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MPI Summer 2017 Edition of Meetings Outlook Report Now Available

WHAT: Meeting Professionals International (MPI) has published its *Meetings Outlook*[™], 2017 Summer Edition. The latest installment of the quarterly report forecasts a continued healthy market, with indications of anticipated increases in employment, business conditions and both live and virtual attendance.

Key findings include the following:

- The majority of respondents envision a seller's market continuing throughout 2017 (70%) and into 2018 (69%)—although the strength of this swing is only slightly in favor of suppliers, nearly a balanced market.
- Fifty-four percent (54%) of respondents anticipate increased sponsorship budgets in 2018, compared to this year.
- Attendance at live and virtual events is expected to grow by 1.6% and 2.4%, respectively.
- Fifty-six percent (56%) of respondents predict favorable business conditions—down since last quarter, suggesting some signs of slowing or uncertainty.

To view the full report, visit www.mpiweb.org/meetingsoutlook. The report is also included in the print and digital versions of MPI's *The Meeting Professional*[®] magazine, August 2017 issue.

Meetings Outlook is developed in partnership with MGM Resorts International and supported in partnership with the IMEX Group.

DETAILS: *Meetings Outlook* presents future industry trends and predictions from MPI members, including meeting professionals on MPI's Business Research Panel. Every quarter, research firm Association Insights surveys the panel, asking a short series of quantitative questions related to the economy and a qualitative question regarding the individual's professional outlook. Phone interviews are also conducted with randomly selected MPI members. The report provides a quarterly tracking of current business conditions and future outlooks.

ABOUT MPI: Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 19 countries. "When we meet, we change the word." www.mpiweb.org