

GMID Media Pitch

TO NEWS DIRECTORS / BOOKING PRODUCERS / ASSIGNMENT EDITORS:

Thursday, April 11, 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 economic value and benefits to both participants and host communities.

[PERSON NAME/TITLE] is available to join you on air to discuss how this industry is indispensable for the advancement of [CITY NAME]. Attendees to business meetings, trade shows, conferences and conventions help 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.

The meetings industry generates billions in travel spending and directly supports hundreds of thousands of jobs each year. [In CITY NAME, meetings and events generated \$XX in spending in 2023 and is forecast to grow to XX in 2024.]

Given its importance to our community, I hope you will report on Global Meetings Industry Day on April 11, and please let me know if interested in speaking with [ORG + PERSON NAME] for his/her local perspective on this dynamic business sector.