



**MEETINGS
MEAN
BUSINESS**



APRIL 12, 2018

Global Meetings Industry Day

Global Industry, Local Impact

- Leaders from across the meetings and events industry are coming together to support Global Meetings Industry Day (GMID) on April 12, 2018.
- The meetings, conferences, conventions, incentive travel, trade shows and exhibitions industries will unite to showcase the real impact meetings and events have on businesses, economies and communities. Members of the Convention Industry Council and their network of chapters, as well as members of the Meetings Mean Business (MMB) coalition at large, will be encouraged to hold events in destinations all across the globe in support of this campaign.

One Industry, One Voice

- Business meetings and events play a critical role in connecting people and driving positive business results throughout the continent. Often the industry's impact goes unnoticed, but the value is unmistakable. We are emphasizing the same themes for GMID as we do for the Meetings Mean Business campaign:

Great things happen when people come together. Face-to-face interaction is the platform where deals are struck, relationships are forged and ideas are generated. That's what Meetings Mean Business is all about: showing the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities.

- **Creating Personal Connections** – Personal relationships are at the core of every business decision and face-to-face meetings provide professionals with that personal interaction, which leads to deeper relationships.
- **Driving Positive Business Outcomes** – Meetings and events deliver profits, help win new accounts, serve as education platforms and allow colleagues and partners to come together to innovate and achieve results.
- **Building Strong Communities** – Outside of the results driven by business meetings, the events and meetings industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities across the North America.

Stay Informed

- Meetings Mean Business offers an information and advocacy platform that enables all industry stakeholders and leaders to actively engage.
- GMID participants should:
 - Visit the GMID webpage at, www.meetingsmeanbusiness.com/gmid and learn more about GMID events across the globe at www.meetingsmeanbusiness.com/gmid/events.
 - Follow and take part in MMB's conversations surrounding GMID online at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness with #GMID18; and
 - Download the MMB app, available on iPhones and Android devices, to access industry resources and to stay updated on GMID activity.

Talking Points for Your Event

Significant Driver of Economic Growth and Jobs

- The meetings industry contributes more to U.S. national GDP than the air transportation, motion picture, sound recording, performing arts and spectator sport industries. It is an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue and supporting communities across the country.
- According to a [study by PwC](#), the meetings industry contributed more than \$280 billion to the U.S. national economy and put another \$88 billion back into the economy through federal, state and local taxes in 2012.
 - A driver of job growth, meetings increased employment even during the economic downturn. In 2012, meetings employed nearly 1.8 million people and generated \$234.6 billion in total labor income.

Driving Business Success

- An [Oxford Economics](#) report highlights the industry's value to businesses, finding that companies that invested more in business travel during the economic downturn grew the fastest.
 - Every dollar invested in business travel realizes \$9.50 in new revenue and produces \$2.90 in profits.
 - Business travelers reported that they are nearly twice as likely to convert prospects into customers with an in-person meeting than without one.
 - More than two-in-five (42%) executives stated that they would lose their customers without face-to-face meetings.

- Meetings and events deliver profits, help win new accounts, serve as education platforms and allow colleagues and partners to come together to innovate and achieve results.
 - Organizations depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent. The business outcome of a face-to-face meeting far exceeds any other.
 - The ability to sit down one-on-one with colleagues and leaders across industries provides for instant collaboration and real-time productivity.
 - Conventions and conferences serve as critical education platforms for professionals and are key components for developing advanced skills and workforce training.

Creating Personal Connections and Business Relationships

- Personal relationships are at the core of every business decision and face-to-face meetings provide professionals with that personal interaction, which leads to deeper relationships.
- When people meet face-to-face, relationships are developed in a way that technology cannot recreate or match. The ability to look a new business opportunity in the eye and close the deal with a handshake simply cannot be replicated.
- Face-to-face meetings more effectively capture the attention of participants, inspire positive emotional climates and drive collaboration by building meaningful business relationships.
- Meetings create a shared sense of missions and purpose, foster empathy across organizational lines and create camaraderie that positions an organization for success.

Build Strong Communities Across the Globe

- Hosting an event, convention or trade show stimulates a region's economy by bringing in new visitors, who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.
- Experiencing a destination first hand is the best marketing tool for a community. While at a meeting, attendees have the opportunity to explore a destination and those experiences often influence their decision to come back – whether for business or leisure travel.
- The breadth and variety of career paths within the travel industry offers exceptional opportunities for students, young professionals and emerging leaders who are looking to establish and grow careers.