



Meetings Move Main Street

Speak Up and Advocate

Using the latest research from the Convention Industry Council (CIC) we will explore the socio-economic case for live face-to-face gatherings through meetings. Discover successful advocacy strategies to influence policymakers 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, policymakers and the media.

This highly interactive program raises awareness and provides the tools needed to communicate with a strong, united voice advocating the value of meetings.

Learner outcomes:

- Explore key research findings and strategies of live face-to-face meetings
- Identify *7 Actions of Highly Effective Advocates*
- Leave with a plan to advocate the value of meetings

The Convention Industry Council (CIC) has approved the use of the CIC name and study data presented in this program. This program is also approved for one hour of continuing education for the CMP and CMP recertification applications.
