

Chapter Leader Newsletter Copy (Business Journal Insert/U.S. Economic Impact Study)

These are exciting times for our industry, with the release of two important pieces that validate the incredible effect that meetings have on business. The first is "*The Economic Significance of Meetings to the U.S. Economy*", a multi-year quantitative and research-based analysis of the economic significance of face-to-face meetings on jobs, spending and tax revenue (local, state and national). Meeting Professionals International was one of the 14 organizations who came together to fund the study, which was conducted by Pricewaterhouse Coopers (PwC) and CIC.

The study was released via a webinar on Feb. 17, with MPI president and CEO Bruce MacMillan and board chairman Eric Rozenberg attending the official press conference at the National Press Club in Washington, D.C. For professionals, in addition to the multi-page document of facts and figures, CIC and PwC have packaged a toolkit of materials that will help you tell the story of meeting value.

At the same time that the study empowers you to speak to concrete data, MPI partners with American Business Journals on a supplement insert that speaks to the business value of meetings. The supplement, in its second year of production, includes rich data, expert sources, the economic impact studies, case studies and *FutureWatch* data from the award-winning content of *One+* magazine and other sources. The information goes beyond our industry into the larger business world. The high-quality presentation of the information and the status of Business Journals allow you to take the piece to the C-suite and make your argument for how your results affect the bottom line.

The U.S. economic impact study and the Business Journal insert are just some of the MPI relationships and partnerships undertaken to help you make the argument for the value of meetings. Download the insert and access the economic impact study today and start telling the story.