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## Face-to-Face – There’s not an App for this!

We have all heard, “There’s an app for that.” Well, when it comes to creating the influence needed to support the long term viability of our industry, there is no app! In fact, the best way to create influence is by doing what we do best – engaging face-to-face. How can we engage and activate people around us to support our activities?

This highly interactive program, customized to the meetings and event industries, raises advocacy awareness to engage and activate you. The objective is to make one aware of successful advocacy strategies that enable you to influence and garner support for projects beneficial to your organization, your industry and your profession. You will leave with the tools needed to communicate with a stronger voice advocating the value of meetings and events. No app necessary!

Learner outcomes:

- Myth –busting of advocacy through understanding of the 7 Branches of the Advocacy Tree
- Identify the central communications pillars that create influence.
- Depart with a plan to advocate for your job, your company and your industry