

	m.i.c.e.	diversity and inclusivity	association	corporate
what	Meetings (connect business travelers in one place for a specific purpose) Incentives (travel awarded to employees as both past reward and future motivation) Conferences (information exchange within similar industries/fields) Exhibitions (centered around displays of specific products and services)	Diversity acknowledges human differences Inclusivity recognizes inherent worth and dignity of all people D&I adds value to communities, often incorporating service projects and events	 Associations represent a significant portion of meetings and conventions industry Comprised of professions, industries, causes, education and professional development 	Companies tasked with a multitude of reasons to convene Employees of one organization (or field) meet for a common goal/purpose
why	Planners routinely source events through DMOs and CVBs Multi-year options International programs Firm budgets	D&I destination events have grown in importance, ubiquity and size Williamsburg is an attractive option due to D&I meeting selection emphasis on accessibility, safety and affordability Segment with growth potential	U.S. associations employ over 1.8 million people Accounting for more than \$250 billion in annual meeting attendee revenue High association presence in nearby Washington, D.C. Regional association - rotate meetings/ programs	Amazon to invest \$2.5B to build their East Coast headquarters in Virginia Proximity to Virginia and Washington, D.C. – the center for Federal contracting and procurement for all military branches, seven of the top 10 Federal contracting companies are headquartered in Virginia Defense contracting, shipping, metals, mills and mining have strong presence in VARequire training and education seminars, HR conferences, regular Board meetings, etc. Second-largest East Coast Port – largest rail distribution to get to the Midwest Largest navy base in the world Emerging unmanned systems industry The third-highest concentration of tech workers in the U.S. Low-cost manufacturing with skilled labor Eleven Fortune 1,000 companies located within 60 minutes of Williamsburg
sales activities	Trade Shows, Regional Client Events, Sales Calls, Fairshare/Co-op Opportunities MPI (Regional Tradeshow), Small Market Meetings Conference & Summit attendance VADMO Client Events (5/7-5/11) AIMP (Alliance of Independent Meeting Professionals)	 Client FAM AATC (African American Travel Conference) (4/3-4/6) Connect Diversity (4/11-4/13) 	Tradeshows, Client Events for Regional Association Management firms, Sales Calls, Fairshare/Co-ops for Virginia and smaller Washington, D.C - based associations VSAE (Virginia Society of Association Executives) Annual Conference (5/5-5/7) Small Market Summit (5/10-5/11) VSAE Fall Expo (10/4-10/5) AENC (Association Executives of North Carolina) Expo and Sales Calls (10/24-10/27)	Trade Shows, Client Events, Sales Calls, Fairshare/Co-op Opportunities MPI (Regional Tradeshow), Small Market Meetings Conference & Summit attendance 757 Corporate Client Events (6/21)
memberships	Meeting Professionals International Helms Briscoe Join AENC CVENT	LGBT Meeting Professionals Association Potential to join additional memberships to increase our awareness and exposure Travel Unity Black Travel Alliance	Association Management Destination FAM VSAE (Virginia Society of Association Executives) AENC (Association Executives of North Carolina)	Meeting Professionals International Helms Briscoe