

GLOBAL MEETINGS INDUSTRY DAY

APRIL 3, 2025 | #GMID2025

POWERED BY U.S. TRAVEL ASSOCIATION



FIVE WAYS TO ENGAGE

1 HIGHLIGHT A MEETING IN YOUR COMMUNITY AND THE POSITIVE IMPACT IT HAD ON THE LOCAL ECONOMY.

In-person meetings provide undeniable value to people, businesses and communities.

Not only do meetings drive education, knowledge and understanding on critical subjects, but they also provide substantial benefits to local economies—injecting new revenue and stimulating activity for small businesses in host communities.

WHAT YOU CAN DO: On social media, spotlight a meeting (conferences, networking events, roundtables, trade shows, etc.). Be sure to mention the direct economic benefit or the face-to-face connections the meeting was responsible for—whether that is a statistic about the number of people who attended and stayed in local hotels, the amount that was spent by the host organization itself to make the meeting happen or a real-life testimony about the benefits of the meeting from an attendee.

2 UTILIZE OUR SOCIAL MEDIA GUIDE.

It is critical for our message to reach both business leaders and policymakers. One way to reach both audiences is to amplify the reasons **why** meetings matter on your social media platforms—across both individual handles and organizational accounts.

WHAT YOU CAN DO: Whether you're communicating to business leaders, industry colleagues or members of Congress—our [social media guide](#) includes copy and graphics for you to use on April 3.

3 ENGAGE WITH THE MEDIA, LOCAL ELECTED OFFICIALS AND MEMBERS OF CONGRESS.

We are making it easy to engage with leaders at the highest levels. Remind the media and policymakers that meetings matter by using our key messages and social media guide to highlight the economic, interpersonal and societal benefits of in-person meetings and events. As a result of last year's participation and utilization of this tool, GMID received more than 850 media mentions.

WHAT YOU CAN DO: Localize these messages with your own data. Share your own observations surrounding the benefits of in-person meetings and events and why they are important for generating revenue for local businesses.

4 HOST YOUR OWN EVENT.

On GMID, participants across the globe host events to honor the activation.

WHAT YOU CAN DO: If you choose to host a GMID event in your community, share it on social media and tag U.S. Travel. These events spread awareness, underscore our message and prove that we are leading by example.

5 CELEBRATE GMID WITHIN YOUR LOCAL COMMUNITY.

Event press releases and proclamations garner media attention—and can lead to subsequent discussions with elected officials and local business leaders.

WHAT YOU CAN DO: Create and publish a press release or a proclamation for your community, city or state. Additionally, GMID’s official color is **BLUE**, and many across the industry recognize this activation by lighting up their buildings blue. Last year, landmarks across the country participated — including **SUMMIT ONE VANDERBILT**, the **GREATER COLUMBUS CONVENTION CENTER** and even on the **VEGAS STRIP**.

We saw *record-breaking* engagement in 2024.
Let's do it again on April 3 for #GMID2025.

