

CORPORATE
& INCENTIVE

ASSOCIATION

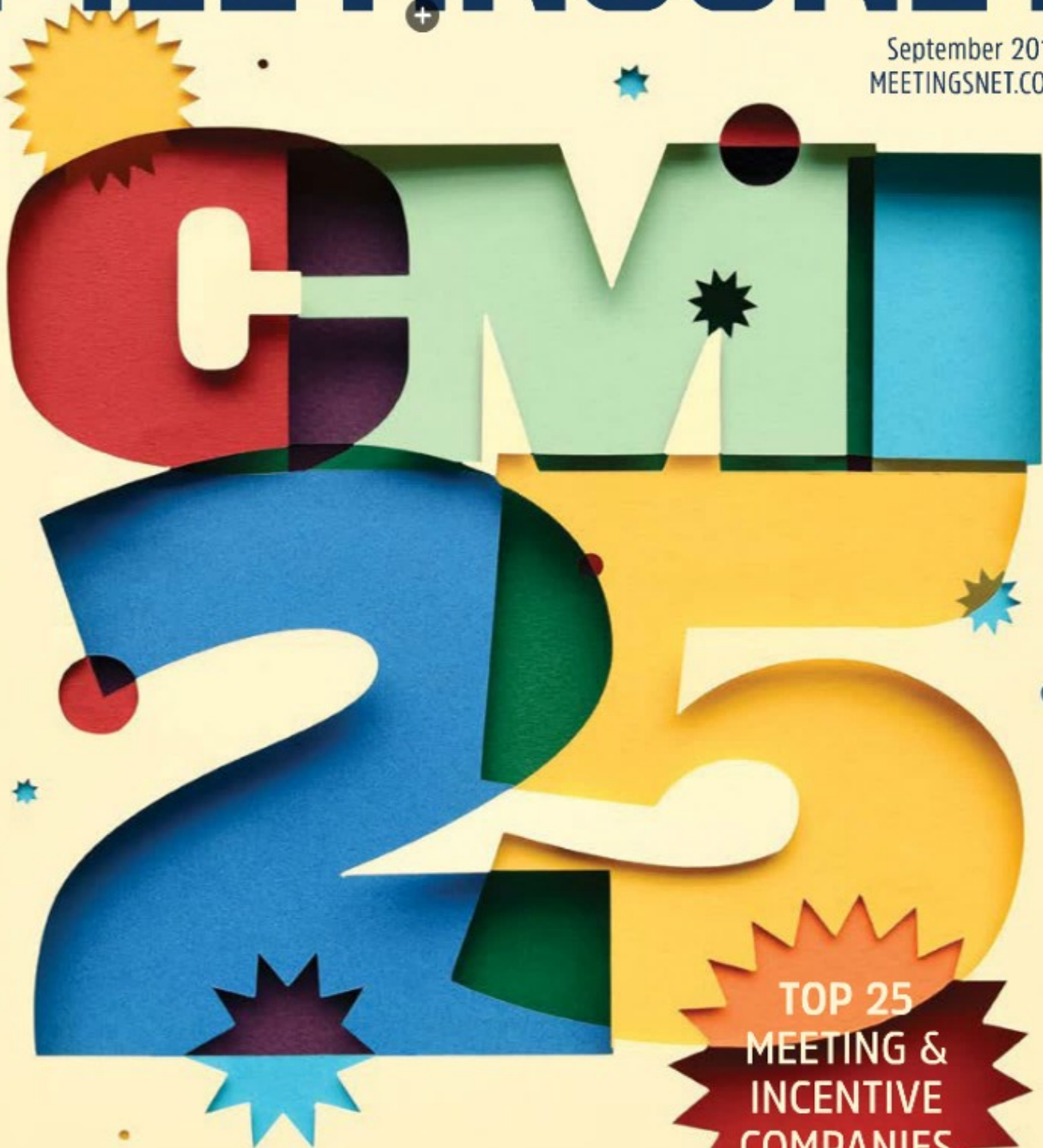
IDEA
XCHANGE

MEDICAL

SITES &
VENUES

MEETINGSNET

September 2017
MEETINGSNET.COM



TOP 25
MEETING &
INCENTIVE
COMPANIES



◀ For an executive summit such as this one, Meeting Expectations creates environments that deepen and strengthen relationships.

▼ Planners and education specialists collaborate with clients on program formats that meet diverse strategic goals, like this concept, a "Wonderlab."



Meeting Expectations

ATLANTA

Meetingexpectations.com

Corporate meetings in 2016:

255

Incentive travel programs in 2016:

30

Top customer markets:

healthcare/medical, computers/electronics, franchising

THE LATEST

+ The International Association of Exhibitions and Events honored Meeting Expectations with an Art of the Show Award in the Attendee/Booth Interaction category

 Guide to Meeting Design

 Registration Services

 Facebook



Brian Meyer,
President and
Managing Partner



for "The Game of Drones," which engaged attendees at a technology user group conference with indoor drone demonstrations, drone racing, and other activities.

+ New clients for Meeting Expectations include HP, Apex Tool Group, Association for Financial Technology, NewVoiceMedia, and Mortgage Builder.

+ Leadership changes include a new vice



Lisa Burton, CMP,
Senior Vice President

president of sales, Lance Hornecker, CMP, CMM, who joined Meeting Expectations in April, bringing with him more than 20 years of experience with Starwood Hotels & Resorts. The company has also promoted Lisa Neylon, CIS, to director of global sales and sourcing.

+ Meeting Expectations is collaborating with mobile app developer Crowd-Compass by Cvent to create a demonstration mobile app that will introduce the technology to current and potential clients. The mock-up will show off the opportunities for sponsorship, networking, and enhancing the participant experience.

+ Meeting Expectations has moved its event management and registration product, IPReg, to the cloud. The system is now faster, more flexible, and easier to scale up for peak times. Among further enhancements expected for 2018 is a lead retrieval and session access app.

LEADERSHIP

Brian Meyer,
President and
Managing Partner
Jeff Rausch, COO

MORE STATS

**Room nights booked for
meetings and incentives
in 2016:**
90,000



Christine Hilgert,
CMP, Senior Vice
President

Full-time employees:
115

**Meeting and incentive
travel programs held
outside the U.S.:**

5%

**Revenue from planning
and executing meetings
and incentives:**

45%



This networking event for 3,500 featured a Euro-Bohemian theme, replete with a Biergarten and a wildly popular absinthe bar.