

Sample LinkedIn Posts for Executives

As we highlight the importance of in-person meetings and events from our organization's voice, there is a role we can take as leaders in the industry to amplify our own commitments to a return business travel, meetings and events.

We've outlined two sample LinkedIn posts for your personal pages. There are two versions—one highlighting the ways in which your company is leading by example and increasing business travel at your own organization, and another outlining the promising future you are seeing for a return to in-person meetings and events happening now and in the pipeline at your organization or your destination.

Opening text (used for both versions):

Today we celebrate Global Meetings Industry Day—an incredibly important opportunity for businesses and destinations across the world to recognize the undeniable benefits of meeting in-person.

The year ahead is promising for our industry—as restrictions are lifted across the world and we strive to move toward an 'endemic' state of mind. The world is ready to get back to conducting business the way we were meant to...face-to-face.

Version #1 (leading by example):

Here at [COMPANY/DESTINATION], we are leading by example and our staff is excited for the business travel we have planned—whether it be for meetings, trade shows, incentive travel, exhibitions, conferences or conventions.

Conducting business over the computer was an effective alternative, but there is no replacement for the comradery and connections that are fostered when we meet face-to-face.

This year, we've already attended **X** meetings and have several more on the calendar. In 2022, we plan to increase business travel by **__%**. [EDIT AS NECESSARY TO DEMONSTRATE YOUR STAFF COMMITMENT TO BUSINESS TRAVEL]

[OPTIONAL: ADD PERSONAL STATEMENT ABOUT WHAT BEING IN PERSON MEANS TO YOU]

Join me in highlighting the importance of a return to face-to-face meetings—today and every day, as we shine a spotlight around the world and amplify the irreplaceable value they hold. #MeetSafe #GMID2022

Version #2 (future meetings and events in the pipeline):

Here at [COMPANY/DESTINATION] we are excited for what lies ahead, with major conferences and conventions on the books for the remainder of 2022 and beyond including [OPTIONAL INSERT OF CONVENTION NAMES], welcoming more than [OPTIONAL INSERT OF NUMBER OF ATTENDEES].

Already this year, we have welcomed groups from varying industries such as [INSERT INDUSTRIES. It is helpful to demonstrate to business leaders that industries across different sectors are returning to in-person meetings]. This broad representation demonstrates tremendous progress in our recovery.

Thank you to the #MeetingsIndustry for all the incredibly hard work to ensure companies of all sizes across industries can fully resume business travel and in-person professional meetings and events, safely and with certainty.

I look forward to continuing to shine a necessary spotlight on the irreplaceable value these meetings hold—to our [business/destination] and the trickle-down effect on our communities, but importantly—to attendees all over the world.

#GMID2022