

ROGER RICKARD BIO

Roger is the guy organizations call when they want to ensure that their advocates are educated, engaged and actively supporting your cause. He is the Founder of Voices in Advocacy® and author of *7 Actions of Highly Effective Advocates*.

Rickard is recognized as an expert on advocacy engagement and activation with more than 30 years of experience as an advocacy professional, consultant, speaker, facilitator, author, and communicator. His education, experience and enthusiasm enlighten audiences on key issues that turn passion into action.

Roger's experience spans a wide cross-section of local, regional, national and international organizations; from such diverse industries as agricultural, financial, medical, and construction, to name a few. His involvement in the meetings and events industry is particularly robust; having contributed work with AH&LA, ASAE, DI, EIC, GBTA, HSMAI, IAEE, MMB, MPI, and PCMA along the way. Roger authored *The DMO Advocacy Toolkit* for Destinations International. Currently serves as an advocacy consultant to the Exhibitions Mean Business campaign.

He is a recipient of several international industry awards and is a member of Meeting Professional International's prestigious "*Community of Honoree's*".

Smart Meetings Magazine did a cover story on Roger, entitled *Passion & Purpose, Roger Rickard's Call to Action*. Successful Meetings Magazine named Roger one of the *Six People Worth Watching in the Meetings Industry*. Meetings Focus Magazine named him to their inaugural list of *Meetings Trendsetters*.