



# The Business Value of Meeting Face-to-Face

After nearly two years of Zoom, FaceTime and virtual meetings, it is more apparent than ever that in-person interactions simply cannot be replicated across the screen.

**Face-to-face meetings deliver additional benefits for both the employee and employer.** These meetings are an essential component to build relationships, convert and retain customers, network and learn about the latest products, technologies and competitive offerings. It should not be surprising that more than four in five decision makers believe **business travel leads to increased profit and revenue.**

## In-person meetings are irreplaceable and drive commerce and networking

### JOB FULFILLMENT

- ✓ Advances professional growth - 90% agree
- ✓ Reinvigorates employee engagement - 87% agree
- ✓ Increases productivity - 84% agree
- ✓ Attracts and retains top talent - 84% agree
- ✓ Improves job performance - 82% agree

### STRONGER RELATIONSHIPS

- ✓ Fosters stronger leadership skills - 88% agree
- ✓ Benefits company culture - 88% agree
- ✓ Eight in 10 prefer in-person brainstorm and collaborative meetings over virtual ones

### INDUSTRY EDUCATION AND TRAINING OPPORTUNITIES

- ✓ Ability to gain and share new ideas and best practices
- ✓ Ability to learn about the latest technologies, innovations and insights

### INCREASED SYMPATHY AND AWARENESS

- ✓ Broadens cultural understanding - 88% agree
- ✓ Increases empathy - 82% agree

Source (unless otherwise noted): American Express Global Business Travel, Back to Blue Skies, survey of 1,500 corporate travelers and decision makers, May 20, 2021

## Businesses, meeting planners and employees are looking forward to resuming in-person meetings

- With the right protocols in place, 86% of business travelers are **looking forward to getting back to business travel**
- **Top barriers to resuming business travel** are government and companies' policies restricting travel, **just one in 10 feel employees are unwilling to travel**
- As travelers and meeting attendees are more likely to be vaccinated than the overall American adult population, **nearly two-thirds (64%) of buyers and suppliers feel their employees are willing to travel for business in the current environment**