KEY HIGHLIGHTS

- Engaged and informed an elite C-suite audience about the value of the meetings industry through digital paid advertising tactics, which have earned nearly 250,000 impressions to-date
- Refreshed the MMB website to promote easier user access to our suite of advocacy resources including key data points, research and case studies
- Advocated for the value of face-to-face alongside our 2019 Ambassador cohort who achieved one-hundred percent completion of advocacy commitments for the year in under eight months
- Monitored emergent issues, including proposed policies at the state level related to abortion, religious freedom and identity

WHAT’S NEXT

- Deploy MMB’s 2020 strategic plan, which will focus on engaging external audiences around the U.S. presidential election through the Worth Meeting About campaign
- Prepare for Global Meetings Industry Day 2020, launching event registration in January
- Recruit industry professionals to join the 2020 Ambassador cohort, where they will actively advocate for the value of face-to-face with elected officials and business leaders
- Create new video content to educate and inspire industry professionals to advocate for the value of their work as it supports the global economy

DID YOU KNOW?

We’ve received growing participation from business leaders and elected officials, including representatives from Louisiana, Colorado, San Diego, Tulsa, Warwick, Jacksonville, Austin, Denver, Aurora, the province of British Columbia, Kelowna, Ottawa, Victoria, Edmonton and Kenya.

WEBSITE ENGAGEMENT

- Total Website Pageviews: 54K
- Average Session Duration: 2:01 minutes
- Unique Visitors: 23K
- Earned Media Impressions: 1.5M

FOCUSED ON VALUE

- Corporate & Incentive Travel, 11/07/19:
  By Every Measure, Face-to-Face Meetings Beat Virtual Meetings
- Business Travel News, 9/30/2019:
  New Co-Chair for Meetings Mean Business Coalition