



GLOBAL MEETINGS INDUSTRY DAY

APRIL 11, 2024 | #GMID2024

Powered by U.S. Travel Association

#GMID2024 ADVISORY

On April 11, **(Name of Organization)** Promotes Value, Importance of Professional Meetings on Global Meetings Industry Day (GMID)

WHEN:

Thursday, April 11, 2024

[Event Start/End Time]

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

WHAT:

On April 11, **[XX ORGANIZATION]** will join the annual worldwide recognition of Global Meetings Industry Day (GMID) and champion the benefits and impact of professional meetings and events held in **CITY NAME**. GMID, fueled 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. The Meetings Matter theme highlights the economic contributions and significance of face-to-face meetings, emphasizing the many benefits that professional in-person gatherings create.

The meetings industry generates billions in travel spending and directly supports hundreds of thousands of jobs in the United States each year. This revenue and employment opportunities are critical to the success of local economies like **[CITY NAME, 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]