



Meetings Mean Business!

A National Messaging Campaign

Meetings Mean Business is a multi-faceted advocacy messaging platform that highlights the important role meetings have in driving business success, creating jobs and generating economic value. Meetings drive sales and profitability for business and enable organizations of all kinds to deliver on key strategic objectives, serving as a catalyst for education and professional development, motivation, behavior change and concrete action.

This presentation focuses on the three central pillars of the Meetings Mean Business campaign that contain the unique benefits of our industry to individuals, businesses, associations and communities. Discover successful advocacy strategies to influence and garner support for the business of meetings and events, both within your organization and outside it. Leave with the tools you need to communicate the value of meetings to all stakeholders.

This program raises awareness and provides the tools needed to communicate with a strong, united voice. We are... One industry, One Voice.

Learner outcomes:

- Discover the keys to the broad-based meetings industry coalition advocacy messaging campaign
- Identify the three central pillars of the Meetings Mean Business campaign
- Myth –busting of advocacy through understanding of the 7 Branches of the Advocacy Tree
- Leave with a plan to advocate the value of meetings