



FOR IMMEDIATE RELEASE
June 1, 2016

Contact: Stephanie Waties
202.659.7901
swaties@apcoworldwide.com

MEETINGS MEAN BUSINESS LAUNCHES *WORTH MEETING ABOUT* *Industry Campaign Highlights the Role of Face-to-Face Meetings in Elections*

Washington, D.C. – Today the [Meetings Mean Business](#) Coalition (MMBC) announced a new campaign, *Worth Meeting About*, to highlight the role of face-to-face meetings in campaigns and elections. From the early caucus meetings to the upcoming conventions, both the Democratic and Republican parties rely on bringing people together face-to-face for the important decision of selecting a presidential nominee and solidifying the party platform. Leveraging paid media, digital tactics and storytelling, the coalition will target elected officials and policymakers with the message that when it's important, it's *Worth Meeting About*.

"*Worth Meeting About* will demonstrate how political candidates leverage the power of face-to-face meetings throughout the election cycle," said Michael Dominguez, MMBC co-chair and chief sales officer, MGM Resorts International. "In doing so, the campaign will highlight that while these events only happen every four years, meetings take place and positively impact people, businesses and communities every single day. The election cycle is just one example of how the most important decisions, moments and milestones are *Worth Meeting About*."

Worth Meeting About is the coalition's first integrated campaign targeting elected officials and policymakers. Throughout the election cycle, MMBC will leverage election milestones to remind these important stakeholders about how they too use the power of face-to-face to engage with constituents and persuade voters. Whether it's talking with voters at diners, participating in a town hall, debating their rivals or being officially nominated at the conventions, face-to-face plays a pivotal role in the election process.

"The coalition's expanded reach and industry leadership has allowed us to engage in this type of unique advocacy," said Richard Harper, MMBC co-chair and executive vice president, HelmsBriscoe. "We're excited to launch our first multi-faceted campaign to show the industry's role in the election cycle and demonstrate how these important moments are only made possible by bringing people together face-to-face."



MMBC will have a presence at both the Republican National Convention in Cleveland and the Democratic National Convention in Philadelphia. The campaign's first paid advertising will debut at the Republican Convention with signage in the Cleveland Hopkins International Airport. At the Democratic Convention the following week, MMBC will have signage in the Philadelphia International Airport as well as billboards along I-95. Targeted digital advertising will also be deployed to reinforce the *Worth Meeting About* message.

To learn more about *Worth Meeting About* visit <http://meetingsmeanbusiness.com/worth-meeting-about>. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #WorthMeetingAbout.

###

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 50 members, the coalition unites the meetings industry with one strong and powerful voice.