

## Twitter

### General Promotion:

- Did you hear? [INSERT COALITION ORGANIZATION NAME] is part of the #MMBusiness - organized to change the conversation & est. importance of industry <http://bit.ly/1o11uWD>
- Did you know that every \$ invested in #business #travel realizes \$9.50 in new #revenue? Find out more at <http://bit.ly/1o11uWD> #MMBusiness
- [INSERT COALITION ORGANIZATION NAME] is excited to be part of #Meetings Mean Business #MMBusiness – find out how you can get involved, too <http://bit.ly/1o11uWD>
- What do meetings mean? #personal connections, #positive business outcomes & #builds strong communities <http://bit.ly/1o11uWD> #MMBusiness
- Face-to-face #meetings build relationships & trust – adding to the bottom line & ROI <http://bit.ly/1o11uWD> #MMBusiness #business
- Benefits of in-person #meetings: win new customers, close new deals & develop high-performing talent: <http://bit.ly/1o11uWD> #MMBusiness
- Did you know that 42% of execs said they would lose their customers without face-to-face #meetings? <http://bit.ly/1o11uWD> #MMBusiness
- What do #meetings mean to you? For us they are: #jobs, #relationships, #business, #education – share your thoughts by using #MMBusiness
- The travel industry is bigger than the auto industry; creating #jobs & billions of \$. Find out more from #MMBusiness <http://bit.ly/1o11uWD>
- Want to learn how #meetings build personal connections, positive business outcomes & strong communities? <http://bit.ly/1o11uWD> #MMBusiness
- [FROM COALITION MEMBER CEOS/PRESIDENTS] I'm happy to be a part of the industry-changing campaign, Meetings Mean Business <http://bit.ly/1o11uWD> < find out how you can get involved
- I am proud to be participating in this monumental effort. Take a look! (<http://vimeo.com/84051312>) #MMBusiness
- Take a look at our industry leaders who know that #meetingsmeanbusiness (<http://vimeo.com/84051312>) #MMBusiness
- What's MMB all about? We show the power of what the meetings & events industry does for people, businesses and communities. #MMBusiness [bit.ly/1o11uWD](http://bit.ly/1o11uWD)
- Stay up-to-date with our Sidebar blog for the latest and greatest #meetings and #events insights: [bit.ly/1FPbcVS](http://bit.ly/1FPbcVS)
- MeetingsMeanBusiness.com isn't our only home... download our app for iPhone & Android for mobile #meetings insight.
- We know you're always moving. Get #MMB news on-the-go with updates sent to your inbox: [bit.ly/1zkFFKW](http://bit.ly/1zkFFKW)



- Our list of board members and supporters is always growing... find out who's involved in MMB's mission at [meetingsmeanbusiness.com](http://meetingsmeanbusiness.com)
- Want to know more about what we do? Check out [meetingsmeanbusiness.com](http://meetingsmeanbusiness.com) to learn how we advocate for the meetings & events industry #MMBusiness
- Here's how to talk about MMB to your colleagues and fellow #meeting planners: [bit.ly/1Jyhk7s](http://bit.ly/1Jyhk7s)
- Want MMB news delivered straight to your inbox? Sign up here: [bit.ly/1zkFFKW](http://bit.ly/1zkFFKW)
- Interested in MMB news on the go? Download our app for iPhone or Android.
- #Travel and #business leaders know that #meetingsmeanbusiness - check out this video: <http://vimeo.com/84051312> #MMBusiness
- Great things happen when people come together. Learn more about #MMB <http://bit.ly/1o11uWD>
- What do meetings mean? #personal connections, #positive business outcomes & #builds strong communities <http://bit.ly/1o11uWD> #MMBusiness
- Face-to-face #meetings build relationships & trust – adding to your bottom line & ROI <http://bit.ly/1o11uWD> #MMBusiness #business

## Participation at Industry Events:

- XX #meetings & #events pros descended on XX for this year's XX! Happy to be here w/ #MMBusiness
- The Meetings Mean Business camp is here this week at XX – check us out <http://bit.ly/1o11uWD> #MMBusiness
- XX of XX will be speaking today at XX on behalf of the #MMBusiness – come see him/her in room XX!
- Are you at XX this week? Come find the ##MMBusiness campaign at booth XX
- Thank you XX for supporting the meetings industry. #convention name #MMBusiness
- Want to show your support for MMB? Download our event signage to use at your next event! [bit.ly/1EQG3TE](http://bit.ly/1EQG3TE)
- Excited that [coalition member] of @[sample] will be a speaker at @ [event]! #MMBusiness

## Facebook

### General Promotion:

- In case you missed it, on January 14, 2014, [INSERT COALITION ORGANIZATION NAME] helped launch the new national and industry-wide campaign, #MMBusiness. Check out the release: Meetings Mean Business, Economic Growth and Strong Communities (<http://meetingsmeanbusiness.com/pdfs/MMB-Launch-Press-Release.pdf>) for all the details and visit [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com) to get involved!
- Our CEO, [INSERT NAME], is featured in the launch video for #MMBusiness - <http://vimeo.com/84051312>. This campaign engages with stakeholders, press and policymakers to showcase the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions. Find out more by visiting [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).
- What do #meetings accomplish? They create personal connections, drive positive business outcomes and build strong communities. That's why we are members of the important industry campaign, #MMBusiness. To see what the campaign is up to and learn about getting involved, visit: [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).

### Participation at Industry Events:

- XX This week, [INSERT NAME OF ATTENDEE] is attending [INSERT NAME OF CONFERENCE] in [INSERT CITY NAME] on behalf of both [ORGANIZATION NAME] and the #MeetingsMeanBusiness campaign. He/She will be speaking about [INSERT TOPIC] on [INSERT DATE]. [INCLUDE PHOTO OF EVENT/BOOTH]
- The [INSERT NAME] convention kicks off in [INSERT CITY] today, bring [INSERT NUMBER] people to the region. Thank you [INSERT ORGANIZER NAME] for supporting the meetings and events industry. #MMBusiness
- Congrats [INSERT NAME] on a successful [INSERT EVENT NAME]. The event brought [INSERT ATTENDEE COUNT] to [INSERT DESTINATION NAME]. #MMBusiness #BuildingStrongCommunities