

**For Immediate Release**  
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## **MEETINGS & INCENTIVES WORLDWIDE NAMED TO THE 10<sup>TH</sup> ANNUAL MEETINGSNET “CMI 25” LIST**

**Caledonia, Wisconsin (October 17, 2016) – Meetings & Incentives Worldwide (M&IW)**, a women-owned, global meeting, event, incentive and conference management company has been named to the *MeetingsNet* 2016 CMI 25 list of the largest and most influential full-service meeting and incentive travel management companies. Now in its 10<sup>th</sup> year, the list of is a unique resource for meeting managers, incentive travel executives, and procurement professionals who leverage outsourcing partners to orchestrate events around the globe with professionalism and creativity.

“Our presence on the CMI 25 continues to be a great honor and we are proud to be recognized for the eighth consecutive year,” says Tina Madden, CPA, CFO and Partner of Meetings & Incentives Worldwide. “In 2015, we increased our workforce by 25 percent, expanded our team in the UK, and added satellite offices in the southwest and southeast regions. As strategic programs mature, both within corporate meetings and incentive travel, there is an increased emphasis on end-to-end technology that links organizations’ analytics and business intelligence. We restructured our strategic account solutions with the addition of a new vice president and key director positions so that as more of our clients transition to their own technology platforms, we can consult on meeting management technology optimization and develop a roadmap for effective implementation.”

“Meetings and incentives are extremely valuable to the businesses and cities that host them, to the participants who benefit from face-to-face networking and learning, and to the sponsoring organizations who get their messages delivered and their teams motivated,” said *MeetingsNet* Editor Sue Hatch. “The CMI 25 list is the first place many corporations turn to find independent planning companies that have the experience to handle their most important events.” As a group, the companies on the 2016 CMI 25 list executed more than 95,000 corporate meeting and incentive travel programs in 2015, representing over 11 million group room nights.



The CMI 25 is the most comprehensive listing of the major independent meeting companies serving the corporate world. The full list was published in the September 2016 issue of the *MeetingsNet* at <http://meetingsnet.com/cmi25/2016-cmi-25> or download the app to review the expanded listing on the digital magazine.

### **About CMI 25**

*MeetingsNet* is a digital magazine and website dedicated to the meetings and incentives industry. The magazine’s editors selected CMI 25 companies based on several factors, including the number of meetings and incentive travel programs managed in 2015 and the total number of room nights represented by those meetings and incentives. They also considered the number of full-time employees at each company, as well as the percentage of the company’s 2015 revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

### **About Meetings & Incentives Worldwide (M&IW)**

M&IW is a progressive meeting, event, incentive and conference management company that believes live meetings and events transform organizations. As a strategic partner and leading service provider. M&IW is privileged to work with some of the most recognized companies across the globe to help them source, plan, and execute successful events. M&IW is a privately-owned, certified Women’s Business Enterprise (WBE) headquartered in Wisconsin, regional offices in the UK, Singapore and Brazil.

As an extension of our clients' meeting management resources, we help them increase the quality of their programs, achieve business outcomes, mitigate risk, and reduce costs. M&IW offers flexible, innovative, and strategic solutions, at both the enterprise and event level. For more information, visit [www.meetings-incentives.com](http://www.meetings-incentives.com).