



Introducing the LGBT Meeting Professionals Association

Philadelphia, PA – October 10, 2016 – Launched this week to serve the unique needs of LGBT meeting planners around the globe, www.LGBTMPA.com has created the ideal online marketplace for LGBT event planners, meeting planners and all their industry contacts. Designed to facilitate networking and growing business relationships, their main goal is to simply build business for the LGBT meeting planning community.

The LGBTMPA serves a unique space in the marketplace. There are various groups and associations serving the LGBT travel community, including the International Gay & Lesbian Travel Association (IGLTA) and Community Marketing. There are also several large groups and associations serving the meeting and event planning community, including the Professional Convention Management Association (PCMA) and the Meeting Professionals International (MPI), and within these are subgroups serving niche markets within this community, including LGBT. They often meet up, on average, once or twice per year at these various association conferences and conventions held worldwide, at meet ups or small formalized evening gatherings just for the LGBT contingent attending the event. In addition, there has been an increase in LGBT educational programming at these conferences and conventions, typically focusing on some of the basics in reaching and communicating to the LGBT marketplace.

With the LGBT MPA firmly in place, they are taking this to the next level, with an inaugural mid-Atlantic conference planned for Fall 2017 in Atlantic City. The programming at this event will include interactive seminars about LGBT meeting best practices, as well as explore market opportunities, research and trends. In addition, marketing strategies and tactics will be discussed, along with revenue generation tips, industry innovator panels and more.

Lastly, there will be a directory of resources coming online this year, along with a library of videos... all with the express goal of furthering the LGBT meeting & event planner community.

Stay tuned for further updates on both this association and the upcoming conference in the coming weeks.

www.LGBTMPA.com

About the Lesbian, Gay, Bisexual and Transgendered Meeting Professional's Association (LGBT MPA)

The LGBT MPA (www.lgbtmeetingplanner.com) is the first and only organization solely committed to the professional advancement of LGBT meeting professionals. The LGBT MPA advisory board have years of experience and are devoted to networking, educating and mentoring to develop successful business leaders who continue the work of promoting the essential elements of inclusivity and diversity throughout the profession.

The LGBT MPA was founded in August 2016 by David Jefferys, president and CEO of the Altus Agency, a Philadelphia-based marketing enterprise firm specializing in LGBT travel, and is supported by the current advisory board.

Membership for LGBT professionals is free. To join the organization, visit our site



www.lgbtmpa.com.

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