

# National Conference Center Releases White Paper on Future of Meetings Industry: Why Certain Conference Innovators Are Winning

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Eric Whitson, Director of Sales & Marketing at [The National Conference Center](#) (NCC) announced the release of the third white paper in the quarterly series *Meeting Discoveries* on topics relating to meeting industry trends and helping meeting planners develop more productive meetings.



**The paper, "[The Future of The Meetings Industry: Why Certain Conference Innovators Are Winning](#)" was written and compiled by Sarah Vining, Marketing Manager at The National Conference Center, with Contributing Research from Adrian Segar PhD, Conferences That Work; Tom Condon, Steelcase, and Lennie Scott-Webber Phd, Steelcase.**

The white paper includes an in-depth look at topics that include:

- What persuades people to attend a conference
- How conferences are changing to adapt to the needs and demands of attendees
- Why space and design are crucial for collaboration and learning
- What conference innovators predict in the long term

According to Vining, the paper was produced to "continue to educate other professionals in the meetings industry on innovative trends and how to keep their attendees satisfied and engaged. It is meant to change some long-held concepts about meetings and conferences and to increase attendance and participation at conferences, particularly in this difficult rough economy."

The entire white paper, "**The Future of the Meetings Industry: Why Certain Conference Innovators Are Winning**" is available at: <http://bit.ly/qWmjdV>

## More about The National Conference Center

Just 12 miles from Dulles International Airport and 45 minutes from Washington, DC, The National Conference Center, operated by ARAMARK Conference Centers, features a secure, distraction-free setting with self-contained buildings surrounded by 100 scenic acres in Leesburg,

Virginia. One of the largest conference centers in the United States, the entire facility was purpose designed to accommodate larger meetings and conferences that concentrate on training.

**To find this article:** <http://www.hospitalitynet.org/news/154000320/4053212.html>