



In Print, and Beyond

From Tyler Davidson
Chief Content Director

As “The Destination Experts,” Meetings Media publications serve readers by discovering the latest happenings in major North American meetings destinations. We consider all the angles:

- new facility developments;
- budget-saving promotions;
- the latest cutting-edge off-site options and team-building programs
- opinions from meeting planners who have held programs in the areas we cover

Above and beyond destination reporting, Meetings Media’s feature stories explore the latest trends affecting the industry, giving readers a professional perspective on topics that impact their careers and the bottom line of the organizations they represent.

Broken out into industry segments, such as conference centers, team building, executive retreats, green meetings and many other topics, the reporting experience of our editors delivers content that benefits from years of covering the meetings industry, resulting in a depth of knowledge that planners can tap to increase the efficiency, cost-effectiveness and ROI of their programs. It’s all about turning editorial experience into real-world solutions meeting planners at all levels can use to further both their own careers and the objectives of their organizations.

While utilizing the experience of our meeting planner readers and veteran reporters results in authoritative content, we also feature columns from industry experts who have long and successful careers in the disciplines of career growth, high-technology and sustainable meetings.

What does all this mean to you? There are many options out there to review as you decide on the advertising vehicle that’s right for you. While we can put the boss’ picture in the magazine or spend a page talking about your property, while it might serve you for the moment, do meeting planners truly want this information? Or, do they want creative, in-depth and interesting coverage of the destinations they are considering for their next program. We feel that the better and more thought provoking the editorial, the more time planners will spend with each page, and the more time they will spend with you.

MeetingsFocus.com

As a portal to all of the content we create on a daily basis, the recently re-engineered MeetingsFocus.com is both a site- and destination-selection tool as well as a window into the issues that affect the meetings industry.

In mid-2009 MeetingsFocus.com was completely overhauled, with the goal of transforming the site into a tool meeting planners can use to research and execute their meetings, from start to finish. Highlights include an interactive map function that combines specific destination coverage with geographical information displaying the proximity of major meeting facilities in the cities they're located in. And since feedback from fellow meeting planners provides clear, unbiased opinions from colleagues in the field, we've added user-generated content allowing for the free and unfettered flow of information between readers and those who have held meetings at the facilities and in the destinations we cover. All of this content is designed to dove-tail through a relational database that combines the most relevant information in a package that meeting planners can easily access.

Educational Offerings

While delivering destination information and feature stories covering the most important aspects of the meetings industry are our mission, Meetings Media is also the leader in providing educational information via our series of free monthly webinars. Boasting the highest level of participation in the meetings industry, we survey our readers and webinar participants to determine the topics we will cover, and then recruit the top industry educators to present the programming. As education is a two-way conversation, we also offer a question-and-answer segment at the end of every webinar, allowing meeting planners to join in on the dialogue.

Yours in meetings,

A handwritten signature in black ink, appearing to read 'Tyler', written in a cursive style.

Tyler