### Did You Know?
We’ve received growing participation from business leaders and elected officials, including representatives from Louisiana, Colorado, San Diego, Tulsa, Warwick, Jacksonville, Austin, Denver, Aurora, the province of British Columbia, Kelowna, Ottawa, Victoria, Edmonton and Kenya.

### Global Meetings Industry Day

<table>
<thead>
<tr>
<th><strong>Events</strong></th>
<th><strong>Event Hosts</strong></th>
<th><strong>Countries</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>275</td>
<td>369</td>
<td>53</td>
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<tr>
<th><strong>Social Media Reach</strong></th>
<th><strong>Earned Media Content</strong></th>
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</thead>
<tbody>
<tr>
<td>88.2M</td>
<td>(Number of articles, broadcasts and blog posts; includes results of the radio media tour) 279</td>
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<table>
<thead>
<tr>
<th><strong>Social Media Content</strong></th>
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<tbody>
<tr>
<td>(Tweets and Instagram posts only) 11.1K</td>
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</tbody>
</table>

### Year-to-Date Metrics Dashboard

#### KEY HIGHLIGHTS
- Continued GMID follow-up engagement and recruitment, including a meeting with MPI Japan in Tokyo to discuss expanding efforts in the APAC region
- Announced our 2019 Ambassadors cohort and engaged in action planning that resulted in 120 commitments in support of the industry and MMBC’s mission, 25% of which have already been completed
- Completed digital research to identify influencers outside of the industry who can help socialize our proof points and advocacy priorities
- Expanded paid media targeting to engage new supporters online by leveraging our LinkedIn page
- Released new resources for meeting planners around the weaponization of meetings and travel
- Monitored emergent issues, including proposed policies at the state-level related to abortion, religious freedom and identity

#### WHAT’S NEXT
- Relaunching Worth Meeting About campaign activities in our seven priority markets to reach business leaders, policymakers and the media
- Formalizing the inaugural MMBC Advisory Council
- Continuing the momentum with Ambassadors to reach grassroots audiences and share stats and stories about the industry’s value with elected officials and business contacts outside of the industry
- Refining and reorganizing our online toolkit resources to make them easier to find, download and deploy
- Selecting a focus area for our next formal research project based on coalition feedback to proposed ideas
- Developing the next round of Explainer Videos for our target audiences

#### Website Engagement

- **Total Website Pageviews**: 41.2K
- **Unique Visitors**: 15.5K
- **Average Session Duration**: 2:11 minutes

#### Featured Articles
- MediaPlanet/USA Today, 6/14/19: Meetings Mean Business: The Value of Face-to-Face
- Special Events, 5/21/19: Tips for Dealing with Event Boycotts