

GLOBAL MEETINGS INDUSTRY DAY 2023

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MARCH 30, 2023 | #GMID2023
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Sample Press Release

[XX CITY] Celebrates Global Meetings Industry Day

Leaders Convene on March 30 to Spotlight the Value of Professional Meetings, Events to People, Communities and Businesses

[XX CITY] [DATE] – **XX CITY** is championing that “Meetings Matter” on Global Meetings Industry Day, an international day of advocacy held on March 30 to showcase the essential nature and incredible value created by business meetings, trade shows, conferences and conventions.

This year’s theme, “**Meetings Matter,**” highlights the numerous benefits of in-person meetings—such as economic growth, deeper business connections and the sharing of knowledge and ideas that positively impact society.

Meetings are a key driver of the economy and workforce, playing a critical role in fueling other industries. In 2022, professional events drove nearly \$100 billion in travel spending nationwide, accounting for 38% of all business travel spending. That spending directly supports 600,000 American jobs and helps power small and local businesses. In **XX CITY**, meetings are essential in stimulating the region’s economy and bringing in new visitors who stay in **XX CITY’S** hotels, eat in local restaurants and shop in local stores. **[Insert local economic impact data if available]** AND/OR **[Insert an example of a local meeting/event that impacts other industries].**

[Placeholder for mayor/city/business leader quote]

IF PROMOTING AN EVENT: Leaders of **XX CITY’S** travel industry will convene at **LOCATION** at **TIME** to share remarks on the importance of this business segment to the region’s economy and the knowledge and relationships that result from convening.]

Here are [five ways](#) communities around the world, including in **XX CITY**, are elevating the **#MeetingsMatter** theme on March 30.

1. Hosting events spotlighting local businesses and communities
2. Highlighting valuable meetings
3. Posting on social media about the power of meetings
4. Engaging with elected officials
5. Turning social media banners blue, the official color of GMID

Messaging on social media is organized using hashtags **#MeetingsMatter** and **#GMID2023**.