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GLOBAL MEETINGS INDUSTRY DAY COMMENCES, HIGHLIGHTS VALUE OF IN-PERSON BUSINESS MEETINGS AND EVENTS

As CDC updates travel guidelines, all signs point to a swift and robust return to safe in-person business meetings and events

Today, leaders in business, government and the media join meetings and events professionals for Global Meetings Industry Day (GMID) – the sixth annual day of industry advocacy started by the Meetings Mean Business Coalition (MMBC). Safe, successful in-person and hybrid events are underway in three continents – among them include:

- **Behind the Curtain: Planning a “Meet Safe” Hybrid Meeting**—New York, NY;
- **Incentive Live**—Tucson, AZ; and
- **GMID MPI Minnesota**—Minneapolis, MN.

GMID takes place as the return to safe, large-scale in-person meetings continues to gain great momentum. Fully vaccinated Americans can now travel freely without required quarantine or COVID-19 testing, according to new travel guidelines from Centers for Disease Control and Prevention (CDC). The positive domino effect on conferences, conventions, expos and tradeshows is imminent. This comes after nearly 13 months of pandemic-related restrictions.

“The desire to meet in-person has never waned – it’s increased,” said Michael Massari, Chief Sales Officer for Caesars Entertainment and MMBC co-chair. “Now that we’re seeing protocols that allow much greater flexibility and movement, we’re going to see a strong return to boardrooms and conference centers nationwide. Businesses are already demonstrating how to come together in ways that are scalable, and we’re here to help.”

Eight in ten Americans working from home are eager to return to in-person meetings and events, according to recent survey data from APCO Insight. That’s why the MMBC, powered by the U.S. Travel Association and in collaboration with industry partners, rallies around corporations and government leaders looking to meet the demand for face-to-face.

“Always resilient, even during uphill battles, our industry has gone great lengths to bring safe events back into the fold – the same events that support the economic welfare of our cities and communities,” said Fred Dixon, President and Chief Executive Officer of NYC & Company and MMBC co-chair. In-person meetings and events supported 5.9 million jobs and \$845 billion in economic impact in the United States, prior to the pandemic, in a single year.

“The energy to get back to face-to-face business meetings and events is palpable. We’re celebrating that energy today on GMID. I couldn’t be prouder,” said Dixon.

Stay tuned for more news and resources on safe, in-person meetings and events marked by the Countdown to Coming Together. To see the latest protocols in your state, check [MMBC’s reopening tracker](#).

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About Meetings Mean Business



MEETINGS MEAN BUSINESS

Powered by U.S. Travel Association

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit meetingsmeanbusiness.com.