

Dear MMBC:

A new op-ed by MMB co-chairs David Peckinpaugh and Michael Dominguez, "[The Science of Success: Why Meetings Are Key in Businesses and Beyond](#)," was recently published by Mediaplanet. The piece focuses on the continued importance of face-to-face meetings in our increasingly technological world.

It is part of Mediaplanet's "[Business Travel and Events](#)" publication, which is out on newsstands now as well as available online. It is a great opportunity to get out the MMB message to a larger audience. The insert was distributed in the weekend edition of USA Today, in New York, Chicago, Houston and Dallas. Through USA Today's targeted distribution and online/social media promotions, the publication may reach up to 3 million readers across platforms.

In addition to the MMB byline, "Business Travel and Events" includes a [Q&A with Donald Trump](#), op-ed from [GBT](#) and pieces by MMB coalition members [PCMA](#), [IBTM](#) and [SITE](#). Each of these pieces reinforces the MMB message and demonstrates why face-to-face meetings matter.

We are leveraging this great content on MMB channels and hope you will do the same. Below is a snapshot of the op-ed and sample social media content for Facebook and Twitter:

"When people meet face-to-face, relationships are developed in a way that technology cannot match or recreate. People pay greater attention and are more likely to engage in meaningful conversations when they are seated in the same room, tackling the same issue together."

Sample Facebook Post

Face-to-face interaction is the platform on which deals are struck, relationships are forged and new ideas are generated. Despite our increasing reliance on technology, the business meeting continues to hold an important role in our workplace. People coming together, finding common ground and making things happen proves that meetings and events help grow the bottom line: bit.ly/1RQFZWC

Sample Tweets

Why the business meeting is still key in our changing world: bit.ly/1RQFZWC #MMBusiness
#ScienceofSuccess

Real-time #collaboration and #productivity help propel your business's bottom line. Why #F2F meetings matter: bit.ly/1RQFZWC

[@DPeckinpaugh](#) and [@M_Dominguez](#) on why #meetings are key in businesses and beyond: bit.ly/1RQFZWC

Best,
Nan

Nan Marchand Beauvois | Vice President, National Councils & General Manager, ESTO
U.S. Travel Association 1100 New York Avenue, NW | Suite 450 | Washington, D.C. 20005
T 202.408.2147 | See you in Portland for [ESTO 2015](#)
LEARN MORE ustravel.org | projecttimeoff.com | travelcoalition.org
FOLLOW US [Facebook](#) | [Twitter](#) | [LinkedIn](#)

U.S. TRAVEL
ASSOCIATION