**Member Get Member Sample Letter**

Dear [CEO or President name],

I’m reaching out today to invite you to join [your company name] and more than 33 other associations as a member of the Events Industry Council. I believe you would be an excellent addition to our Leadership Council and [their company name] would great benefit from membership in the global federation.

This year, EIC is celebrating its 75th anniversary and while that milestone presents a wonderful opportunity to look back at how far our industry has come, we are very much focussed on the future. In fact, all 55+ of EIC’s Association and Corporate Members are currently collaborating on an industry-wide Futures Landscape Study, examining the issues and trends most likely to shape the global business events industry in the years to come.

As a member of EIC, you will have a seat at the table for important discussions like these that are guiding our industry forward and best preparing our workforce what lies ahead.

I personally benefit greatly from the peer-to-peer aspect of EIC membership — learning from fellow leaders who are experiencing similar challenges and opportunities and sharing perspectives and insights. All our organisations are lifted up through our collaboration.

I’ve attached a brief overview of EIC Member Benefits and would be happy to hop on a Zoom to share more. Let me know.

I am also copying our President and CEO Amy Calvert ([acalvert@eventscouncil.org](mailto:acalvert@eventscouncil.org)) who can also answer any questions you may have.

I look forward to hearing from you and hopefully seeing you at a future EIC Council Meeting.

Warm regards,

Your Name and Title