



EXECUTIVE UPDATE

May 24, 2023

Dear Meet Boston Partner,

May has been extremely busy for the Meet Boston team. Right now, the team is present at both IPW in San Antonio and IMEX in Frankfurt, sharing our new brand with our most important international audiences – buyers, planners, media, and more. At the IPW media marketplace, which was sponsored by Meet Boston, we had more than 50 media appointments with international press. The exposure for our new brand was unlike anything we've ever done before at the media marketplace. On the exhibitor floor, our Meet Boston booth represents an entirely new and enhanced experience, not only for our Greater Boston partners but also for the buyers and operators that visit us. We held nearly 200 appointments over the three days!



Meanwhile, in Frankfurt, a similar unveiling is taking place. IMEX is the premier event for the international MICE market. We've been attending for years but the opportunity to showcase our new brand and augmented resources is on full display this year. With over 500 appointments taking place this week, it's safe to say that Meet Boston has arrived on the global stage in an unprecedented way.

Last week also had its share of high-profile events, notably on Thursday, May 18, when we revealed our FIFA World Cup branding and logo. Meet Boston worked with our partners to host a dynamic event at Big Night Live. We were joined by several leaders including Mayor Wu, Governor Healey, Lieutenant Governor Driscoll, Representative Aaron Michlewitz, Robert Kraft and Jonathan Kraft. Our marketing and social media team worked diligently, and brilliantly, to produce an array of assets – including a stunningly curated launch video – and these assets made the event a smashing success.



I must take a moment to celebrate an industry leader who I've gotten to know well over the past 4 years, frequently collaborated with, and who I have a tremendous amount of respect for. Keiko Orrall took over as Executive Director of the Massachusetts Office of Travel & Tourism shortly after I became CEO of Meet Boston. In many ways we learned the ropes together and forged a new direction for the MOTT/Meet Boston partnership. Keiko came from outside the industry but she was a quick study. We navigated the pandemic together and I've been so impressed with her capacity to produce compelling content and campaigns (often with limited resources). Keiko has recently returned to Ohio to be with her family. We will miss her gracious style, infectious smile, and critical support. We wish her the best of luck.

Here at Meet Boston our team continues to grow, with 5 new team members joining the organization since my last update. Please join me in welcoming Roubina Surenian, Vice President of Partner Development & Engagement, Paul Griffin, Senior Events Planner, Jill Bowdring, Destination Services Specialist, and two new members to our visitor services staff on Boston Common – Barbara Forster and Anne-Marie Smith.

We are so excited for all the diverse events and festivals coming in June – Pride is back, Red Bull cliff diving returns, the Embrace Ideas festival happens ahead of Juneteenth, the Roxbury Film Festival celebrates its 25th anniversary, and BAMS Fest takes over Franklin Park June 23-24. We hope to see you all at our next Open House which occurs on [June 7 at Laugh Boston](#).

Sincerely,

Martha

Martha J. Sheridan
President & CEO
Meet Boston



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