

When opportunity calls...

**NOTHING MOVES BUSINESS** like being in the same room.

The following campaign messaging was developed from original research with business decision-makers and refined to resonate with executives who shape meeting-related decisions.

All campaign resources trace back to the three core messages below. Use them as a common foundation, adapting across formats, audiences and channels while maintaining a consistent campaign narrative.

→ **CORE MESSAGE #1:**

**Business runs on relationships – and the strongest ones are built in person.**

- In-person meetings strengthen bonds with the customers, partners and colleagues who matter most to an organization's success.
- There's no substitute for being in the same room. Meeting in person creates connection and builds trust that emails and video calls can't replicate.
- Successful leaders invest in meeting in person. Nine-in-ten executives say in-person meetings advanced their careers – from developing stronger networks to forging deeper customer relationships.
- Organizations that bring teams and customers together in person build a competitive advantage that differentiates them in an increasingly crowded market.

→ **CORE MESSAGE #2:**

**Meeting together in the same room accelerates decision-making and strategic alignment.**

- Meeting off site removes day-to-day distraction, creating space for leaders to focus and capitalize on strategic opportunities.
- Bringing decision-makers together in person speeds everything up – from building consensus, to setting priorities, to reaching a final decision.
- Meeting in person creates energy around organizational priorities and generates momentum toward accomplishing shared goals.

→ **CORE MESSAGE #3:**

**Getting out of the office to meet in person leads to richer, more productive conversations.**

- Some conversations need a room, not just a screen. The nuance, spontaneity and give-and-take of in-person discussions lead to sharper thinking and better outcomes.
- Pursuing new opportunities requires new thinking. Meeting in person encourages the kind of candid, free-flowing dialogue where ideas get challenged, refined and improved.
- In-person meetings break teams out of silos and routines, enabling collaborative conversations that don't happen day to day.
- In a business world increasingly dependent on virtual interaction and artificial intelligence, coming together in the same physical location, to shake hands and deepen trust, has never carried more importance.