

ABOUT PCMA

ABOUT PCMA MEMBERS

Headquartered in Chicago, PCMA represents more than **6,300** meeting industry leaders from **17 chapters** in the United States, Canada and Mexico. Our members include planner professionals, suppliers, faculty, and students.

► **Professionals (43%):** Leaders who are responsible for the development, organization, site selection, and management of meetings, conventions, exhibits, and seminars.

► **Suppliers (45%):** Leaders whose organizations are engaged in providing products and services related to the operation and experience of meetings, conventions, exhibits, and seminars.

► **Faculty/Students (12%):** High-achieving students and teaching faculty in post-secondary academic programs directly related to meetings management.

EDUCATION AND NETWORKING

PCMA provides two major education conferences each year—PCMA’s annual meeting, *Convening Leaders*, and the PCMA Education Conference—and several other regional and online education programs.

PCMA’s Convening Leaders

The event for senior leaders in the meetings industry. Learn alongside more than 3,000 industry leaders at 80+ sessions to explore new strategies to face your toughest meetings challenges and build strong relationships at unique networking events.

PCMA’s Education Conference

This program attracts about 500 dedicated professionals who value high-level networking, continuing education, and professional growth. Attendees share in peer-to-peer sessions on the hottest issues, topics, and trends, to provide solutions to our industry’s challenges.

Other Education Programs

► **Think Tanks:** Peer-to-Peer, workshop-style learning environment, with professionally facilitated discussions to uncover challenges and develop strategies and tactics within a particular topic or subject affecting the meetings industry.

► **Masters Series:** Exposing PCMA members to best practices and new ideas on topics that influence the business of meetings and conventions.



VISION

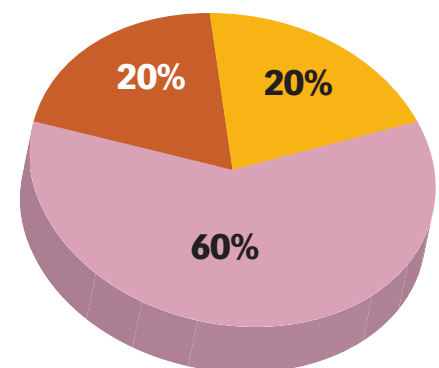
The leading organization for meeting and event professionals.

MISSION

To deliver superior and innovative education and promote the value of professional convention management.

Planner Breakdown:

80% final decision maker or recommend to final decision maker



- Association Planners
- Corporate Planners
- Independent Planners

PCMA 365

Community Building and Interactive Learning 365 Days per Year!

- Peer-to-Peer Learning, Social Media, Discussion Boards, and Blogs
- Hybrid Events and Online Education
- Virtual Exhibitions and Career Fairs
- Interactive TV and Webinars
- CMP and CASE Preparation
- “Best in Class” Speaker Corner

Learn more at www.pcma.org/PCMA365

DIGITAL 3.0



ConveneMag.com

- ▶ Need-to-know industry and business articles
- ▶ Easy... Search, Share, Bookmark
- ▶ Interactive links and advertisements



PCMA.org Web site

- ▶ PCMA 365 online learning and community building
- ▶ News and Industry Resources
- ▶ Calendar of Industry Events
- ▶ Online Membership Directory



E-Newsletters

- ▶ ThisWeek@PMCA
- ▶ CareerCenter@PCMA
- ▶ Monthly E-Newsletters

PCMA Social Media – Get Connected!

- ▶ Weigh in on the industry's hot topics
- ▶ Network and share ideas on Discussion Boards and Blogs
- ▶ Build Communities and Groups



RESEARCH

Part of delivering breakthrough education is anticipating issues and trends that affect the meetings industry and evaluating them through research, white papers and surveys.

Measuring the economic impact of meetings is crucial to the success of meeting professionals, supplier partners, and service providers. *Convene's* annual Meetings Market Survey paints the most comprehensive picture of the meetings market. No other meetings industry study matches this survey's depth or breadth.

For the full report, visit the March 2011 issue of *Convene* at www.pcma.org

ECONOMIC SIGNIFICANCE OF MEETINGS TO THE U.S.



Total Meetings and Events Volume

1.8M meetings/exhibitions – 205M attendees – 250M room nights/overnight stays

Total Direct/Indirect Significance on Economy

- ▶ **\$263B** in spending/**\$907B** in total U.S. economic activity - \$113B is travel and tourism related (16% of the total sector)
- ▶ **\$106B/\$458B** contribution to the GDP – larger than that of the auto manufacturing (\$78B), performing arts/spectator sports/museums (\$71B) and information and data processing services (\$76B)
- ▶ **1.7M/6.3M** U.S. jobs
- ▶ **\$25.6B/\$110B** in federal, state, and local tax revenue
- ▶ **\$60B/\$271B** in labor income

Learn more at www.pcma.org/advocacy

CORPORATE PLANNERS

A Large-Base of Corporate Planners and Leaders ... and Growing!

PCMA, through its Board Leadership and Corporate Task Force representation, has a strong commitment and focus on Strategic Meeting Management and education for corporate professionals.

Corporate Representation:

- ▶ PCMA 2010 Chairman of the Board – Kati S. Quigley, CMP, Director, Event Marketing, Microsoft Corporation
- ▶ PCMA 2011 Chairman of the Board – Susan R. Katz, Director of Corporate Events & Travel, True Value
- ▶ Strategic Partnerships with American Express Business Travel and FedEx Office
- ▶ Corporate Task Force – Allstate Financial • Chevron • Cisco • Coca-Cola • Honeywell • Microsoft • NCR • Nestle • Nike • Oracle • True Value

ABOUT PCMA

PCMA PARTNERSHIP

PCMA's partnership program develops strategic and customized relationships with each partner. We believe in working with partners to deliver value and education to PCMA members while providing a marketing platform for partners.

- ▶ Year-round interaction and visibility with PCMA members, *Convene* readers and Web site customers
- ▶ Access to the industry's most senior-level planners — the primary decision makers for their organizations' meetings
- ▶ Customized to each partners' marketing and sales objectives
- ▶ Limited number of partners in order to deliver greater value

VOLUNTEERISM

PCMA has the strongest group of volunteers dedicated to proving leadership education and advancing the professional careers of its members and the value of face-to-face meetings in the tourism industry. Over 200 PCMA members serve on boards of directors, trustees, committees and task forces.

- ▶ Board of Directors and Board of Trustees • Annual Meeting Program Committee • Achievement Awards Committee • *Convene* Magazine Task Force Corporate Task Force • Education Conference Committee • Green Task Force Industry Issues Committee • International Task Force • Membership Committee Network for the Needy (Community Service) Committee • Digital Strategy Task Force • Social Media Task Force

EDUCATION FOUNDATION & COMMUNITY SERVICE

- ▶ **Foundation Grants, Scholarships, and Research** – Programs that elevate and advance the industry and its professionals.
- ▶ **Foundation Dinner Celebrating Professional Achievement** – The largest black-tie optional event of the industry, celebrating the professional achievement of three distinguished meeting professionals – professional planner, supplier partner, and meetings educator.
- ▶ **Party with a Purpose** – Now in its 18th year, has raised more \$1.7 million in charitable donations for cities across America and Canada.
- ▶ **Network for the Needy** – Donating excess food from meetings and events.
- ▶ **Hospitality Helping Hands** – Attendees work hands-on in host city communities, leaving them better than when they got there.
- ▶ **Service In Sync®** – All of PCMA's 17 Chapters give back to their local communities every year, the first week of November.
- ▶ **Annual Giving Campaign** – Donations benefiting the Foundation's Annual Green Initiatives.

Industry Resources

PCMA strongly believes that industry collaboration is integral to addressing the evolving needs of our increasingly sophisticated industry. Through our partnerships, we are able to:

- ▶ Leverage mutual resources
- ▶ Share knowledge
- ▶ Better serve the industry



International Collaboration

PCMA's International Task Force ensures that PCMA provides the most cutting-edge education products and services for international planners. Through collaborations with EIBTM and IMEX, PCMA increases the visibility of our valued international destination partners through two hosted buyer programs of up to 30 international planners throughout the year.

