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Fred Dixon of NYC & Company to Co-Chair Meetings Mean Business Coalition

Washington, DC – The [Meetings Mean Business Coalition](#) (MMBC) has selected Fred Dixon, President and Chief Executive Officer of NYC & Company, as its next co-chair. Effective January 2020, Dixon will join Trina Camacho-London, Vice President of Global Group Sales at Hyatt Hotels Corporation, in leading the coalition and advancing its mission of promoting and protecting the value of face-to-face meetings, conferences, conventions, trade shows, exhibitions and incentive travel.

“Meetings generate incredible value for businesses and communities while contributing meaningfully to the U.S. economy,” Dixon said. “In my new role as Meetings Mean Business co-chair, I’m pleased to elevate the importance of this crucial industry segment while also spotlighting New York City’s prowess as one of the leading U.S. destinations for meetings and conventions.”

Dixon – the second CEO of a convention and visitors bureau elected to lead the coalition – brings nearly three decades of experience to the role. At NYC & Company, he enjoys the responsibility of developing and implementing New York City’s tourism and convention development strategy internationally as well as in domestic leisure and business markets. A respected industry leader, Dixon also holds positions on travel industry association boards and planning committees, including those of the U.S. Travel Association and U.S. Department of Commerce’s Travel and Tourism Advisory Board.

“Fred is an industry powerhouse who brings expertise and connections in major U.S. markets as well as top meetings destinations globally,” said Camacho-London. “The coalition continues to grow year-over-year, and Fred brings a valuable perspective on market expansion and strategy development. I am greatly looking forward to working with him.”



Under the leadership of Dixon and Camacho-London, MMBC plans to intensify efforts to advocate the industry's value to key decisionmakers in business and government. This includes strengthening the international presence of Global Meetings Industry Day (GMID), which in 2019 included 275 registered events across 53 countries.

Dixon will begin his term on January 2 and assume the leadership position currently held by Julie Coker Graham, President and Chief Executive Officer of the Philadelphia Convention & Visitors Bureau (PHLCVB). Coker Graham will remain on MMBC's Executive Committee and work closely with Dixon and Camacho-London this fall to ensure a smooth transition and strategic planning process in 2020.

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About Meetings Mean Business

Meetings Mean Business is an industry-wide coalition to showcase 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.