

FOR IMMEDIATE RELEASE

Top Five Preliminary Findings Shaping Major Research Project by MPI

Business Value of Meetings research revealed at AIBTM unlike previous studies

April 18, 2011 – Initial findings from an intensive 18-month study into the business value of meetings and best practices amongst industry professionals around the world are yielding unique findings that will shape not only the study report, but also future content development on this topic.

Chief researcher and president of Association Insights, Bill Voegeli said, “Initially we started this research with the intent to harvest best practices and identify trends. What we’re finding is essentially a lot of perceived challenges into what it takes to effectively and efficiently measure the business value of meetings and events.”

The top five preliminary findings:

- Very few companies have a formal strategy for measurement
- Companies who are measuring are relying on traditional satisfaction surveys and are not beginning with design concepts and clear objectives
- There are significant differences and definitions between North America, Asia and Europe
- Most planners perceive good measurement is too complicated or expensive
- Measures vary by meeting type: educational, sales, networking etc.

Because of these early findings, the design of the research report is shifting from more traditional data-centric studies like the recently released US Economic Impact Study, and will focus more on case studies, identifying variances in practices by business region and suggested solutions for best practices that essentially turn the research into a useful guide for the future.

Meeting Professionals International ([MPI](#)) intends to reveal the entire study at [AIBTM](#) in Baltimore June 21-23. Educational sessions presented by Voegeli at AIBTM will leverage interviews, examples and detailed information gained from hundreds of personal interviews with professionals tackling this challenging topic.

“We are delighted to be funding such a critical and forward thinking piece of research on a global basis, the values of which unite our ownership of the industry from a global perspective, and we are delighted that AIBTM will be the first event where such detail is provided,” said Steve Knight, AIBTM Project Director.

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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Editor’s 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.



MEETING PROFESSIONALS INTERNATIONAL



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 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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