



MEETING PROFESSIONALS INTERNATIONAL

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*** * * MEDIA ADVISORY * * ***

MPI Winter 2017 Edition of Meetings Outlook Report Now Available

WHAT:

Meeting Professionals International (MPI) has published its *Meetings Outlook*[™], 2017 Winter Edition. The latest installment of the quarterly report projects continued, but slightly slowing, growth endures, with some indications that the market isn't strictly a seller's or buyer's market. A level of equilibrium is being realized in the industry.

Key findings include the following:

- Most respondents (68.2%) are optimistic or expect no negative change as a result of the U.S. presidential election.
- Half of planner respondents for international association and corporate events as well as U.S. government meetings expect a worsening of business conditions.
- 23% of organizations that employ meeting and event professionals are increasing the number of employees and/or contractors due to new technology
- Attendance at live and virtual events is expected to grow by 1.3% and 2.4%, respectively.

To view the revised full report, visit www.mpiweb.org/meetingsoutlook. The report is also included in the print and digital versions of MPI's *The Meeting Professional*[®] magazine, February 2017 issue.

Meetings Outlook is developed in partnership with MGM Resorts International and supported in partnership with the IMEX Group.

DETAILS:

Meetings Outlook presents future industry trends and predictions from MPI members, including meeting professionals on MPI's Business Research Panel. Every quarter, research firm Association Insights surveys the panel, asking a short series of quantitative questions related to the economy and a qualitative question regarding the individual's professional outlook. Phone interviews are also conducted with randomly selected MPI members. The report provides a quarterly tracking of current business conditions and future outlooks.

ABOUT MPI:

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. "When we meet, we change the word." www.mpiweb.org