



---

## Meetings Deliver

### The Business Value of Meetings and Events

Meetings drive profitability, deliver key strategic objectives, serve as a catalyst for professional development, and motivate behavioral change and concrete action. Also, hundreds of local communities rely on meetings to create jobs and tax revenues.

Meeting professionals have known inherently for years the business value of meetings. Now we can prove it: using research from PricewaterhouseCoopers, Harvard Business Review, Oxford Economics and other resources, Roger makes the business case for the profitability and value of face-to-face gatherings through meetings, incentives and events.

You will be able to make the case that meetings are a strategic imperative to business success.

Learner Outcomes:

- Understand research on the value of meetings.
- Key strategies on why we need to have meetings.
- Depart with a plan to advocate for your job, your company and your industry.