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