

## Global Meetings Industry Day 2025 – Media Resources Kit

### GMID Media Pitch

**TO NEWS DIRECTORS / BOOKING PRODUCERS / ASSIGNMENT EDITORS:**

Thursday, April 3, 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 2024 and is forecast to grow to XX in 2025.]

Given its importance to our community, I hope you will report on Global Meetings Industry Day on April 3, and please let me know if you are interested in speaking with [ORG + PERSON NAME] for his/her local perspective on this dynamic business sector.

## GMID Media Advisory

On April 3, (*Name of Organization*) Promotes Value, Importance of Professional Meetings on Global Meetings Industry Day (GMID)

### **WHEN:**

Thursday, April 3, 2025

[Event Start/End Time]

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

### **WHAT:**

On April 3, [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 – extending far beyond the events.

The meetings industry generates billions in travel spending and directly supports hundreds of thousands of jobs in the United States each year, playing a crucial role in business success. 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]