



**MEETINGS  
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BUSINESS**



APRIL 12, 2018

## ***GMID Event Host Checklist***

Global Meetings Industry Day (GMID) will be held on April 12, 2018. To make the planning process easy for event hosts, below is a checklist for holding a successful event, a large part of which is garnering media coverage and the presence of elected officials at your event. These two components are especially valuable for helping validate our industry's positioning and role.

### Fall 2017

- Brainstorm with your organization** to determine what type of event you would like to host. Options include: rallies, press conferences, panels, educational events, award presentations and proclamations from elected officials. For ideas and inspiration, check out our toolkit on [www.meetingsmeanbusiness.com/GMID](http://www.meetingsmeanbusiness.com/GMID).
- Fill out the GMID Event Interest form** to let MMB know you will be planning an event. This will allow us to send you the latest GMID toolkit materials and assist you as you plan your event.
- Complete the GMID Event Registration form** once the details for your event are in place. Once your event is registered, MMB will add it to the GMID Events page on the website.

### Winter 2018

- Participate in the GMID Event Host calls** leading up to April. Dates and times for the calls will be posted on the MMB website and shared with those who have completed the Event Interest or Event Registration form.
- Send regular updates** to your event attendees to keep them in the loop and inform them of broader GMID activities.
- Invite elected officials** to your event using our template invitation. Solicit a proclamation from an elected official by using our template proclamation
- Customize our template press release** to alert media in your area that your event will be taking place. Reach out to a local official for a quote, if possible.
- Draft a media advisory** and send to local reporters to invite them to participate in and cover your event.
- Promote your event** on social media using the #GMID18 hashtag.

### Spring 2018

- Incorporate the GMID anthem** from SongDivision into your event. Play the anthem as your attendees enter the event. Use it as the opener to your panel or presentation. Or, film attendees singing along to the anthem.

- ❑ **Hold your event** on April 12, 2018! Be sure to take part in the online social conversation on Twitter, Facebook and Instagram throughout the day and encourage your event attendees to do the same.
- ❑ **Send MMB photos, videos or local coverage** from your event, which will help us build our wrap-up report.
- ❑ **Take the Event Host Survey** to provide MMB with feedback about the planning process and how your event went.
- ❑ **See how your organization can be involved with MMB** all year long by checking out the [MMB Primer](#).

Email [GMID@meetingsmeanbusiness.com](mailto:GMID@meetingsmeanbusiness.com) at any time for more information or with questions.