

# GLOBAL MEETINGS INDUSTRY DAY 2023

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MARCH 30, 2023 | #GMID2023  
Powered by U.S. Travel Association

## #GMID2023 SOCIAL MEDIA Guide

Let's come together to celebrate Global Meetings Industry Day on March 30 by amplifying key messages across your organization's social media channels. **In your posts be sure to do the following:**

- **Hashtag:** [#MeetingsMatter](#) and [#GMID2023](#)
- **Tag:** U.S. Travel and Meetings Mean Business channels
  - **LinkedIn:** @Meetings Mean Business, @U.S. Travel Association
  - **Twitter:** @MeetingsMeanBiz, @USTravel
- **Link:** Our 30-second social media promo video, found [here](#)
- **Post:** A suite of graphics, available here and in the guide below

### FOR YOUR CONSUMER HANDLE

Use these messages across any platform, with emphasis on Twitter and LinkedIn, to reach other business leaders in your network and remind them why [#MeetingsMatter](#).

Have you experienced the ✨magic✨ of meetings?  
✂️ Meetings inspire, invigorate and advance company purpose. How?

🚗 Meetings drive innovation.

✨ Meetings spark creativity.

💛 Meetings deepen new and existing relationships.

That's why [#MeetingsMatter](#). [#GMID2023](#)

The 🔑 to sustained business success? Strong relationships—and data shows [#MeetingsMatter](#) when building those connections. [#GMID2023](#)

[#MeetingsMatter](#) to our economy—driving spending in the communities they are hosted in. **#DYK:** Meetings accounted for 38% of all business travel spending in 2022. [#GMID2023](#)

One lesson-learned over the past two years: Looking colleagues in the eye and closing a deal with a handshake can't be replicated over **any** virtual platform. [#MeetingsMatter](#) today, tomorrow and well into the future. [#GMID2023](#) 🤝💛

Who benefits from in-person meetings and events? [#MeetingsMatter](#) to businesses both large and small—driving critical revenue and bolstering local economies. In 2022, there was nearly \$100 billion in meetings and event-related travel spending. [#GMID2023](#)

[#MeetingsMatter](#) to more than just those who attend. That's why at **COMPANY NAME**, we meet in-person **[X times/week/month/year at X location]**—stimulating local economies and driving critical spending to support businesses both large and small in **[X location]**. [#GMID2023](#)

## FOR YOUR COMPANY TRADE HANDLES AND/OR CONSUMER HANDLES

Use these messages to communicate with your elected officials and underscore that **#MeetingsMatter** to their constituents. Tag your member of Congress, mayor, governor or any other elected official with whom you'd like to share this message.

### TARGET YOUR ELECTED OFFICIALS

The economic impact of the meetings industry is unmistakable. 🗳️ Just this year, [destination] hosted [event] bringing [x attendees] who contributed to local spending—supporting regional hotels, restaurants, bars and shops. **#MeetingsMatter #GMID2023 @CongressmanXYZ**

In 2022, [destination] saw [2022 total \$\$ biz spending] in total business travel spending. In-person **#MeetingsMatter** to our local economy and drive critical business for local hotels, convention centers, restaurants, shops and more.  
**@CongressmanXYZ #GMID2023**

**#FACT:** Today is Global Meetings Industry Day but all year long, meetings & events drive visitation into communities and foster commerce for small businesses. **#MeetingsMatter #GMID2022**

**@CongressmanXYZ** DYK: The local impact that meetings, events & business travel has on this district's economy?  
💰 [X] in additional spending per year.  
🏢 Adds [X] jobs to our local job market  
🏠 Supports [X] small businesses in the district  
**#MeetingsMatter #GMID2023**

**@CongressmanXYZ #MeetingsMatter.** Meetings and events accounted for 38% of all business travel last year—totaling over \$100 billion in meetings and events related travel spending and directly supporting more than half a million jobs in 2022. **#GMID2023**

## FOR YOUR PERSONAL CHANNELS:

Use your personal social platforms and encourage your industry colleagues to join in during **#GMID2023**, too.

📅 SAVE THE DATE! Mark your calendars for **#GMID2023 – MARCH 30.**

This year's theme is **#MeetingsMatter.**

Why? Because they provide undeniable value to people, businesses and communities.

Why do **#MeetingsMatter**? Hosting a meeting stimulates a region's economy—bringing in new visitors who stay in area hotels, eat in local restaurants, shop in neighborhood stores and more. 🏠 Let's get back to it!  
**#GMID2023**

The entirety of the travel industry 🤝 the meetings industry—because **#MeetingsMatter** to all sectors of the travel economy.

I am celebrating **#GMID2023** by [custom response. i.e. attending X meeting, attending X event, getting together with colleagues]

👏 Let's hear it for the **#Meetings** industry!  
**#MeetingsMatter** to our economy, to our businesses, to our employees, to our colleagues and to our communities.

Let's celebrate **#GMID2023** by honoring those that make them happen. 🙌

SEE GRAPHICS ON NEXT PAGE

## SOCIAL GRAPHICS AND HEADER IMAGES:

Please see below for a suite of graphics and a social media header to amplify GMID messaging. Use these graphics and the social [video](#) in tandem with copy from previous pages.



[DOWNLOAD ALL GRAPHICS >](#)

SHARE THE **#GMID2023** *Social Guide*  
WITH YOUR NETWORK