



FOR IMMEDIATE RELEASE  
January 15, 2020

Contact: Jenny Waldmann  
[202.778.1055](tel:202.778.1055)  
[jwaldmann@apcoworldwide.com](mailto:jwaldmann@apcoworldwide.com)

## MEETINGS MEAN BUSINESS COALITION PREVIEWS 2020 PLANS AT PCMA'S CONVENING LEADERS CONFERENCE

*Joined by U.S. Travel Association president and CEO Roger Dow, coalition co-chairs Trina Camacho-London and Fred Dixon shared 2019 successes and 2020 advocacy agenda*

**SAN FRANCISCO, CA** – The Meetings Mean Business Coalition (MMBC) announced 2020 plans to promote the value of face-to-face meetings and safeguard the industry from financial and reputational threats. During a press conference at PCMA's Convening Leaders Conference, coalition co-chairs Trina Camacho-London and Fred Dixon shared details on MMBC's approach to advocacy, engagement and continued growth.

"2019 was a [year of record success](#) for the coalition," said Trina Camacho-London, MMBC co-chair and Vice President of Global Group Sales at Hyatt Hotels Corporation. "Our work helped to strengthen the meetings economy, which surpassed \$1 trillion globally and continued to grow year-over-year across all major metrics."

In 2020, she said, the coalition is focusing on five opportunities to proactively engage key decision makers in business, government and the media:

1. **Leveraging the 2020 elections** to engage policymakers around the industry's value and remind them that they too leverage face-to-face meetings to do their jobs effectively;
2. **Celebrating the fifth Global Meetings Industry Day (GMID)**, which resulted in 275 events across more than 50 countries in 2019;
3. **Renewing MMBC's focus on economic data**, as other industries carefully watch market trends and indicators of what could be another global recession;
4. **Strengthening MMBC's efforts** to reach external leaders online; and
5. **Identifying strategic partnerships** to grow the coalition's reach globally.

"We are doubling down on external outreach to ensure the value of meetings is better understood by those who make decisions, policies and protocols that impact our industry," said Fred Dixon, MMBC co-chair and President and CEO of NYC & Company. "Our *Worth Meeting About* campaign will focus on educating and recruiting mayors, city council members and local chambers of commerce. These groups are incredibly important champions for our industry and see firsthand how meetings support businesses and the economy."

According to Dixon, Global Meetings Industry Day (GMID) will continue to play a central role in the coalition's advocacy agenda by helping to energize industry advocates across six



continents. This includes numerous groups already involved in MMBC's efforts – more than 60 [board members](#); 41 [Ambassadors](#); and global chapter leads in [Canada](#) and [India](#).

**GMID, just three months away, will take place on Tuesday, April 14, 2020. Event registration and free resources for event hosts are available now at [meetingsmeanbusiness.com/gmid](https://meetingsmeanbusiness.com/gmid).**

“As a coalition, we’ve made a concerted effort over the years to create deeper, more sustained engagement among those who influence the meetings economy,” said Roger Dow, president and CEO of the U.S. Travel Association, MMBC’s founding member. “We’ve helped protect the industry from any number of potential threats – from security issues, to an economic downturn, to the ‘weaponization’ of meetings for political purposes. We’ve created an insurance policy for industry’s continued success and look forward to the year ahead.”

# # #

### **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 <https://www.meetingsmeanbusiness.com/>.