



## Annual Meeting & Town Hall Q&A

MARCH 16, 2026

**Q: How is PCMA balancing its focus between long-term members and new markets?**

**A:** PCMA's growth strategy is designed to strengthen value for its core membership while expanding into new markets and audience segments. International growth is driven by member needs and is intended to complement, not replace, the organization's strong U.S. and Canada foundation.

**Q: Is there a global strategy for Chapters and regional communities?**

**A:** Yes. PCMA continues to evolve as a truly global organization, with chapters, advisory boards, and communities across regions. The focus is on delivering locally relevant experiences while enabling stronger global connection and knowledge-sharing.

**Q: With event attendance fluctuating across the U.S., how is PCMA responding?**

**A:** PCMA is closely monitoring market trends and remains focused on long-term growth through global diversification, strong partnerships, and continued investment in high-value event experiences.

**Q: How is PCMA navigating visa challenges and international travel concerns?**

**A:** PCMA is actively engaged with industry partners to advocate for more accessible travel policies and is closely monitoring developments that may impact international attendance, while continuing to expand global programming to maintain strong engagement across regions.

**Q: How is PCMA improving the attendee experience at its signature events?**

**A:** PCMA is actively addressing feedback and continuously improving event delivery. This includes investing in talent, strengthening partnerships, and refining operations, while tracking progress through year-over-year participant feedback and satisfaction metrics.

**Q: Why were there so many first-time attendees at Convening Leaders 2026?**

**A:** We continue to see strong first-time attendee participation, including a notable number from repeat organizations sending new team members. This reflects both the continued value organizations place on Convening Leaders and a commitment to developing the next generation of talent within their teams.

**Q: What is PCMA doing to better retain attendees, not just attract new ones?**

**A:** PCMA is actively reviewing participant trends and feedback to better understand retention. The focus is on enhancing the overall experience, increasing relevance, and delivering consistent value to encourage repeat participation.

**Q: How is PCMA evolving education and experiences to engage Gen Z and future leaders?**

**A:** PCMA is investing in future-focused education, leadership development, and new learning formats to ensure the industry remains relevant and accessible to the next generation.

**Q: How is accessibility being built into PCMA programs and events?**

**A:** Accessibility is being considered more intentionally from the start, with inclusive design approaches, expanded access to education, and features that support a broader range of participant needs.

**Q: What support is available for PCMA Collectives?**

**A:** PCMA provides Collectives leaders with tools such as meeting guides, discussion topics, and platform resources to help members connect locally. The goal is to make it easy to build community in areas without a chapter, with plans to expand support over time. [Learn more about Collectives and how to get involved](#)

**Q: Is PCMA moving away from its Chapter model?**

**A:** No. Chapters remain a core part of the member experience, offering local connection, education, and networking, and continue to be one of the highest-valued benefits among members.

**Q: How do I access CEMA as a PCMA member?**

**A:** As of January 1, 2026, PCMA and CEMA are part of a unified membership. Members have access to CEMA resources and can opt in to receive targeted communications for event marketers. Certain CEMA events and experiences are limited to members in the corporate event marketer category.

**Q: Why is PCMA focused on engaging corporate event marketers?**

**A:** Corporate event marketers are an important and growing segment of the business events community. Expanding engagement across all sectors helps strengthen perspectives, drive innovation, and support overall industry growth.

**Q: Why does PCMA publish the Professional Meetings Management (PMM) textbook if CMP materials already exist?**

**A:** The PMM textbook is a widely used educational resource that supports learning across the business events industry. While it aligns with core CMP competencies, it is not required for certification. It is also broadly used by universities and academic programs as an introductory foundation for event strategy, planning, and execution. [Be the first to know when PMM launches](#)

**Q: Why is Business Events Summit (formerly edUcon) starting on Father's Day?**

**A:** Event dates are driven by venue availability, hotel capacity, and destination support. While the timing aligns with Father's Day this year, the decision was made based on logistical constraints. PCMA recognizes this may be challenging and is planning ways to acknowledge participants celebrating the occasion. [Registration is open](#)

**Q: Is the Business Events Summit changing beyond the name and members-only format?**

**A:** The transition from edUcon to Business Events Summit reflects an ongoing commitment to delivering greater member value through more curated experiences and deeper engagement. While the name and access have evolved, the event will continue to offer a high-quality experience with a similarly sized participant base. [Registration is open](#) and additional details will continue to be shared as the program develops.