

# GLOBAL MEETINGS INDUSTRY DAY 2023

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

## Sample Media Advisory

On March 30, **(Name of Organization)** Promotes Value, Importance of Professional Meetings on Global Meetings Industry Day (GMID)

### WHEN:

Thursday, March 30, 2023

**[Event Start/End Time]**

**[Location and address of media event—provide specific entry location for news media/cameras]**

### WHAT:

On March 30, **[XX ORGANIZATION]** will join the annual worldwide recognition of Global Meetings Industry Day (GMID) and champion the benefits of professional meetings and events held in **CITY NAME**.

GMID, powered by the U.S. Travel Association's Meetings Mean Business Coalition, spotlights the proven value that business meetings, conferences, conventions, trade shows and exhibitions bring to businesses, workers and the economy. This year's theme, Meetings Matter, will spotlight the economic and societal importance of face-to-face meetings, a message that underscores the many benefits that come from professional in-person gatherings.

In 2022, professional events drove nearly \$100 billion in travel spending nationwide, accounting for 38% of all business travel spending. This is revenue that is critical to the success of local economies like **[XX YOUR CITY [insert local data if available]]**.

### WHO:

**[List participating speakers by name/title/organization]**

### RSVP/QUESTIONS:

**[Insert media/PR point of contact name/phone number/email]**