

# GLOBAL MEETINGS INDUSTRY DAY 2023

GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023  
Presented by U.S. Travel Association

## SAMPLE *LinkedIn* POSTS FOR EXECUTIVES

Business leaders and executives play a critical role in underscoring the why: Why meetings matter to our businesses, to our communities, to our workforce—and the tangible and intangible benefits that come from in-person events.

We ask that you use this opportunity to highlight a meeting—whether it is one that is happening in your community or one that your business is hosting. We've outlined two sample LinkedIn posts for you to replicate on your own personal pages. The first version highlights **why meetings matter to the communities** they are hosted in. The second version highlights **why meetings matter to your business** (ROI, economic benefits, etc.).

By posting this message from your personal account, you are leading by example—displaying your own commitment to in-person meetings, events and business travel.

### Opening Text

Today we celebrate Global Meetings Industry Day—an incredibly important opportunity for businesses and destinations across the world to recognize that #MeetingsMatter for a multitude of reasons—and their benefits are critical to both our businesses and our communities.

In 2022, there was nearly \$100 billion in meeting and event related travel spending in the U.S.—directly supporting more than 600,000 American jobs. Meetings play a critical role in bolstering the American economy.

### Version #1: Highlight the benefits of meetings to local economies

Here at **[COMPANY]**, we **[are hosting/hosted] [NAME OF MEETING]** on **[DATE]**—an event that **[will play/played]** a major role in supporting jobs, driving growth and bolstering the local economy in **[CITY WHERE MEETING WILL BE/WAS HOSTED]**.

In fact, **[NAME OF MEETING]** **[typically brings/brought] [# OF ATTENDEES]** to **[CITY WHERE MEETING WILL BE/WAS HOSTED]**. This boost in spending for **[CITY WHERE MEETING WILL BE/WAS HOSTED]** creates job growth, supports local businesses and stimulates the city's economy by inviting new visitors who stay in area hotels, eat at local restaurants, shop in neighborhood stores and brings revenue to a destination.

This **#GMID2023**, we are celebrating more than just meetings themselves—but also the benefits that often go unnoticed by meeting attendees and members of the community in which they are hosted. **#MeetingsMatter**

### Version #2: Highlight the business benefits of in-person meetings

Here at **[COMPANY]**, we are hosting **[NAME OF MEETING]** on **[DATE]**—an event that drives revenue for our business—helping us to **[MAKE SALES/CLOSE LARGE DEALS, CREATE BUSINESS RELATIONSHIPS, NETWORK WITH INDUSTRY COLLEAGUES]**.

In fact, **[NAME OF MEETING]** typically drives **[\$XX]** of future spending—helping my team and I strengthen our connections with clients, colleagues and long-time friends.

**[OPTIONAL: WHY THE MEETING IS SO IMPORTANT TO JOBS AND SPENDING, IN YOUR OWN WORDS]**

Join me in highlighting all of the reasons that **#MeetingsMatter**—today and every day, as we shine a spotlight around the world and amplify the irreplaceable value they hold. **#GMID2023**