

# The Economic Significance of Meetings to the U.S. Economy Landmark Study Pre-Released to the Industry

**\*\* Industry Only Webinar – Thursday, February 17, 12pm – 1pm EST \*\***  
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Members of the meetings, events and exhibitions industries are invited to join an advance webinar detailing the results of The Economic Significance of Meetings to the U.S. Economy. This PwC US study, more than a year in the making, is the first-ever definitive, quantitative and research-based analysis of the economic significance of face-to-face meetings on U.S. jobs, spending, tax revenue and share of GDP, among the other contributions.

As the nation grapples with effective ways to work its way out of a recession, the meetings industry plays a critical role in supporting jobs in communities across America, creating environments that foster innovation and business success. Two years ago, this economic and social engine was misunderstood by governments and the public. Now, an alliance of 14 organizations, collectively representing the entire U.S. meetings industry, has come together to fund this historic PwC study and quantify the economic significance in the eyes of legislators, regulators and economists.

Join your industry leaders live, along with Director of PwC's Convention & Tourism Practice and project manager Robert Canton, who will share the results with you for the first time ever. A brief question and answer period will follow. Immediately after our industry announcement, the news media will receive the data, as our united industry begins broadcasting this compelling and critical data to the nation and its decision makers.

The industry webinar will take place Thursday, February 17, 12:00pm-1:00pm EST. All participants are required to abide by a 1:30pm EST embargo on dissemination of the research data and information provided, due to the fact that a media announcement will follow the industry webinar. To register for the webinar, please visit [www.visualwebcaster.com/economicstudymembers](http://www.visualwebcaster.com/economicstudymembers).

Industry leaders bringing this research to life during the webinar include: Roger Dow, President & CEO, U.S. Travel Association, Deborah Sexton, President & CEO, Professional Convention Management Association, John H. Graham IV, CAE, President & CEO, ASAE, Bruce MacMillan, President & CEO, Meeting Professionals International, Michael Gehrisch, President & CEO, Destination Marketing Association International and Joseph A. McInerney, CHA, President & CEO, American Hotel & Lodging Association.

Primary research grants were provided by American Hotel & Lodging Association, ASAE, Convention Industry Council, Destination Marketing Association International, Meeting Professionals International Foundation, Professional Convention Management Association and U.S. Travel Association. Other allied industry partners include Association of Destination Management Executives, Exhibition Industry Foundation/Center for Exhibition Industry Research, Financial and Insurance Conference Planners, International Association of Conference Centers, International Special Events Society, National Speakers Association and Society for Incentive Travel Executives.

