



WASHINGTON, DC UPDATE: JUNE 23, 2023

1. ECA LAUNCHES INFLUENCER PROGRAM

ECA recently launched its new social media influencer program, where industry leaders can become year-round advocates for the industry.

- **What is it?** ECA influencers will share and engage with ECA's advocacy posts on social media to educate their networks, the general public, and policymakers on the important issues that impact the face-to-face business events industry.
- **Why it matters:** Policymakers and their staff use social media every day to state up to date on current events, gauge public sentiment, and engage with their constituents.

Join us! As industry leaders, you are invited to sign up for the new ECA influencer program by clicking [here](#).



2. POST-ECA LEGISLATIVE ACTION DAY MOMENTUM BUILDS

In the days following ECA Legislative Action Day, momentum on Capitol Hill continues to build on two of ECA's key policy priorities.

- **Visa delays:** The House Foreign Affairs Committee (HFAC) held an important oversight hearing on visa delays where 3 lawmakers asked about the impact on the [business events industry](#).
 - Thanks to [ASAE Inroads](#) and [Expo Platform](#) for their coverage of the HFAC hearing.
- **Workforce:** The [Freedom to Invest in Tomorrow's Workforce Act](#) has gained 15 new House of Representatives co-sponsor, including several that ECA advocates met with on June 1.

Why Legislative Action Day matters: In her new [research](#), advocacy expert Amy Showalter found that face-to-face meetings with legislators are one of the top predictors of legislative success.

- As she [said](#) to ECA: "F2F shows legislators that an organization is willing to make the effort!"

Check out the ECA Legislative Action Day [recap video](#), which was produced by CNTV.

Go deeper: Read Legislative Action Day recaps from [TSNN](#), [EDPA](#), [Personify](#), and [Exhibit Concepts](#).

3. ECA NEWS AND NOTES

ECA is excited to be part of a new [EXHIBITOR Now](#) advocacy and industry association-focused podcast from The EXHIBITOR Group.

- [All ECA alliance partners are invited to be part of this new audio show](#), which is expected to launch in mid-July. Stay tuned for more details!

ECA will appear at two important industry events next week:

- [ESCA Summer Education Conference](#): David DuBois and Tommy Goodwin will be part of "From the Front Pages to the Front Lines," an update on ECA's work in Washington, DC and beyond.
- [PCMA EduCon](#): Tommy Goodwin will be on the "When State & Local Laws Impact Your Events" panel discussion, which will cover advocacy issues and emerging social offset initiatives.