



MEETING PROFESSIONALS INTERNATIONAL



Baltimore, Maryland
June 21-23, 2011

FOR IMMEDIATE RELEASE

Business Value of Meetings research premier in Baltimore at AIBTM

First research study from and MPI Foundation Thought Leadership Initiative launches

June 7, 2011 – Dallas, TX – For the first time ever, Meeting Professionals International ([MPI](#)) will release the complete findings of the 18-month Business Value of Meetings study at [AIBTM](#) in Baltimore, Maryland, June 21-23, 2011.

During the recent economic decline, businesses began to dramatically cut not only their advertising and marketing efforts, but also their meeting and events. Due to the investment from AIBTM in the MPI Foundation's study into the business value of meetings, MPI responded with initial research called [Meetings Deliver](#) which brings together research from Oxford, *Forbes* and other esteemed sources to prove the importance of meetings to the struggling economy and businesses.

After releasing *Meetings Deliver*, MPI secured Association Insights research firm to research the business value of meetings with a focus on discovering how professionals evaluate the return on investment (ROI) or return on objectives (ROO), in order to consistently speak the language of business. This initiative and research has explored the multiple definitions, and sometimes lack thereof, of the business value of meetings and the challenges professionals face.

Bill Voegeli, president of Association Insights and chief researcher coordinated interviews with more than 200 companies around the world, focus groups and co-creation sessions in North America and Europe to discover barriers and best practices that business professionals are facing in proving the value that events have to their training and marketing portfolios. Voegeli shared that practices vary widely based on the demands of the type of industry, purpose of meeting and even country of origin.

Some of the critical areas identified in this study that will be incorporated into a practical tool kit for professional use are:

1. How to address low perception of ROI
2. How to get stakeholder buy in to measurement programs
3. How to define objectives of large and small scale events, and define expectations of leaders
4. Extensive dive into devising meaningful ways to measure value
5. Proper methods to analyze and report value data

Delegates and exhibitors attending AIBTM will be able to attend the conference and seminar presentation, which takes place at the Baltimore Convention Center on June 22, 11 a.m. to 12 p.m. in Room 310. In order to attend the education session, pre-register your attendance to the show at www.aibtm.com.

For more information on the Business Value of Meeting initiative, made possible by AIBTM's three-year investment with the MPI Foundation, its deliverables already in market, and other tools for meeting professionals, visit mpiweb.org/bvom.

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Editors Notes:

- Business Value of Meetings is one of five current initiatives active through the MPI Foundation's research funding of Thought Leadership for the meeting and event industry. With more than \$2 million US invested in Thought Leadership, MPI is actively researching and developing unique content around the Future of Meetings, Strategic Meeting Management, Corporate Social Responsibility and the Quest for Talent.

About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

About AIBTM: AIBTM takes place from June 21- 23, 2011:

- June 21st, 2011: Education Day
- June 22nd, 2011: Trade Exhibition (pre-show education sessions running from 8:30 – 10:00 a.m.)
- June 23rd, 2011: Trade Exhibition (pre-show education sessions running from 8:30 – 10:00 a.m.)

MPI Press Contact:

Theresa Davis
+1-972-702-3044
tdavis@mpiweb.org

AIBTM Press Contact:

Nina Gardiner
Cut Communications
+44(0)20 7096 2953
nina.gardiner@cut-coms.co.uk