

A guide to a new industry-wide campaign, its resources and how to put them to work.

→ THE CHALLENGE...

In-person business meetings power the group travel industry. Yet, the value of convening in person is routinely treated as subjective, hard to quantify and judged solely in terms of cost and convenience.

The result can be familiar for anyone working in group travel. Executives who want to hold an offsite sales kickoff, convene a leadership meeting, or send their teams to a business conference face internal pressure to justify the expense and resources – and lack the arguments and evidence to respond convincingly. As a result, meetings are at risk of being scaled back, delayed, replaced by alternatives or not happening at all.

Research explains why this happens and what it takes to change it. A survey of senior business decision-makers found that executives understand and believe in the value of meeting in person when the purpose is focused on outcomes: building trust, accelerating decisions and capitalizing on new growth opportunities.

Executives do not need to be convinced. When the business value is clear, they want to meet in person. But they need the language to make the case. This campaign is designed to give it to them.

→ AN INDUSTRY-WIDE SOLUTION...

Developed by members of the U.S. Travel Association’s Group Travel Network, “Meetings Meet the Moment” is a unified industry platform designed to shape how business executives understand when and why meeting in person is worthwhile. The campaign is built on original research and provides a consistent set of messages that can be deployed across organizations, channels and audiences.

The resources outlined in this guide are designed for member organizations to use and distribute to their marketing and sales teams. Members are encouraged to incorporate these resources into client campaigns, sales conversations and content channels.

FOR MARKETING TEAMS

Use these resources to align and amplify campaign content across channels.

FOR SALES TEAMS

Use these resources to prepare for conversations, handle objections and reinforce in-person outcomes with clients.

→ WHAT’S AVAILABLE AND HOW TO USE IT...

Core Messaging – Rooted in research, this source document presents key messaging that resonates with business executives who make meeting-related decisions.

How to Use it:

- Align marketing materials across formats and platforms.
- Reference when developing customer-specific materials or events.
- Share with sales leaders to use in customer-facing communications.



Tough Q&A – Potential business group customers often pose tough questions challenging the case for in-person meetings. This section offers clear answers – all supported by our research-based messaging.

How to Use it:

- Distribute to your sales team to add to FAQ already in use.
- Pull as source material for new content – a blog post or social series that builds on the Q&A from your unique company perspective.
- Revisit periodically to ensure responses stay current with evolving market conditions and customer concerns.

Social Cards – Social media offers a powerful way to amplify the “Meetings Meet the Moment” campaign across personal and corporate channels. The campaign’s social media cards, refreshed regularly, can be used as-is or customized with brand-specific imagery or brand voice.


How to Use it:

- Incorporate into corporate channels as is – declaring your organization’s support of the industry-wide effort.
- Recreate with your brand identity and introduce on consumer-facing channels.
- Use concepts and messaging as inspiration for your own social series highlighting how “Meetings Meet the Moment” for your customers.

LinkedIn Prompts – LinkedIn reaches business decision-makers in a professional context where credibility and expertise carry weight. The provided prompts help team members generate original LinkedIn content that supports the campaign, designed as starting points to build upon with your personal experience and everyday examples.

How to Use it:

- Share with your sales team and company leadership, encouraging one post per leader, spaced out every few weeks to show company-wide engagement.
- Encourage team members to anchor each post in their own professional experience.
- Pair a LinkedIn post with a social card graphic to increase visual impact and campaign cohesion.

 **The more consistently our messages reach business executives, the more durable our impact will be.**

Questions? Contact [Kevin Hinton](#), Managing Director, Group Travel, U.S. Travel Association