

## MMB Campaign Talking Points

- Meetings Mean Business creates 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, Meetings Mean Business is organized around three central pillars:
  - **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.
  - **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.
  - **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.

### 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 simply 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.
- The ability to sit down one-on-one with colleagues and leaders across industries provides for 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.
- Government meetings facilitate effective information sharing, employee training and development, taxpayer services and collaboration with other agencies and private-sector partners in a way that cannot be accomplished by other means.
  - A recent [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.
- The private sector also benefits from in-person meetings and events as companies depend on face-to-face interaction to win new customers, close new deals and develop high performing talent.
  - An [Oxford Economics report](#) highlights the industry's value to businesses, finding that companies that invested more in business travel during the economic downturn grew the fastest. In fact, the report found that every dollar invested in business travel realizes \$9.50 in new revenue and produces \$2.90 in profits.

## Building Strong Communities

- The services provided by the meetings and travel industry often go unnoticed, but the economic impact is unmistakable. The industry contributes more to national GDP than the air transportation, motion picture, sound recording, performing arts and spectator sport industries. It is an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue and supporting communities across the country.
- 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.



- According to a recent [study by PwC](#), the meetings industry contributed more than \$280 billion to the national economy and put another \$88 billion back into the economy through federal, state and local taxes in 2012.
- Experiencing a destination first hand is the best marketing tool for a community. While at a meeting, attendees have the opportunity to explore a destination and those experiences often influence their decision to come back – whether for business or leisure travel.
- The breadth and variety of career paths within the travel industry offers exceptional opportunities for students, young professionals and emerging leaders who are looking to establish and grow careers.

## MMB Initiatives/Programs

### Government Meetings

- Government meetings facilitate effective information sharing, employee training and development, taxpayer services and collaboration with other agencies and private-sector via Government Meetings Survey
- MMB commissioned the Government Meetings poll to better understand the impact of sequestration, budget cuts and onerous travel policies on the work of government agencies.
- By polling federal employees, we are better able to identify the reasons why in-person meetings, conferences and events are important. Others in a way that cannot be accomplished by other means.
- 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.

### Global Meetings Industry Day (GMID)

- Leaders from across the meetings and events industry will come together to support the first Global Meetings Industry Day (GMID) on April 14, 2016.
- This global day of advocacy will spotlight the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions.



- GMID marks the expansion of North American Meetings Industry Day (NAMID), held earlier this year in the United States, Canada, Mexico and parts of Latin America. NAMID included 88 events across the continent as well as robust conversations online and 3.2 million social media impressions.

## How to Support the Campaign

- Through MMB, our industry is now connected with one, loud, powerful and united voice. Working together we embody the industry's positive contribution of bringing together people and serving as the driving force behind new ideas, collaborations and innovations that keep our economy moving.
- MMB works best when every aspect of our industry is represented and active – we look forward to finding new ways to connect with all of you as we move into the next phase of the campaign.
- It's critical that MMB engages with and has the support of business leaders like Bill. As an ambassador for the industry, he is validating the ways organizations depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent.
- The personal stories and real life examples will strengthen the campaign and help the coalition advocate to decision makers, business leaders and elected officials.
- MMB is reaching out to leaders to support and engage in the campaign. We need your help to ensure the value of face-to-face meetings is well understood. Please consider pledging your support and joining the coalition.
- Beyond a financial contribution, we hope you will lend your voice to MMB. 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.