



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. The **Meetings Mean Business** campaign creates an information and advocacy platform that highlights the industry's role in not only driving business success but also creating jobs and generating economic value.

To actively engage with stakeholders, the media and key policymakers, Meetings Mean Business is organized around three pillars:



**Personal
Connections**



**Positive
Business
Outcomes**



**Strong
Communities**

Meetings Mean Business brings together the entire industry to:

- Deliver industry-wide storytelling around the unique value and benefits of in-person meetings and events.
- Arm industry leaders with tools and engagement materials.
- Create a set of tools that better measure industry ROI, calculating the impact and velocity of industry spending as well as economic impact at all levels.
- Invite customers, business leaders, political allies and sector leaders to join the campaign.
- Speak with one voice and rely on branded campaign assets, so that the industry not only speaks from the same sheet of music, but also paints the same canvas