



Meetings Mean Business Canada Coalition Update

On behalf of the Board of Directors and Advisory Council I thank you for lending your support to the Meetings Mean Business Canada Coalition (formerly known as Business Events Industry Coalition of Canada).

As you may know in February 2017, we announced the signing of a licensing agreement with [Meetings Mean Business](#). Since the signing of this agreement we have over doubled the number of supporters to well over 100.

In November 2017 we signed an agreement with the Tourism Industry Association of Canada (TIAC) to advocate on behalf of the meetings industry and serve as the coalition's secretariat. Our vision is clear:

- To become a single advocacy voice of the meetings industry in Canada, through our relationship with TIAC;
- To communicate the economic and social value of face-to-face meetings to elected officials at all levels of the government as well as stakeholders across Canada; and
- To shape policy, legislation and investment to ensure our industry prospers.

Since the signing of our agreement with TIAC, the Meetings Mean Business Canada leadership has held coalition meetings throughout Canada to listen to the concerns of industry leaders and build consensus around the next steps of the coalition.



During our March, 2018 board meeting we discussed the industry concerns and agreed on the formation of the following three committees to research and recommend:

- A sustainable financial model (chaired by Heidi Welker, SVP Business Development and Industry Partnerships, Freeman Audio Visual Canada).
- Curation of unified data for our industry. (co-chaired by Clark Grue, President & CEO Calgary TELUS Convention Centre and Meetings and Conventions Calgary and Reggie Clark, Manager Business Development – Groups, Conventions and Incentive Travel - WestJet)
- Executing a plan to tell our story (co-chaired by Joe Glionna, President Newcom /M & IT Magazine and Debbie van der Beek, Co-Publisher Ignite & Adrenalin)

Lastly, we also agreed to formulate a board of directors' succession plan that will include national representation from across Canada.

The Meetings Mean Business Canada Board of Directors are working diligently to give our industry the scale and bandwidth that we need to communicate our message about the importance of Face-to Face meetings and the economic and social impact they bring to our communities.

Stay tuned for further updates!

Best,

Heidi Welker

2018 Chair

Meetings Mean Business Canada

www.meetingmeanbusiness.ca