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Trina Camacho-London of Hyatt Hotels Corporation to Co-Chair Meetings Mean Business Coalition

Washington, DC – The [Meetings Mean Business Coalition](#) (MMBC) has selected Trina Camacho-London, Vice President of Global Group Sales at Hyatt Hotels Corporation, as its next co-chair. Camacho-London will join Julie Coker Graham, President and Chief Executive Officer of the Philadelphia Convention & Visitors Bureau (PHLCVB), in leading more than 60 organizations from across the meetings and travel industry to advocate the value of conferences, conventions, trade shows, exhibitions and incentive travel.

“Trina is a long-time member of MMBC who exemplifies our mission and values,” said Coker Graham. “She knows firsthand the value of meetings to the associations that design them, and to the local communities that host them. With her industry knowledge, collaborative approach to leadership, and influence among key decision makers both in the U.S. and in countries around the world, Trina will help advance the work of MMBC and ensure that we continue showing how the benefits of conventions ripple beyond the walls of every meeting space.”

Camacho-London brings to the role more than 25 years of experience in corporate sales for Hyatt. Like Coker Graham, she has risen through the ranks at Hyatt and continues to be recognized for her talent and positive contributions to the industry.

Under their stewardship, MMBC will intensify efforts to engage leaders outside of the meetings and travel industry and recruit third-party advocates as champions for the industry’s value. This includes growing participation in Global Meetings Industry Day, which earlier this year, was observed in 41 countries across six continents.

“I’m thrilled to partner with Julie and build on the success of past MMBC co-chairs,” said Camacho-London. “The coalition has made significant strides in building an infrastructure for



proactive communications and advocacy, while keeping harmful legislation at bay. As an industry, we are better positioned to withstand a potential threat because of MMBC.”

Camacho-London will assume the leadership position currently held by Paul Van Deventer on January 1, 2019. Van Deventer, President and Chief Executive Officer of Meeting Professionals International, has co-chaired the coalition since January 1, 2017.

Camacho-London will work closely with Van Deventer and Coker Graham beginning this summer, to advance the strategy and direction of MMBC.

“As a coalition, we have a lot to be proud of,” said Larry Luteran, Executive Vice President and Chief Sales Officer at Encore Event Technologies. “By promoting the tangible benefits of face-to-face meetings, we’re helping to change the conversation among industry professionals, business leaders, government officials and journalists to focus on the contributions our industry makes to people, businesses and the economy. I look forward to what’s next for MMBC and working with our co-chairs to expand efforts year-over-year.”

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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.