**PRESS RELEASE**

**Meetings Industry Advocates Team Up For Fourth Annual Global Meetings Industry Day on April 4th 2019.**

On April 4th, 2019, the Meetings Mean Business Canada board members and leaders from across the meetings and events industry are joining together for the fourth annual Global Meetings Industry Day (GMID). With more than 200 events spanning 41 countries in 2018, this year is set to be even bigger. 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.

According to the recently launched Global Economic Impact Study, Canada ranked in 6th position out of 50 countries within the business events sector. Within Canada this means direct spending of over $33 Billion, $19.3 direct GDP along  the creation and sustainability of over 229,000 jobs. The meetings and business events industry is an important economic driver.

Research gathered by the Oxford Economics also states that Based on Business Events industry’s $621.4 billion direct GDP impact, this business events sector would rank as the 22nd largest economy globally.

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

"**Meetings provide a critical source of business revenue, jobs and taxes.  They also stimulate legacy investments by funding social projects & community initiatives. 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 country.”**

* Heidi Welker, Chairperson of Meetings Mean Business Canada.

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 around the world.

**There are many reasons why you should host an event for GMID 2019:**

* To celebrate the important and vibrant Meetings and Business Events Industry.
* To showcase new ideas, formats, and content.
* To share with Government, the public and corporate leaders the importance of this industry and its impact on business and the community.
* To create Awareness.
* To Advocate & Educate.
* To Network & Connect.
* To Learn & Share.

**“Global Meetings Industry Day is a great time for everyone to come together to celebrate the impact of face-to-face meetings on our Organizations, our Teams, our Communities and on our Country.”**

* Jennifer Spear, Director MMBC, Chair GMID Committee.

[Register to host your GMID event here](https://docs.google.com/forms/d/e/1FAIpQLSe4FBeV22Fu6AjIy0pAZCqzf4ciGBdr0tVbGlzob-HFshVG2g/viewform).

**About Meetings Mean Business Canada**

Meetings Mean Business is the single advocacy voice of the meetings industry in Canada.  Our key focus is to communicate the importance of these business events to stakeholders across the country in order to promote investment to ensure our industry prospers.

Through our relationship with the Tourism Industry Association of Canada (TIAC), we communicate the economic and social value of face-to-face meetings and business events to elected officials at all levels of government.  This is intended to assist our leaders in government as they shape policy and legislation to grow the industry across Canada.