



APRIL 6, 2017

## Global Meetings Industry Day

Global Meetings Industry Day (GMID) will shine a light on the real impact meetings have on businesses, economies and communities. Meeting professionals organizations, association chapters, corporations, destinations, partners and other supporters will hold events in all around the world to support this international day of advocacy. Possible events include rallies, press conferences, speaking panels, educational events, award presentations, proclamations and more.

At its base, GMID is a grassroots, local media and messaging event. Meetings Mean Business helps organize by harnessing the industry's excitement and energy and engaging elected officials and media. This helps you take our messages to the grassroots level and make newsworthy events which will show how meetings support local economies, connect people and drive positive business results.

### Here's how you can help advocate for our industry and prepare for GMID 2017:

- **Organize** an event to showcase the value of face-to-face meetings
- **Attend** an event taking place in your community
- **Engage** with local elected officials and business leaders
- **Participate** in the online conversation with #GMID17
- **Spread** the word about GMID to your networks

### How to get started:

1. **Visit** [www.meetingsmeanbusiness.com/GMID](http://www.meetingsmeanbusiness.com/GMID), your one-stop shop for GMID information and materials.
2. **Learn** about 2016 events to jumpstart your planning and get inspiration for 2017 by checking out our "[How to get involved](#)" document and GMID 2016 [highlights video](#).
3. **Express** your interest in hosting a GMID 2017 event by filling out our [form](#), or if you are already in the planning process, officially register your event [here](#).
4. **Use** the GMID Event Host [Checklist](#) to help make the planning process easier.
5. **Email** [GMID@meetingsmeanbusiness.com](mailto:GMID@meetingsmeanbusiness.com) for more information or if you have questions.

**Join us as we work to ensure the value of our industry is well understood. We need your help.**