

GLOBAL MEETINGS INDUSTRY DAY 2023

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MARCH 30, 2023 | #GMID2023
Presented by the Travel Association

FIVE WAYS TO *Engage*

1

Highlight a meeting in your community and the positive impact it had on the local economy.

In-person meetings provide undeniable value to people, businesses and communities—and their return will accelerate the travel industry's recovery.

Not only do meetings drive education, knowledge and understanding on critical subjects, but they also provide substantial benefits to local economies—injecting new revenue and stimulating activity for small businesses in host communities.

WHAT YOU CAN DO: Use our [LinkedIn templates](#) to spotlight a meeting (conferences, networking events, roundtables, trade shows, etc.). Be sure to mention the direct economic benefit or the face-to-face connections the meeting was responsible for—whether that is a statistic about the number of people who attended and stayed in local hotels, the amount that was spent by the host organization itself to make the meeting happen or a real-life testimony about the benefits of the meeting from an attendee.

2

Host your own event and tell us about it.

On GMID, participants across the globe host events to honor the activation. In fact, last year, we saw events in 30 countries to celebrate GMID.

WHAT YOU CAN DO: If you choose to host a GMID event in your community, tell us about it [here](#). These events spread awareness, underscore our message and prove that we are leading by example.

3

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

It is critical for our message to reach both business leaders and policymakers. One way to reach both audiences is to amplify the reasons **why** meetings matter on your social media platforms—across both individual handles and organizational accounts. Last year, the industry's ability to unite for this social media activation enabled us to reach more than 8.5 million users across the globe.

WHAT YOU CAN DO: 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 March 30.

4

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

We are making it easy to engage with leaders at the highest levels. Remind the media and policymakers that meetings matter by using our key messages document and social media guide to gain media attention surrounding the economic benefits, interpersonal benefits and societal benefits to in-person meetings and events. As a result of last year's participation and utilization of this tool, GMID received nearly 300 media mentions.

WHAT YOU CAN DO: Localize these messages with your own data. Share your own observations surrounding the benefits of in-person meetings and events and just why they are so critical to generating critical revenue for local businesses.

5

Turn blue for the day.

GMID's official color is blue, and many across the industry recognize the importance of this activation by turning their channels—and in some cases their buildings—blue to honor this activation. Last year, some of New York's most well-known landmarks participated—including the Empire State Building, the Freedom Tower, Rockefeller Center and more.

WHAT YOU CAN DO: Change your cover photo on Facebook, Twitter or LinkedIn to blue on March 30 to join in the movement. We've included blue headers for you to use in our [Social Media Guide](#). Be sure to tag [#GMID2023](#) in your posts.