

	Messaging Points and Social Media Suggestions – US Economic Impact Study
Social Media	Messaging Points
<p>Twitter Hashtag: #economicstudy When posting on Twitter about the PwC US study, always include the above hashtag. The hashtag is a way to tag conversations on Twitter to make them easy to search and follow and ensures that all messages link back to conversation around the study.</p> <p>Recommended Keywords: <i>Economic Significance of Meetings</i> U.S. Meetings Industry PwC US economic contributions</p> <p>Use any/all of the above keywords/phrases when drafting messaging or posting and tagging media (e.g. photos/video). This creates a unified set of keywords that will provide relevant context to the content you post.</p> <p>Example Tweets (shorten links): #MPI has the latest news on the #economicstudy . And BizJournal supplement content. http://www.mpiweb.org/Portal/Research/useis</p> <p>The #economicstudy reveals U.S. meetings industry supports 1.7 mill jobs & \$263 billion in spending. #MPI www.meetingsmeanbusiness.com</p> <p>Example Facebook/LinkedIn: Results revealed by the Convention Industry Council from <i>The Economic Significance of Meetings to the U.S. Economy</i> study have found that the U.S. meetings industry supports 1.7 million jobs, \$263 billion in spending and \$106 billion share</p>	<p>Message 1: Meetings are part of the greater infrastructure of local, state and national employment and tax systems.</p> <ul style="list-style-type: none"> • Meetings account for a \$106 billion share of the U.S. GDP. • Meetings contribute \$263 billion (in spending) to the U.S. economy each year. • Meetings’ \$106 billion share of the U.S. GDP is more than other U.S. industries including, auto manufacturing (\$78 billion), performing arts/spectator sports/museums (\$71 billion) and information and data processing services (\$76 billion). • In 2009, leading global research firm Oxford Economics established the first clear link between business travel and business growth, proving that for every dollar invested in business travel, businesses experience an average \$12.50 in increased revenue and \$3.80 in new profits. <p>Message 2: Meetings support 1.7 million jobs across multiple industries across the U.S.</p> <ul style="list-style-type: none"> • Meetings create dynamic environments where knowledge sharing resulting in a better educated and more competitive workforce. <ul style="list-style-type: none"> ◦ Examples: Solution Rooms at recent EMEC, networking and connections at WEC • Meetings support an additional 4.6 million U.S. workers, including industry suppliers and those who rely on meeting output for sales and revenue. • The industry’s 1.7 million jobs generate \$60 billion in labor income.

of the GDP. MPI supported the study, learn more about the impact of face-to-face meetings here:

www.meetingsmeanbusiness.com

Message 3:

Meetings are essential to individuals and businesses nationwide who rely on meetings to generate sales and revenue from domestic and foreign buyers.

- Of the 1.8 million meetings, 1.3 million are classified as corporate or business meetings, 270,000 are conventions, conferences or congresses, 11,000 are trade shows and 66,000 are incentive meetings.
- 205 million delegates, exhibitors, organizers attend face-to-face meetings to connect with others vested in looking for new revenue streams and ways to propel their businesses forward.
 - Speaks to power of face-to-face connections to get business done, like Hosted Buyer Program at WEC

Message 4:

Face-to-face meetings create environments that foster innovation, relationship building and business results.

- Example: Energy at meetings like WEC (ROI results of 300+ percent) and EMEC (collaboration to discuss 2012, Solution Rooms)
- 205 million delegates, exhibitors, organizers attend face-to-face meetings to connect with others vested in looking for new revenue streams and ways to propel their businesses forward.