

Global Meetings Industry Day 2022:

Five Ways to Engage

1

Host an event and tell us about it.

Organize a safe-to-meet GMID event and [fill out our survey](#) to share your event details. Highlight the importance of resuming in-person meetings to your community and industry stakeholders and consider inviting local elected officials and the media to underscore the importance of resuming these meetings to your local economy. Reference our key messages document for themes to integrate into your event.

Once the event concludes, share results and photos on our MEET SAFE Platform, to demonstrate how successful meetings continue to happen face-to-face, across the country.

2

Post on your social media channels using our Social Media Guide.

Whether you're communicating to business leaders, industry colleagues or members of Congress—our social media guide provides messaging points and data helpful to convey to any audience. We've included copy and graphics for you to use in both the weeks prior to GMID and on April 7.

If you choose to engage with Congress, tag their social media handles to ensure they see your content.

Get Creative! Leverage Reels and Stories to show real-time examples and highlight safe meetings that are happening on GMID and throughout the year. We've also provided three short videos in the toolkit to add to your content calendar.

Remember to tag [#MeetSafe](#) and [#GMID2022](#) to join the industry wide conversation.

3

Engage with the media, local elected officials and Members of Congress.

Use our sample press release, key messages document, sample op-ed and Social Media guide to gain media attention surrounding the safety, significance and business value of in-person meetings and events to your community. Localize these messages with your own data and what you are seeing in market around the resumption of in-person meetings and events and just why they are so critical to filling jobs and generating critical travel spending.

4

Spotlight safe meetings happening in your community.

Safe in-person meetings are happening, and they are happening now, all across the U.S. Join us in our Countdown to GMID – highlighting an in-person meeting in your community every week until April 7. Together, these examples can demonstrate that meetings of all sizes from all industries are being held (and booked) in the year ahead. Share good news of new business coming to your community or venue or the success of one that has already been held.

It is so important that decision-makers are aware of the meetings that are happening now – when considering whether to hold their next meeting in-person.

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Sample Spotlight

Be sure to use the
#GMID2022 and #MeetSafe
hashtags on social media.

U.S. Travel Association
21,827 followers
1d · 🌐

Last month, the #NACDSREGIONAL Conference led by example with an 'energetic' return to in-person meetings and events.

The **National Association of Chain Drug Stores (NACDS)** brought industry leaders together to connect, collaborate and discuss the future of the industry—all while following safety protocols that kept meeting attendees safe.

With #GMID22 coming up April 7, we continue to celebrate the return of in-person meetings and events—and the undeniable benefits they bring to businesses across the country.

#MeetSafe

<https://bit.ly/34o680f>



In-Person NACDS Regional Conference Emphasizes Pharmacies' Successes During COVID and United Industry's Relentless "Push" to Maintain Pharma...
nacds.org · 5 min read



Turn BLUE for the day.

The official color of GMID is blue—and many across the industry recognize the importance of this activation by turning their channels, and in some cases [their buildings](#), blue. Change your cover photo on Facebook, Twitter or LinkedIn to blue on April 7 to join in the movement. We've included blue headers for you to use in our toolkit.