

MEETINGS

Meet the Moment

LinkedIn Prompts

LinkedIn reaches business decision-makers in a professional context where credibility and expertise carry weight. The following prompts are designed for team members to generate original posts in their own voice, drawing on their professional experience, past client conversations and meetings and events they've attended.

Distribute these prompts to sales leaders and company leadership. Each prompt is tied to one of the three campaign messaging taglines below. Match the prompt to a moment that fits your experience, such as:

WHEN YOU NEED A COMPETITIVE EDGE...

New growth opportunities are the most powerful catalyst for an in-person meeting.

WHEN THE TEAM NEEDS TO GET ALIGNED...

Strategic management is the #1 reason executives advocate for meeting in person.

WHEN TRUST IS WHAT'S AT STAKE...

Building relationships and trust is the #1 outcome executives use to justify in-person meetings.

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

→ BEFORE YOU WRITE...

- **Open with a hook in the first two lines.** LinkedIn truncates after two lines. The first 200 characters must do the work of pulling the reader in.
- **Anchor in a specific moment.** Focus on a story, quote, stat, or specific person. Such specific posts attract more views and get more shares.
- **Write the way you speak.** Aim for 100 to 250 words. Use short paragraphs with white space between them and avoid jargon.
- **Close with campaign tags and taglines.** End posts with the moment and incorporate hashtags #MeetingsMeettheMoment and #USTravel.

→ WAYS TO CARRY THE MESSAGE

Prompt 1: First Person Reflection on Recent Meeting

Use when: You just hosted, attended, or sat in on a meeting that delivered something meaningful.

Sample Structure:

- [I hosted/sat in on] a meeting last [week/month] at [location/event].
- [Share what you observed...a moment or outcome that stood out].
- [Share why it mattered or what it reminded you about meeting in person/being in the same room].
- [Closing line]
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Prompt 2: Client Quote

Use when: A client or customer said something memorable about the value of meeting in person. Capture it and amplify.

Sample Structure:

- After [event/meeting/recent conversation], [title] at [company/organization] told me
- “[A short, direct quote on what being in person delivered for them.]”
- [Share why it stuck with you.]
- [Closing Line]
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Prompt 3: Relevant Repost

Use when: An article, post, or discovery reinforces the case for in-person, or one of your own past posts is worth resurfacing.

Sample Structure:

- [Share the original post or resurface your past post].
- [Share the most important moment, quote, or finding from it].
- [Connecting it to what you are seeing in your own business right now].
- [Closing Line]
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Prompt 4: Real-World Result

Use when: You witnessed an in-person meeting drive a decision or unlock alignment.

Sample Structure:

- In-person meetings move business faster.
- [Share the decision, project, or challenge overcome].
- [Share how you’d describe what changed when the right people got in the same room]
- [Closing Line]
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Prompt 5: Countering the Counternarrative

Use when: You want to address the “we can do this on Zoom” or other tough question or assertion head on.

Sample Structure:

- The most common question I hear from clients right now? [Brief version of ‘Can we just do this on Zoom?’]
- Here’s how I think about it.
- [Share more about why in-person is the right answer, cite examples].
- [Closing line]
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Prompt 6: Uplifting Event Wrap

Use when: You just got back from a trade event, conference, or industry meeting and want to capture the value it provided.

Sample Structure:

- Just back from [event / city].
- [Describe the scale, energy, or theme of the event].
- [Share more a story about the specific moment, conversation, connection, or insight, that could not have happened without the meeting].
- [Closing line]
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→ **SAMPLE POSTS**

Post Example 1 - Countering the Counternarrative

The most common question I hear from clients right now? “Can we just do this on Zoom?”

Here’s how I think about it.

Zoom is built for the routine work of running a business. Status updates. Project check-ins. The fifteen-minute alignment call. For these, it’s not just fine; it’s the right tool.

But there’s a different category of meeting that Zoom can’t replicate. It’s the customer event that turns a business relationship into a trusted partnership. The national sales meeting where your team needs to leave believing in the same thing. The industry conference where the hallway conversations matter as much as what happens on stage.

For those moments, you need to get together in person. You need to read body language across a table, have a side conversation that could impact the agenda, and be able to make a point you wouldn’t have made over video.

A few weeks ago, we hosted a client for a two-day meeting. They had been trying to align on a major launch through weekly video calls for four months. Forty-eight hours together and they walked out with a plan. The COO told me on the way out, “We just got back four months of momentum.”

That doesn’t happen on a screen.

When the moment is strategic, when trust is on the line, or when a decision needs to get made, nothing moves business like being in the same room.

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Post Example 2 - Real World Result

In-person meetings move business faster.

Last quarter, a chief revenue officer I work with was six weeks behind on revenue that wasn’t moving. Her team was behind on projections, not slightly behind, but significantly behind. She had done everything right remotely: weekly pipeline reviews, one-on-ones, a revised forecast that laid out the gap clearly. Nothing was accelerating.

She dropped everything and got her national sales team on planes and into the same room for two days. They spent the first day getting a clear-eyed look at where they stood and spent the following day devising a plan to close the gap.

By the end of day two, they had a shared game plan and the kind of belief in each other that only comes from being in the room together.

What changed? The strategy was largely the same. The market hadn’t shifted. What shifted was the team. The energy in the room, the ability to look your leaders and your peers in the eye and be vulnerable to a challenge you were facing together, the side conversations where team members figured out how to go after a major account together, not alone.

That’s the thing about meeting in person. Alignment isn’t just about information. It’s about trust. It’s about momentum. And it works.

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→ **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