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FOR IMMEDIATE RELEASE

### *Meetings Mean Business*

**WINNIPEG:** On April 16<sup>th</sup>, Winnipeg will join with its counterparts across the country in recognition of the business of meetings with **National Meetings Industry Day**.

Developed by Meeting Professionals International (MPI - the leading association for the global meetings industry), a variety of events are planned across Canada to highlight the significance of the Canadian meetings industry to the business community. The Manitoba Chapter of MPI will be meeting at The Delta Winnipeg for educational sessions and networking activities that profile the value of meetings, along with information sharing on industry trends that impact the profession.

"Meetings are about connections. In our techno-world where we never actually have to leave our offices (or homes for that matter) with a multitude of technological connections, face to face human interaction is what motivates us to cultivate, renew and encourage business", notes MPI Manitoba Chapter President and Manager of Coordinating Services for the Winnipeg Convention Centre Tara Torchia-Wells. "A Canadian economic impact study by MPI's International Foundation confirmed that the meetings sector in Canada generated \$32.2 billion in direct spending in 2006, with 70.2 million total participants, and 235,500 full-year jobs."

As Klaus Lahr, President & C.E.O. of the Winnipeg Convention Centre observes, "I recognize that we're trying to focus on reducing costs, especially during these turbulent economic times, but organizations and corporations could perhaps redirect that focus toward revenue opportunities. We could look toward future success and prosperity rather than focusing solely on current cost reductions. Meetings, conventions and tradeshow are integral to businesses and individuals trying to increase sales and marketing opportunities, boosting individual performances, and discovering alternate ways of doing business. *Meetings are economic drivers.*"

Winnipeg's meeting industry continues to invest in meetings infrastructure because they believe in the future of meetings. Renovations, redevelopments, new hotels and an expanded Convention Centre all demonstrate the vitality of the industry.

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