SUBSTANTIAL RETURN ON INVESTMENT LEADS SMALL BUSINESS OWNERS TO PRIORITIZE IN-PERSON MEETINGS

96% of small business owners say in-person meetings yield a return on investment.

Small business owners agree the following are best done in-person:

- Negotiating Agreements
- Training New Employees
- Engaging with the Community
- Networking
- Finding Potential Hires
- Building Partnerships
- Exploring New Business Opportunities

The top reasons to travel for in-person meetings all help grow a business’s bottom line:

- Making Connections with Vendors and Business Partners
- Obtaining New Customers or Business Leads
- 90% of small business owners plan to spend as much or more on travel for meetings in 2017 as they did in 2016
- 91% agree that connecting face-to-face with customers and attending or presenting at conferences improves their ability to run their business
- 81% prioritize industry conferences and trade shows
- 75% place high priority on networking

FOCUS ON: TECH SMALL BUSINESSES

Those in tech value offsite face-to-face meetings even more than small business owners as a whole:

100% say meetings yield a return on investment.

AFCO Insight, an international opinion research firm, conducted an online survey of small business owners on behalf of the Meetings Mean Business coalition from September 19 - October 3, 2016. It included a total of 300 respondents representing 24 industries, with an additional oversample of 100 small business owners in the technology industry. Respondents are between the ages of 30 and 70 years old and employed full-time at a for-profit company. All describe themselves as an owner, founder, CEO or President of a small business which employ fewer than 250 employees.

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