

GLOBAL MEETINGS INDUSTRY DAY

APRIL 3, 2025 | #GMID2025

POWERED BY U.S. TRAVEL ASSOCIATION



#GMID2025 SOCIAL GUIDE

Let's come together to celebrate **Global Meetings Industry Day on April 3** by amplifying key messages across your organization's social media channels. In your posts, be sure to do the following:

- Use the hashtags **#MeetingsMatter** and **#GMID2025**
- Tag U.S. Travel
 - **LinkedIn:** @U.S. Travel Association
 - **Twitter:** @UStavel
 - **Instagram:** @ustravel_association
- Use the social graphics, available [here](#) and in the guide [below](#)
- Link to the [social video](#)

FOR YOUR SOCIAL CHANNELS

The sample content below can be used on your organization's or your personal social channels—and feel free to customize.

Today is Global Meetings Industry Day—a day to showcase why **#MeetingsMatter** to communities, businesses & economies across the country. The best communication doesn't happen through a screen—it happens when you meet face-to-face. **#GMID2025**

[Organization] is celebrating **#GMID2025!** 🎉 There's no substitute for looking colleagues in the eye & closing a deal with a handshake. 💛 **#MeetingsMatter**—and they are the gold standard for fostering deeper connections, sparking creativity & driving innovation.

#GMID2025 is here! Today, we're highlighting why **#MeetingsMatter** to all communities—catalyzing spending & job creation. ✅ In **[Destination]**, there was **[\$XX]** in meeting & event-related travel spending—supporting over **[XX]** jobs in our community.

Today on Global Meetings Industry Day, **[Organization]** is highlighting why **#MeetingsMatter** to businesses both large & small—fostering a competitive edge & boosting revenue gains. For every dollar invested in business travel, U.S. companies experience a \$5.90 return. ¹ 💛 🏡 **#GMID2025**

¹ Oxford Economics, 2021

ENGAGE YOUR ELECTED OFFICIALS

Use these messages to communicate with your elected officials and underscore that **#MeetingsMatter** to their constituents. Tag your member of Congress, mayor, governor or any other elected official with whom you'd like to share this message.

Meetings & events played a vital role in **[Destination]**'s economy in 2024:

💰 **[\$X]** in additional spending per year

🏢 Adds **[X]** jobs to our local job market

🏠 Supports **[X]** small businesses in the district

@CongressmanXYZ, this is proof of why **#MeetingsMatter!** **#GMID2025**

The economic ripple effect of in-person meetings & events is undeniable, **@CongressmanXYZ**. Last year, **[Destination]** hosted **[event]**, bringing in **[x attendees]**. This not only drove spending on local hotels, attractions, restaurants & more but also demonstrated why **#MeetingsMatter** to our community. **#GMID2025**

Today, as we celebrate Global Meetings Industry Day, let's remind **@CongressmanXYZ** why **#MeetingsMatter**. Whether it's business meetings, exhibitions, conventions or trade shows—in-person meetings & events strengthen our community & boost our economy here in **[Destination]**.

@CongressmanXYZ, today is Global Meetings Industry Day—an opportunity to show YOU why **#MeetingsMatter**. Meetings & events contributed over **[\$XX]** in spending to **[District/State]** & directly supported more than **[XX]** jobs. **#GMID2025**

SOCIAL GRAPHICS

Please see below for a suite of graphics to amplify GMID messaging. Use these graphics and the social [video](#) in tandem with copy from previous pages.



[DOWNLOAD ALL GRAPHICS >](#)

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