

Meetings are Catalysts for Economic Growth

Conventions and other face-to-face events are critical to local economies and often influence how a city is shaped, including who lives there, who works there, and who visits year-to-year. New research from the Meetings Mean Business Coalition and Skift examines how meetings are driving economic development in cities across the country.

The report provides 8 ways to leverage meetings to drive economic development:



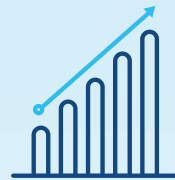
Position meetings as distributors of global innovation



Demonstrate how Destination Marketing Organizations are critical to innovation



Leverage local innovation economies for program content



Make economic development more tangible and understandable



Understand a city's long-term strategic vision



Embrace the concept: "Convergence is the new innovation"



Define the future of cities as a connected platform for value exchange



Engage academia to define the full economic impacts of conventions

Want to learn more? Download the full report:

skiftx.com/insight/defining-conventions-urban-innovation-economic-accelerators/