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Meetings Deliver Top-line Growth, Bottom Line Results

New survey shows business leaders continue to invest in face-to-face meetings to drive positive business outcomes, produce a positive return and develop professionally

Washington, DC – Business leaders [report](#) that in-person meetings are important to their companies, beneficial to operations and critical to career development, according to a new survey released by the national coalition Meetings Mean Business (MMB). As a result, corporate leaders are making in-person meetings a financial priority and report increasing investment in face-to-face meetings in 2016.

“The survey looks at how face-to-face meetings help drive top-line growth and bottom line results for the business community, said Richard Harper, executive vice president at HelmsBriscoe and co-chair of Meetings Mean Business. “The results show that face-to-face continues to be a platform that provides value to the business community.”

The survey shows that in-person meetings are beneficial to several aspects of business operations, including the ability to close deals, engage a team and develop professionally. Executives report that meetings improve their ability to network, grow professionally and increase their company’s bottom line. Four in five surveyed believe they have attended an in-person meeting, conference or event that would not have yielded the same success as one conducted remotely. The survey also finds that meetings enable successful and meaningful connections. The majority of executives agree that team engagement, collaboration, professional development and productivity are improved by participation in in-person meetings, conferences and events.

“In-person meetings are a priority investment for executive leaders, with 92 percent planning to invest as much if not more in 2016 as they did last year,” says Michael Dominguez, senior vice president and chief sales officer for MGM Resorts International and co-chair of Meetings Mean Business. “Business executives clearly understand the value of bringing people together in-person to achieve positive outcomes whether it’s for adding value to the bottom line, engaging their employees or growing their own careers.”

When asked more specifically about the value of in-person meetings:

- Nine in ten executives say meetings improve their ability to close deals (93%), network (90%) and grow professionally (88%).



- Eighty-nine percent of executives agree that new business opportunities (86%), workforce engagement (80%), training (73%) and staying up-to-date on industry trends (62%) are best accomplished face-to-face.
- Ninety-seven percent find that meetings deliver a return on investment
- Eighty-six percent of executives believe that face-to-face meetings help improve the bottom line.

To learn more about our key findings check out our results [here](#).

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About the Survey

From October 6-16, 2015, APCO Insight conducted an online quantitative survey among senior executives in mid-sized to large companies. A total of 150 respondents participated in the survey. To participate, all respondents have to be between the ages of 30 and 69 years old and employed full-time in a senior-level position by a for-profit company. Participants represent a wide variety of industries and company departments, including financial services, healthcare, consulting, retail, manufacturing and hospitality.