



KRISAM GROUP AND  
GLOBAL EVENTS PARTNERS



## Some Ammunition for Tough Times

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Dear Colleague,

Now is the time for all of us in our industry to speak up with solid facts that demonstrate how meetings, events and incentives help organizations achieve their mission.

As the meetings industry has come under attack from the U.S. Government and the media, they have come together to formulate guidelines to educate the world about the value of meetings, events and incentives. Rather than repeat what has already been said, we'd like to pare down the vast amount of information to three key points of greatest use to you.

### **Meetings, events and incentives stimulate the economy and help organizations be more profitable.**

#### **To the organizations holding them:**

*Events generate the highest ROI of any marketing channel.* This is according to the longest-running annual survey of corporate sales and marketing executives. For more, download the MPI Foundation report EventView 2008: North America. [Download the report.](#)

#### **To the general economy:**

Business-related travel generates 2.4 million American jobs, \$244 billion in spending and \$39 billion in tax revenue at the federal, state and local level.

Meetings and events are responsible for 15 percent of all travel spending and generate more than one million jobs and nearly \$40 billion in tax revenue.

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### **A prudent investment in meetings, events and incentives are smart in good or bad times, and lessens the impact of the bad times.**

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**The initiative from the meetings and travel industries provides useful guidelines and background to help organizations**

## **implement smart meetings and prove their value.**

These practical, sensible principles are designed to ensure that a meeting cannot be challenged as frivolous. They range from who should attend a meeting to how much of a marketing budget should be spent on meetings.

Here are the **guidelines** and examples of what constitutes legitimate business meetings, events and incentives: [Click here to view.](#)

The industry group has also outlined **talking points** that establish the value of meetings for companies and for the general economy. These points should prove useful in convincing your executives that your meetings schedule should be maintained. They also will help your management promote the value of meetings outside of your organization. [Click here to view.](#)

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When a meeting is cancelled, the domino effect hurts hundreds, if not thousands, of Americans from the company's own employees to hard-working banquet servers, housekeeping staff, and transportation companies.

The more we know, the better we can defend our role in the business world, helping not only your own organization but also the national economy.

**Sincerely,**

Chris White, Chairman & CEO of Global Events Partners & Krisam Group  
Jim Schultenover, President of Krisam Group