



APRIL 8, 2021 | meetsafe.travel

Every April, Global Meetings Industry Day (GMID) brings the industry together to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities.

April 2020 brought a new challenge as COVID-19 was widespread and brought the industry to a standstill. You all came together like never before to donate PPE, turn your event space into testing or care sites, collect food and essential supplies and so much more. Our online GMID event submission form quickly became a place to spotlight the incredible generosity and heart of this industry. We then celebrated with over 10,000 virtually through MPI's 12-hour GMID event broadcast.

We look forward to coming together this year on **April 8, 2021** in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media. Showcasing our industry's value has never been more important – particularly at the state and local levels.

The theme for GMID 2021 is **Meet Safe**. As you all know as industry professionals, planning and hosting business meetings, trade shows, incentive travel, exhibitions, conferences and conventions with health and safety top-of-mind is essential to the industry's recovery. GMID 2021 will spotlight for local businesses, lawmakers and the media the precautions you all are taking to keep everyone safe and ensure productivity as well as the incredible value this industry has for nationwide economic recovery.

The Meet Safe theme is complemented by the launch of meetsafe.travel – a platform created in partnership with [Simpleview](https://simpleview.com) to showcase the many safe meetings and events taking place. We encourage all GMID event hosts to submit their in-person, hybrid or virtual celebration plans to the site with **“GMID” in the title**.

Click [here](#) to check out our best practices for GMID event submissions.

Anticipating that protocols for hosting safe in-person events may continue to shift and vary by location, we urge all GMID event hosts to continue basing their planning decisions on information from local public health authorities, continuing to embrace hybrid and virtual events as mandated. Industry professionals based in the U.S. should also refer to MMBC's online [Reopening Tracker](#) – updated regularly with the latest state-by-state requirements.

We have created a few resources to help you plan your GMID event:

- [sample press release](#)
- [social media guide](#)
- [talking points](#)
- [template proclamation](#)
- [2021 logo](#)

Contact info@meetingsmeanbusiness.com with any questions. We look forward to celebrating together as we spotlight our incredible industry!