

The Site Index

<http://www.meetingsmeanbusiness.com/>

What: An annual analysis and forecast for the motivational events industry.

Who: You – A global group of highly qualified incentive travel and motivational event users and providers.

Why: To create a comprehensive forecast of trends and activity specific to the motivational events and travel industry.

How: Apply online at <http://siteindex.uwaterloo.ca>. For more information about The Site Index, contact Scott Jeffrey, Ph.D. at sajeffre@engmail.uwaterloo.ca.

Details: Data for The Site Index will be derived from surveys conducted throughout the year. Interim studies will be released in the second half of 2009 with the first annual publication of *The Site Index* slated for 2010.

The research will examine both internal and external challenges to the industry and how these factors impact the stability and growth of our market. It will address behaviors of buyers and supplier partners, providing leading indicators for future trends.

The research will be conducted by Scott Jeffrey, Ph.D., Marion Joppe, Ph.D. and their team.

[Read the press release.](#)

For more information please contact Site International Foundation Director, Allison Summers, asummers@siteglobal.com.

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