



MEETING PROFESSIONALS INTERNATIONAL



Baltimore, Maryland
June 21-23, 2011

FOR IMMEDIATE RELEASE

Planners Ask For Definitive Guide to Event Measurement

MPI Will Debut Meaningful Research Study at AIBTM

June 2, 2011 – Dallas, TX – Event professionals have cited the need to prove results as one of the top demands in the wake of increased attention to the cost and effectiveness of meetings and business events. So for the first time ever, Meeting Professionals International ([MPI](#)) will debut the findings of the 18-month Business Value of Meetings study which addresses these needs at AIBTM in Baltimore, Maryland, June 21-23, 2011.

Without a consensus among event professionals about measurement of return on investment (ROI) or return on objectives (ROO), MPI was able to begin research due to funding from the MPI Foundation made possible by an investment from AIBTM into this thought leadership initiative. This initiative and research has explored the multiple definitions, and sometimes lack thereof, of the business value of meetings and the challenges professionals face.

“What we found was that certain companies and organizations, be they larger or in certain industries like pharmaceutical, were more likely to have begun a measurement program,” said Bill Voegeli, chief researcher and president of Association Insights. “However, less than 5 percent of meetings were measured for business value, and the assumption of complexity was a main barrier to implementation.”

AIBTM as the primary investor and MPI, with more than 23,000 members, both want to insure that this study brings more than just data to the market. When evaluating the final findings researchers and MPI’s content development team sought to translate months of research into meaningful information. In addition to the study’s global debut at, MPI is developing a robust toolkit designed to help professionals build skills that can move them toward a measurement program.

The toolkit will provide solutions that will help create buy-in from senior staff, assists in setting goals and objectives for events and helps define measurement, reporting and analysis of results. It will be previewed at AIBTM and in phases post exhibition. For professionals who have avoided the assumed difficulty of defining and measuring the impact of meetings and events, the data will ultimately bringing clarity to the necessary processes around determining the value of meetings.

AIBTM will be the first opportunity for the meetings industry to hear the results that have taken more than 18 months to compile. Delegates, exhibitors, Hosted Buyers and Trade Buyers 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.



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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:

- Association Insights sought to determine how the impact of meetings, both on the fiscal bottom line and on attendees, is measured and how that impact shapes future meetings.
- The 200+ interviews conducted as part of the Business Value of Meetings initiative included planners and executives in the North America, Asia and the European Union.
- 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.)

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