



**FOR IMMEDIATE RELEASE**  
**June 15, 2016**

**Contact: Jenny Waldmann**  
**202.778.1055**  
[jwaldmann@apcworldwide.com](mailto:jwaldmann@apcworldwide.com)

## **MEETINGS INDUSTRY ADVOCATES ANNOUNCE DATE FOR GLOBAL MEETINGS INDUSTRY DAY 2017**

**Washington, D.C.** – On April 6, 2017, leaders from across the meetings and events industry will come together to support the second annual Global Meetings Industry Day (GMID). Led by the industry advocacy coalition [Meetings Mean Business](#) (MMB), GMID 2017 will continue to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities.

“We are excited to build on the momentum from the first ever Global Meetings Industry Day,” said Richard Harper, MMBC co-chair and executive vice president of HelmsBriscoe. “GMID 2016 illustrated that great things happen when people come together and next year we will replicate that on an even larger scale.”

GMID 2017 follows the first ever international day of advocacy, held earlier this year in over 30 countries and across five continents. GMID 2016 included 115 events in more than 80 locations as well as significant conversations online with more than 40 million social media impressions. The governors of Maryland and Kentucky, along with the mayors of Ottawa, Edmonton, Phoenix, Baltimore, Buffalo and Mobile, Alabama all signed proclamations declaring Global Meetings Industry Day in their respective locations. The Empire State Building and Niagara Falls were both lit in blue for GMID. Organizations across North America, South America, Europe, Africa and Australia held educational events, panels with industry professionals, rallies, strategic sessions and more. Many of these events featured the [GMID anthem](#), written specifically for this day to celebrate the work of meetings professionals everywhere in a meaningful way.

In 2017, MMB will again join forces with the Convention Industry Council (CIC), U.S. Travel Association, Meeting Professionals International (MPI), Professional Convention Management Association (PCMA), International Association of Exhibitions and Events (IAEE), Society for Incentive Travel Excellence (SITE), COCAL and other groups. In one united voice they will advocate for the industry, showing that meetings make a difference no matter the location.

“GMID 2017 will once again harness the industry’s passion and excitement around the globe,” said Michael Dominguez, MMB co-chair and senior vice president of corporate sales at MGM Resorts



International. “Meetings industry professionals know that advocating for our industry on the global stage helps people all over the world understand the necessity of face-to-face. We’ll be looking to reach an even larger audience next year.”

Several tools and resources are available to aid 2017 GMID planning, including talking points, frequently asked questions, the 2017 logo and a “how to get involved” document. Throughout the planning process MMB will continue to roll out new collateral such as digital assets and advertisements, template local press releases, invitations to elected officials to encourage their involvement in GMID, slides, signage and more, making sure to be responsive to event hosts’ needs.

According to Karen Kotowski, CEO of Convention Industry Council, “GMID 2017 will continue to showcase the industry’s strength and demonstrate the tremendous value of face-to-face meetings in communities in every corner of the globe.”

International Congress and Convention Association President Nina Freysen-Pretorius added, “GMID helps generate widespread conversation about some of our industry’s most critical issues. It’s especially important to discuss these issues and increase awareness of the meetings industry internationally to enable continued growth and ensure that people all around the world embrace the benefits of in-person meetings.”

“GMID has also helped groups all around the world form new and greater connections with each other,” said Andy Sharpe, founder of SongDivision, who created and produced the anthem for GMID 2016. “Building these relationships during the GMID planning process and throughout the day of events has led to positive business outcomes and a renewed sense of community.”

*To learn more about GMID, visit <http://www.meetingsmeanbusiness.com/GMID>. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness with #GMID17. Download the MMB app, available on iPhones and Android devices, to access industry resources and to stay updated on GMID activity.*

###



### **About Meetings Mean Business**

The Meetings Mean Business coalition was created in 2009 to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face meeting and events industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities. For more information, visit [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com) and download our app on iTunes and Google Play.



info@meetingsmeanbusiness.com



202.408.8422



www.meetingsmeanbusiness.com



@meetingsmeanbiz