



APRIL 12, 2018

## GLOBAL MEETINGS INDUSTRY DAY

THURSDAY, APRIL 12, 2018

### OVERVIEW AND FAQs

#### **Overview**

Global Meetings Industry Day (GMID) is intended to shine a light on the real impact meetings and events have on businesses, economies and communities. Meeting and event industry association chapters, corporations, destinations, partners and more are being encouraged to hold events in destinations all around the world to support this day of advocacy. This day, April 12<sup>th</sup>, will spotlight the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions.

At its base, GMID is a grassroots, local media and messaging event. Meetings Mean Business is providing a toolkit and other resources to help you take our messages to the grassroots level and to make newsworthy events which will show how meetings support local economies, connect people and drive positive business results.

#### **How can I take part?**

We are encouraging local chapters of industry organizations and other industry-related companies and partners to band together to host newsworthy events. A list of suggested activities is provided in the toolkit.

Information on all the events that have registered with us can be found on the [GMID website](#).

Don't see an event in your area? Consider getting together with your colleagues to host one!

**How is this different from legislative fly-ins in the U.S., such as IAEE's Exhibitions Day, AH&LA's Legislative Conference, etc.?**

Those activities involve industry advocates flying into Washington, DC, to become educated on specific legislation, and to then meet with their members of Congress to lobby for or against them. GMID's aim is to broaden our reach outside that realm, to bring our messages to local officials and communities through local newsworthy events, and to show how meetings and events support those communities, not just economically, but as a platform where deals are struck, relationships are forged and ideas are generated which drive all business forward, locally and internationally.

### **What can I do individually to help promote GMID?**

Help get the word out through your social media channels. Consider a blog post on your company's or other sites and listserves to which you subscribe. Post messages on Twitter, Facebook and LinkedIn (sample posts and hashtags can be found in the toolkit) to promote the local events. During and after the event, post pictures via these channels and also on Pinterest and Instagram.

Don't forget about inviting your local officials, mayors, governors, city council members and authorities. A template invitation for elected officials is posted on the GMID webpage.

There is also a "How to Get Involved" document on the GMID webpage with more ideas.

### **My local industry association chapter is hosting an event, but we aren't sure what to do?**

The toolkit includes a sample proclamation. Get your local official to sign the proclamation and invite local media. Stage a rally. Invite officials to visit the convention center or a hotel for an insider's tour. A full list of suggested activities is included on the GMID website: [www.meetingsmeanbusiness.com/GMID](http://www.meetingsmeanbusiness.com/GMID)