



MEETINGS
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[ORGANIZATION] TO PARTICIPATE IN GLOBAL MEETINGS INDUSTRY DAY

[City] – Today, **[Organization]** joins organizations across the globe to support the annual Global Meetings Industry Day (GMID). GMID, led by the industry advocacy coalition Meetings Mean Business (MMB), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy. This year's GMID theme is Meet Safe, recognizing the industry's top priority of operating meetings and events with health and safety top-of-mind.

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 their plans to virtual; to today, where businesses and destinations are holding safe in-person events and embracing the hybrid-model as necessary.

Today, we come together 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 in **[City/Country]**.

“The participation of organizations such as **[Organization]** is critical to GMID's success,” says Fred Dixon, president and CEO of NYC & Company and co-chair of MMB. “It reveals the true power of our industry, our emphasis on convening with health and safety top-of-mind and projections for a strong recovery impacting businesses and local economies around the world.”

[Details on Organization's GMID participation]

[Quote from Organization's leader]

GMID was created in 2016 to raise the profile of the meetings and events industry. Last year brought a new challenge with the international impact of COVID-19 that brought the industry to a standstill. We did, however, convene with meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders through MPI's 12-hour GMID event broadcast. And this year we will celebrate safe in-person, hybrid and virtual meetings alike from California to Luska, Zambia and everywhere in between.

“Since its inception, GMID has galvanized partners globally and empowered advocates to communicate our industry's ability to support businesses and local communities,” said Michael Massari, chief sales officer at Caesars Entertainment, Inc. and co-chair of MMB. “This year's GMID is a testament to the incredibly resilient meetings and events professionals and our dedication to securing much-needed relief and recovery for the industry.”



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Participate in the digital conversations by following [@MeetingsMeanBiz](https://twitter.com/MeetingsMeanBiz) on Twitter, using #GMID21 and watching the live-stream of events provided [here](#) by MPI.

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About [Organization]
[Boiler Plate Language]

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 www.MeetingsMeanBusiness.com.