



# Online Advocacy and Promotion

*Sample content for mass communication to members, stakeholders and media\**

## Copy for E-blasts, Newsletters and Blogs

### *Survey Says: In-Person Meetings Advance the Mission of Government Agencies*

Federal workers place tremendous value on in-person meetings, conferences and events, according to a survey by [Meetings Mean Business](#) (MMB). MMB brings together leaders from across the face-to-face meetings and events industry – including those from our own organization.

The Government Meetings survey looks at why face-to-face meetings are so critical for federal employees, at a time when most government agencies are bogged down by onerous travel restrictions and persistent budget cuts. It shows that 98 percent of federal employees say 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.

Government meetings and travel provide positive value to taxpayers by increasing efficiency and productivity. Meetings enable successful information sharing, employee training and development, taxpayer services as well as collaboration with other agencies and private-sector partners. Conventions and conferences are critical education platforms, developing advanced skills and enabling workforce training.

To learn more about the survey, [click here](#).

### *Federal Meeting and Travel Restrictions: The Cost to Innovation and American Taxpayers*

Innovation is a team sport. So why leave some of our best players on the bench? Highly-restrictive federal travel regulations have the potential to do just that when scientists and engineers in government laboratories are unable to collaborate with their peers from academia and their industry.

In a [blog post](#) for Meetings Mean Business, Dr. Todd Osman – executive director for the Materials Research Society – tackles this issue head on. He argues, “Scientific meetings facilitate the exchange of ideas, which catalyzes scientific advances and enables technology transfer.” However, as the U.S. National Academies warned in October 2014, “Federal travel restrictions are ‘weakening the bonds between the government, universities, and the private sector, a partnership that has propelled the U.S. leadership in science, engineering and medicine.’” The restrictions have “unanticipated consequences on scientific productivity and innovation within the U.S. And unwieldy administrative reviews increase, not decrease, cost to taxpayers.”

Federal workers rely on meetings and travel as indispensable tools to do their jobs more effectively. Meetings enable successful 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. Learn more about the [value of government meetings](#) and [what federal workers are saying](#) about the impact of meeting and travel regulations.



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## Tweets

- Collaborating is best done face-to-face. Learn why government workers value in-person #meetings & events: <http://bit.ly/1GFcwMR> #MMBusiness
- A survey by @meetingsmeanbiz shows #meetings are “mission critical” for government agencies. Read & share <http://bit.ly/1FNcZLx>
- #SurveySaid: 9 in 10 federal workers believe in-person #meetings advance the work of gov’t agencies <http://bit.ly/1FNcZLx> @meetingsmeanbiz
- A survey of 100 federal workers reveals insights into why they value in-person meetings. Learn more from @meetingsmeanbiz: <http://bit.ly/1FNcZLx>
- A great resource for #meeting & #eventprofs >> MMB’s Government Meetings #Infographic: <http://bit.ly/1GFcwMR> #MMBusiness
- 2/3 of federal employees believe that collaborating & innovating are best accomplished in person. #MMBusiness
- 84% of federal workers agree that our future innovation requires collaboration and learning with those in & out of gov’t. #MMBusiness
- Read & share: How federal #travel restrictions threaten innovation & cost American taxpayers <http://bit.ly/1cwBQHJ> #MMBusiness #advocacy
- Gov’t #travel regulations have the potential to leave key players in engineering & science “on the bench.” Learn why: <http://bit.ly/1cwBQHJ>
- How do #government travel restrictions impact the #scientific community? Dr. Todd Osman weighs in: <http://bit.ly/1cwBQHJ> @Materials\_MRS
- MRS Executive Director Todd Osman on how #government #travel restrictions impact the #scientific community: <http://bit.ly/1cwBQHJ> #advocacy
- What federal employees say about #government #meetings & travel <http://bit.ly/1g2sjKZ> #quotes
- The impact of government travel restrictions, as told by federal employees: <http://bit.ly/1g2sjKZ> #MMBusiness #advocacy
- What are #government #meetings and why do they matter? We have the answers here: <http://bit.ly/1fjViJ0> #MMBusiness
- Why face-to-face interaction is critical for federal workers: <http://bit.ly/1fjViJ0> #MMBusiness

***\*Please see the “Images for Social Media” file for sample graphics.***