

Media Toolkit

Global Meetings Industry Day (GMID) is more than a moment—it is a global movement that recognises the essential role business events play in bringing people together to drive progress.

In a world defined by complexity and change, business events create space for connection, collaboration and shared understanding. They are where ideas are exchanged, relationships are built and solutions take shape.

In 2026, GMID is anchored by the release of the **Global Economic Significance of Business Events Study on 6 May**, combining the power of human connection with the credibility of data to demonstrate the industry's true impact on economies and communities worldwide. **Key Messages**

Business events are about more than meetings—they are about meaning

- At their core, business events bring people together to share ideas, build trust and move industries forward.
- In-person connection remains one of the most powerful drivers of collaboration and innovation.

Connection drives economic and societal progress

- Business events are a critical economic engine—supporting jobs, businesses and local communities.
- They also enable knowledge exchange, innovation and long-term partnerships that extend far beyond the event itself.

In a fragmented world, gathering matters more than ever

- As global complexity increases, the ability to come together across borders and perspectives becomes more valuable.
- Business events create environments where dialogue and understanding can happen.

This is a global industry with a shared voice

- GMID unites associations, corporates, destinations and suppliers around a single message.
- Together, the industry can advocate more effectively for policy, investment and recognition.

GLOBAL MEETINGS INDUSTRY DAY

6 MAY 2026 | #GMID2026
POWERED BY EVENTS INDUSTRY COUNCIL



Data strengthens our story—but people bring it to life

- The 2026 Economic Significance Study provides the credible data needed to influence decisions.
- GMID provides the platform to bring that data to life through real stories, experiences and impact.

Fast Facts (Insert Latest Data When Available)

- Global business events industry: **\$1.6 trillion USD** in economic contribution
- Supports millions of jobs worldwide
- Drives local economic activity across multiple sectors
- Connects **500,000+ professionals and 70,000+ organisations globally**

Questions? Contact media@eventscouncil.org



Media Pitch

Subject: Why gathering matters: New global data highlights the impact of business events

Pitch:

In an increasingly complex and fragmented world, the ability to bring people together has never been more important.

On 6 May, Global Meetings Industry Day (GMID) will unite organisations across the globe to highlight the role business events play in driving connection, collaboration and economic growth.

This year, the Events Industry Council will release its latest Global Economic Significance of Business Events Study—providing new data on the industry’s global impact, from jobs and business activity to innovation and community development.

Together, GMID and the Study tell a powerful story: business events are not just gatherings—they are catalysts for progress.

Sample Press Release Boilerplate

The Events Industry Council (EIC) is the global voice of the business events industry, representing a worldwide federation of more than 30 Association Members and 30 Corporate Members with operations and event teams across the globe. EIC’s collective network includes more than 500,000 event professionals and 70,000 organisations.

EIC promotes high standards and professionalism through its CMP certification programme and industry-leading research, advocacy and standards initiatives.

Suggested Media Angles

- **Economic impact:** New data quantifying jobs, GDP contribution and business activity
- **Workforce:** How events support careers and skills development
- **Global connection:** Role of events in diplomacy, trade and innovation
- **Local impact:** City/regional economic benefits of major events
- **Future of events:** How the industry is evolving in a complex global environment

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