



**FOR IMMEDIATE RELEASE**  
**April 14, 2016**

**Contact: Stephanie Waties**  
**202.659.7901**  
[swaties@apcoworldwide.com](mailto:swaties@apcoworldwide.com)

## **MEETINGS INDUSTRY ADVOCATES TEAM UP FOR FIRST-EVER GLOBAL MEETINGS INDUSTRY DAY**

*Meetings Mean Business Leads Effort to Showcase the Meetings Industry's Value*

**Washington, D.C.** – Today, the Meetings Mean Business Coalition (MMBC) and leaders from across the meetings and events industry are joining together for the inaugural Global Meetings Industry Day (GMID), with more than 100 events in over 85 locations that span more than 30 countries. This international day of advocacy highlights the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. Thousands of people who work in the industry are participating in today's events to make sure that elected officials, business leaders and other decision makers understand the critical role face-to-face meetings play in generating business success, creating jobs and driving economic growth.

"On this historic day, the global meetings industry is demonstrating its value worldwide," said Richard Harper, MMBC co-chair and executive vice president of HelmsBriscoe. "Thousands of industry professionals are standing up to showcase how this global industry positively impacts local communities by supporting jobs, generating revenue and contributing to the tax base."

Today's activities include a wide range of events organized by industry partners across the globe. Meeting Professionals International chapters have organized nearly 60 events, the Professional Convention Management Association is hosting nearly 20 events and COCAL, the Latin American Federation of Professional Congress Organizers, chapters have organized nearly 15 events. Other highlights include:

- A rally at the Capitol in Austin, Texas
- The illumination of the Niagara Falls and the Empire State Building in blue to recognize and celebrate GMID
- Recognition across New York City including a large-scale GMID ad in Times Square
- An educational panel featuring industry professionals and elected officials in Phoenix



- A full day of activities in Brussels, including a sustainability workshop and sessions on innovation in meetings
- A presentation of the importance of the meetings and events industry to different economic sectors in Guatemala
- A panel discussing the impact of the meetings industry in Las Vegas

“GMID allows meeting and events professionals from every corner of the globe to come together and show their passion and dedication to building personal relationships, driving positive business outcomes and supporting strong communities by facilitating face-to-face meetings,” said Michael Dominguez, MMB co-chair and senior vice president of corporate sales at MGM Resorts International. “Industry professionals know that great things happen when people come together, and today we are putting that mantra on a global stage.”

“We wouldn’t be here today without the help of our many fantastic global partners, including MPI, PCMA, SITE, ICCA, COCAL and more,” said Karen Kotowski, CEO of Conventions Industry Council (CIC) and MMBC member. “This large-scale collaboration illustrates the convening power that meetings and events hold no matter the location.”

GMID is an expansion of North American Meetings Industry Day (NAMID), held last year in the United States, Canada, Mexico and parts of Latin America.

*To learn more about GMID, visit <http://www.meetingsmeanbusiness.com/GMID>. Follow and participate in today’s digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness and #GMID16. [Download](#) the MMB app, available on iPhones and Android devices, to access industry resources and receive updates 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.