



Your Value as a Meeting Professional

Uncover Your Value(s)

What is your value as a meeting professional? We know meetings drive 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. As a meeting professional you are often placed in the situation of advocating the value of meetings or making the case for your meeting professional services.

Uncover YOUR value(s) as a meeting professional. Discover the key strategies to communicate and elevate your strategic importance to your organization and your clients enabling you to make the business case for meetings and your success as a meeting professional.

Learner Outcomes:

- Understand the benefits of meetings and their value in a business environment
- Communicate to stakeholders your value as a meeting professional
- Leave with a plan to elevate and protect your job, your organization and your industry.