

GLOBAL MEETINGS INDUSTRY DAY

APRIL 11, 2024 | #GMID2024

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KEY MESSAGES

Meetings matter. They provide undeniable value to people, businesses and communities—significantly contributing to the U.S. economy.

Let's ensure elected leaders and media understand that meetings, events and tradeshow are essential to our economy—generating billions in travel spending and directly supporting hundreds of thousands of jobs each year, in addition to the proven benefits to businesses' bottom line.

The following messages convey that nothing can replace meeting face-to-face and underscore the unwavering value of our industry with leaders in business, government and the media.

Explore our [GMID 2024 toolkit](#), which includes a social media guide, ideas for engagement, a video, graphics and more.

TOPLINE MESSAGES

- There's power in convening. Meetings provide undeniable value to people, businesses and communities.
- In 2023, there was \$119 billion in meeting and event related travel spending in the U.S.—directly supporting nearly 600,000 American jobs
- Meetings drive education, knowledge and communal understanding on critical subjects—advancing fields that are crucial to our societal well-being.
- The benefits of meetings range from the tangible to intangible—benefiting local economies and businesses while simultaneously fueling individual growth, long-lasting connections and mutual respect.

#MEETINGS MATTER TO *people*

- Strong relationships are the key to sustained business success—and meeting face-to-face is the best way to strengthen them.
- Meetings create a shared sense of mission and purpose, foster empathy across organizational lines and create camaraderie that positions organizations for success.
- Meetings and events help connect people to one another—enabling employees to grow and enjoy experiences while reconnecting with peers.

#MEETINGS MATTER TO *communities*

- Meetings support small and local businesses in the communities in which they are hosted, often providing long-lasting benefits not visible to attendees.
- Meetings and events help drive travel and tourism into communities and are an indispensable source of visitor spending in many destinations.

- Hosting an event, convention or trade show stimulates a region's economy by attracting new visitors who stay in local hotels, dine in nearby restaurants, shop in neighborhood stores and bring new revenue to the destination.

#MEETINGS MATTER TO *business*

- Face-to-face meetings offer wide-ranging benefits to both the economy and businesses, including helping organizations build a competitive edge and increase bottom-line revenue gains.
- Conventions and conferences serve as critical education platforms for professionals and are key for developing advanced skills and training.
- Meetings build “bench strength” within organizations by cultivating leadership talent.

THE DATA:

- Face-to-face meetings are the **best way** to capture a person's full attention. While virtual meetings may be convenient, they are proven to be much less effective in developing lasting relationships. [Data](#) from Zoom shows that 42% of call participants don't even have their cameras on.
- According to the U.S. Department of Labor, Millennials and Generation Z are **expected** to account for about 60% of the workforce by 2025, and these groups are seeking experiences and opportunities where they can network.
- Research **indicates** that events are the most trusted channel in the marketing mix and serve as goldmines of first-party data.

