in not only driving business success, but also creating jobs and generating economic value. Leaders from across the meetings and events industry are working together to showcase the substantial value derived from meetings, conferences, conventions, incentive travel, trade shows and exhibitions.

To actively engage with stakeholders, the media and key policymakers, MMB is organized around three central pillars:

-  *Creating Personal Connections*
-  *Driving Positive Business Outcomes*
-  *Building Strong Communities*

Participating in GMID is a great first step, but there are many other ways to engage with MMB throughout the year. Here are a few ideas:

1. **Follow us on Twitter** ([@MeetingsMeanBiz](https://twitter.com/MeetingsMeanBiz)) and retweet, favorite and like MMB content, publish MMB content directly to your social platforms, tag [@MeetingsMeanBiz](https://twitter.com/MeetingsMeanBiz) and use #MMBusiness in your tweets.
2. **Visit the MMB website** (www.meetingsmeanbusiness.com), your one-stop shop for all things MMB. You can visit and explore items like [FAQs](#), additional [coalition info](#), [talking points](#), social media [content](#), [infographics](#) and more. Use these resources to arm yourself with the facts and figures to talk about the industry's value.



3. **Read** our [Sidebar blog](#), and check out insights and analysis from industry professionals, coalition members and the MMB staff. Here are a few great places to start:

- a. [The Meetings Industry Landscape in 2016](#)
- b. [10 Reasons You Learn More at Conferences Than in the Office](#)
- c. [The Event Industry That Can Create a Better World](#)



4. **Take** an in-depth look at MMB's research, like our [Business Leader Survey](#), [Millenials Trend Report](#) and [Government Meetings Survey](#).

5. **Watch** our business leader [video series](#) to hear from executives how meetings have helped them build trust, foster engagement, generate new business and grow their career development.



6. **Stay** up-to-date on the go by downloading our app for [iPhone](#) or [Android](#).

If you're interested in becoming even more involved, your organization can become a Meetings Mean Business coalition member. Our coalition is strongest when everyone is involved and engaged and we encourage you to join us and help ensure that the value of meetings, both in your destination and around the country, is well understood. Please contact Nan Marchand Beauvois at (202) 408-2147 or NBeauvois@USTravel.org if you are interested in becoming a supporter of the Meetings Mean Business Coalition.

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