



FOR IMMEDIATE RELEASE  
June 26, 2018

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## MEETINGS MEAN BUSINESS REDOUBLES ADVOCACY EFFORTS AHEAD OF MIDTERM ELECTIONS

Washington, D.C. – The [Meetings Mean Business Coalition](#) (MMBC) announced plans today to reinforce the value of face-to-face meetings during the 2018 midterm election cycle. Continuing the success of the *Worth Meeting About* campaign, the coalition will highlight numerous ways that candidates rely on face-to-face meetings to inform, persuade and recruit supporters, whether by talking to voters one-on-one, participating in town hall discussions, canvassing neighborhoods, hosting fundraising events or debating their political opponents onstage.

“As in 2016, we will use the *Worth Meeting About* campaign to remind government leaders that they too leverage the power of face-to-face interactions to do their jobs effectively,” said Paul Van Deventer, MMBC co-chair and president and CEO of Meeting Professionals International. “Our goal is to reach those who influence our industry and create policies that allow us to contribute in positive ways to businesses and the economy.”

According to a recent report by [Oxford Economics](#), the meetings industry supports 5.9 million jobs and contributes hundreds of billions of dollars to the nation’s economy. Meetings contributed \$446 billion in U.S. GDP in 2016 alone, generating \$104 billion in federal, state and local taxes and saving approximately \$879 per U.S. household.

“As all eyes turn toward the elections, we are calling on industry professionals and supporters from the broader business community to lend their voices to the *Worth Meeting About* campaign by visiting <http://meetingsmeanbusiness.com/worth-meeting-about>,” said Julie Coker Graham, MMBC co-chair and president and CEO of Philadelphia Convention & Visitors Bureau. Advocates will find new MMBC resources, including five advocacy actions requiring thirty seconds or less.

“Together, we will send the message that face-to-face has been at the crux of America’s elections since the nation’s founding,” said Coker Graham. “Although technology has shaped how candidates campaign for elected office, the value of face-to-face cannot be underestimated when it comes to the people and issues that will shape our country’s future.”



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### **About Meetings Mean Business**

Meetings Mean Business is an industry-wide coalition that showcases the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).