



MEETINGS  
MEAN  
BUSINESS

GLOBAL  
MEETINGS  
INDUSTRY DAY

APRIL 4, 2019

# GMID IN A JIFFY

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How to Participate in Global Meetings  
Industry Day – Without Leaving the Office



# GMID IS THURSDAY, APRIL 4

**The clock is ticking, but there's still time for your organization to plan its own GMID event!**

All GMID events, big or small, help shine a light on the real impact meetings have on people, businesses and the economy. Don't miss the opportunity to celebrate the meetings and events industry's enduring business value and \$2.53 trillion in global economic impact.

*"GMID is a testament to the dedication and fierce passion industry professionals bring to colleagues, clients and communities."*

*- Julie Coker Graham, Philadelphia Convention & Visitors Bureau*

*"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."*

*- Paul Van Deventer, Meeting Professionals International*



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# TRANSFORM YOUR TEAM MEETING

- 🔗 **Send** colleagues a calendar invite using our sample email copy.
- 🔗 **Lead** a 15 or 30-minute discussion on the impact of your team's work on businesses and the local economy.
  - Use our [explainer video](#) to kick-start the conversation.
  - Share proof points on the value of face-to-face meetings and events from our [website](#).
- 🔗 **Tweet** photos, videos and takeaways from your meeting including [#GMID19](#).

[Insert greeting],

**Thursday, April 4** is an important day for our industry. The fourth annual [Global Meetings Industry Day](#) (GMID) will commence across six continents and in our own office.

Join us at [insert time] for a [meeting/happy hour/lunch] in celebration of the real impact meetings have on businesses, economies and communities.

We look forward to seeing you there!

**GMID background:** 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.

▶ **Pro tip:** [Register your event](#) and [find free resources](#) for GMID event hosts.

# HOST A GMID HAPPY HOUR OR POTLUCK

- **Use** our pre-drafted prompts to spur a conversation on the current (and future) state of the meetings industry.
- **Incorporate** data on the industry’s economic impact as factoids or trivia. Pull data from:
  - Oxford Economics’ [global impact report](#);
  - Oxford Economics’ [U.S. impact report](#); and
  - The website of your local destination marketing organization or convention and visitors bureau.
- **Recognize** one or more unsung heroes on your team for their contributions to the industry and the broader meetings community.

Sample Prompts	
<b>The Future of Meetings</b>	How do you envision the meetings and events industry in 10 to 20 years? What do you predict in terms of its economic and social impact?
<b>Meetings in the Digital Age</b>	The growing influence of technology and opportunity for digital meetings is likely to strengthen. How and why do you believe our industry can leverage digital in face-to-face events?
<b>Better Business Connections</b>	Share a professional experience in which you observed the “trust factor” and personal connection from meeting face-to-face positively impact your business.
<b>The Global Economy</b>	How and why do you believe that face-to-face meetings impact cross-cultural communications and the global economy?
<b>Industry Trends</b>	What travel-related trends have you noticed in our city during recent years? Do you predict that these trends will continue? Why or why not?

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# ORGANIZE A GMID WATCH PARTY

- 🕒 **Grab** some snacks and an empty conference room and invite colleagues to watch part of the 12-hour GMID [livestream](#). [Click here](#) to check out the virtual agenda.

The screenshot shows the top navigation bar of the MPI website with links for MEMBERSHIP, EDUCATION, MPI EVENTS, ABOUT, and RESOURCES. On the right, there are buttons for 'Watch MPI-TV', a search bar, 'LOG IN', and 'Join'. The main banner features a blurred background of a conference room with people seated at tables. Overlaid on this is the text 'GLOBAL MEETINGS INDUSTRY' in large blue letters, with 'APRIL 4, 2019 DAY' below it. Logos for 'MEETINGS MEAN BUSINESS' and 'MPI' are also present. A blue bar at the bottom of the banner reads 'GMID LIVE BROADCAST'. A dark blue speech bubble on the right contains the text: 'Last year, more than 1,000 industry professionals tuned into the broadcast. The average view time was more than 3 ½ hours!'.

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# HAVE A QUESTION?

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Send us a note at [gmid@meetingsmeanbusiness.com](mailto:gmid@meetingsmeanbusiness.com)