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MEETINGS INDUSTRY ADVOCATES TEAM UP FOR THIRD ANNUAL GLOBAL MEETINGS INDUSTRY DAY

Meetings Mean Business Leads Effort in 30+ Countries to Showcase Industry's Impact

Washington, D.C. – Today, the Meetings Mean Business Coalition (MMBC) and leaders from across the meetings and events industry are joining together for the third annual [Global Meetings Industry Day \(GMID\)](#). With more than 160 events spanning six continents, this international day of advocacy highlights the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy.

New research from [Oxford Economics](#) affirms that in a single year – and despite a continued rise in virtual communications options – face-to-face meetings and events supported 5.9 million jobs and \$845 billion in economic impact in the United States.

To shine a light on these results and others, GMID brings together thousands of industry professionals and third-party allies to host rallies, educational panels, networking sessions and more.

“GMID reveals the true convening power of our industry and connects the work we do every day to the long-term impact we have for businesses and economies around the world,” said Paul Van Deventer, president and CEO of Meeting Professionals International and co-chair of MMB.

GMID was created in 2016 to raise the profile of the meetings and events industry, and last year, involved meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders. Events were held throughout North America, Latin America, South America, Europe, Africa, Asia and Australia along with robust conversations online and over 40 million social media impressions. Proclamations of support were issued by the governors of Washington, Texas and Minnesota, along with the mayors and city officials of Seattle, Chicago, Philadelphia, Austin, Baton Rouge, Atlantic City, Broward County, FL, Erie County, NY, Edmonton, Vancouver, Ottawa and Penang, Malaysia. The Empire State Building was illuminated in blue in celebration of GMID for the second consecutive year.



“Since its inception, GMID has galvanized partners globally and empowered advocates to communicate our industry’s ability to drive bottom line results,” said Julie Coker Graham, president and CEO of the Philadelphia Convention & Visitors Bureau and co-chair of MMB. “GMID is a testament to the dedication and fierce passion industry professionals bring to colleagues, clients and communities.”

A full list of GMID events taking place today is available [here](#).

To participate in the digital conversation, follow [@MeetingsMeanBiz](#) on Twitter and use #GMID18. Watch the first-ever live-stream of events throughout the day [here](#), courtesy of our partners at MPI.

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About Meetings Mean Business

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit www.MeetingsMeanBusiness.com.