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MEETINGS MEAN BUSINESS PROVIDES GLOBAL MEETINGS INDUSTRY DAY 2021 UPDATE

WASHINGTON – Ambassadors of the Meetings Mean Business Coalition (MMBC) have issued the following statement on Global Meetings Industry Day (GMID), which is still set to take place next on Thursday, April 8, 2021:

“The current landscape for meetings and events is one of the most challenging in our history. Even so, industry professionals rise to the occasion time and time again – from [GMID 2020](#), where event planners in all regions swiftly pivoted to virtual; to today, where business and destinations are holding [safe in-person events](#) and embracing the hybrid model as necessary. Following this positive trajectory, we are hopeful that we will see the same success during GMID celebrations in 2021.

We look forward to coming together on April 8 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.

Anticipating that protocols for hosting safe in-person events may continue to shift and vary by location, MMBC urges 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.

Last but certainly not least, we’re pleased to introduce the 2021 GMID theme, Meet Safe, complemented by the launch of [meetsafe.travel](#) – a platform created in partnership with Simpleview to showcase the many safe meetings and events taking place across the U.S. We welcome and encourage all industry professionals to submit their stories in the days and months ahead.

As with GMID 2020, be sure to [follow along](#) and visit [meetingsmeanbusiness.com](#) for information on resources for event hosts, registration details and additional tools for industry advocates amid COVID-19, and consult the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) and Events Industry Council (EIC) for best practices.

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About Meetings Mean Business



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.