

GLOBAL MEETINGS INDUSTRY DAY 2023

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MARCH 30, 2023 | #GMID2023

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Sample Media Pitch

TO PRODUCER/BOOKER/NEWS EDITOR:

Thursday, March 30, is Global Meetings Industry Day—an international day of advocacy that will be recognized in **[CITY NAME]** to spotlight how professional meetings and events, such as those held at the **[NAME]** Convention Center, provide extraordinary value and benefits to both the participants and the communities that host them.

[PERSON NAME/TITLE] is available to join you on air to discuss how this industry is essential to the growth and prosperity of **[CITY NAME]**.

Attendees to business meetings, trade shows, conferences and conventions drive our region's travel economy, while their spending powers many other industries. For participants, these events also spur new ideas and professional growth and form valuable business connections.

In 2022, nearly \$100 billion was generated nationally in meeting and events-related travel spending, which supported 600,000 American jobs. [In **CITY NAME**, meetings and events generated **\$XX** in spending in 2022 and is forecast to grow to **XX** in 2023.]

Given its importance to our community, I hope you will report on Global Meetings Industry Day on March 30, and please let me know if interested in speaking with **[ORG + PERSON NAME]** for **his/her** local perspective on this dynamic business sector.