



## **Inclusion, Diversity and Professional Advancement the Focus of the First LGBT Meeting Professionals Association Event**

Philadelphia, PA – April 19, 2016 – Today the LGBT Meeting Professionals Association (LGBT MPA) announces its first Professional Workshops + Networking Event. Held in conjunction with the Community Marketing & Insights Conference, the program features the first set of workshops specifically designed for the LGBT meeting professional.

The LGBT MPA is the first and only organization solely committed to the professional advancement of LGBT meeting professionals and promoting the essential elements of inclusivity and diversity throughout the profession.

“We provide access to a powerful network of LGBT professionals with experience running large global and national meetings to smaller regional meetings,” said Executive Director, David Jefferys. “Our industry is growing and so are the business opportunities for leadership at all professional levels to impact diversity, innovation and inclusivity.”

Facilitated by industry leaders, attendees will hear about proven strategies and techniques to increase the success of inclusion and diversity in meetings and events. Topics range from LGBT online marketing to planning a successful LGBT-friendly event to navigating the new bathroom rules. The networking session offers attendees personal access to industry professionals interested in mentoring and sharing best practices.

### **More about the LGBT MPA Education + Networking Event**

The event is being held November 2, 2017 in conjunction with the Community Marketing & Insights (CMI) 18th Conference on LGBT Tourism & Hospitality at the Park Central San Francisco, A Starwood Hotel.

To learn more and register for the event early (and receive a discount on accommodations for the CMI conference) visit: [www.lgbtmpa.com](http://www.lgbtmpa.com)

To discuss sponsorship opportunities, contact David Jefferys, Executive Director, LGBT Meeting Professionals Association (215-977-9900 ext.11) or at [Dave@lgbtmpa.com](mailto:Dave@lgbtmpa.com).

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

The LGBT MPA ([www.lgbtmeetingplanner.com](http://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](http://www.lgbtmpa.com).

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