

**FOR IMMEDIATE RELEASE: January 8, 2017**

## **Meeting Industry Executives to Participate More at Industry Events in 2017**

*New Survey Confirms Which Events Executives Prefer for Education, Networking and Business Sourcing*

AUSTIN, TEXAS – A November 2016 survey of 430 executive meeting professionals by FULCRUM and the Kliman Group revealed that executive participation at meetings industry events and tradeshows is expected to increase in 2017. The survey also explored meeting executive event preferences and identified which specific events, executive meetings professionals prefer for education, networking and business sourcing.

“Even as technology makes access to education and business connections easier, 45% of meetings industry executives expect to participate at more events and tradeshows in 2017-18. Only 5% to participate less”, said Bruce MacMillan co-founder of FULCRUM. “These same executives also told us that they have very specific preferences for the events where they choose to invest their time and money.”

The survey received confidential feedback from meetings executives on their participation at twenty high-profile meetings industry events and tradeshow marketplaces from around the world. Their preferences for attendance can be summarized as follows:

<b>REASON FOR ATTENDANCE</b>	<b>MEETING EXECUTIVE ATTENDANCE</b>
EDUCATION	PCMA CONVENING LEADERS
NETWORKING	LOCAL MEETING INDUSTRY CHAPTER EVENTS
DESTINATION SOURCING	IMEX AMERICA/IMEX FRANKFURT

“As the number of meeting industry events and tradeshows grows every year, meeting executives DMOs and meeting industry suppliers are struggling to figure out where to invest their time and money in order to get the highest professional and/or business ROI”, said David Kliman, president of the Kliman Group and co-founder of FULCRUM. “The survey also validated long-held beliefs that education and networking are the primary drivers for meeting executive participation at industry events and tradeshows”, added Kliman.

When asked about the things that event organizers should start/stop doing to make their events more appealing, meetings executives advised organizers to provide more open time for ad hoc networking at events. They also continue to emphasize that the rampant use of email by event owners and their partners is counter-productive if not a deterrent to executive participation at meeting industry events

**The Kliman Group & Fulcrum Marketing** are a joint venture focused on co-creating business transformation for DMOs. Drawing on their combined 50+ years of tourism and meetings industry experience, they assist DMO leaders and tourism/events industry stakeholders to generate greater destination marketing performance and community support.

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