

GLOBAL MEETINGS INDUSTRY DAY

6 MAY 2026 | #GMID2026
POWERED BY EVENTS INDUSTRY COUNCIL

5 Ways To Engage

How To Activate In Your Community

Global Meetings Industry Day (GMID) is the moment when our global community comes together to amplify a powerful truth:

Business events act as a human catalyst for global growth.

From sparking innovation and advancing industries to strengthening communities and supporting millions of jobs, business events drive economic and societal progress around the world.

Through GMID2026, we invite organisations across the global ecosystem to activate locally while contributing to a unified global message.



1 Spotlight How Events Drive Your Local Economy

Business events are more than gatherings — they are catalysts that drive innovation, economic activity, and community development.

Conferences, exhibitions, incentive programmes and meetings bring people together to exchange knowledge, build partnerships and accelerate progress across industries.

What You Can Do

Highlight a meeting or event taking place in your destination or organisation.

Share the measurable impact:

- Number of attendees travelling to your destination
- Hotel stays and local spending generate
- Local businesses and suppliers engaged
- Jobs supported across hospitality, transportation and service sectors

Pair your story with the campaign messaging:

#EventsDrive**Innovation**
#EventsDrive**Communities**
#EventsDrive**Jobs**
#EventsDrive**Economies**
#GMID2026

2 Amplify The Message Through Social Media

GMID is a global advocacy moment — and collective storytelling is essential to making our voice heard.

By sharing coordinated messaging across platforms, the industry can demonstrate the scale, value and impact of business events to policymakers, business leaders and the public.

What You Can Do

Use the official GMID2026 social media toolkit to share:

Social Media Assets

- Graphics and campaign messages
- Industry data and impact stories
- Examples of innovation and collaboration powered by events

Suggested Hashtags:

#EventsDrive**Innovation**
#EventsDrive**Communities**
#EventsDrive**Jobs**
#EventsDrive**Economies**
#GMID2026

Every post helps reinforce the message that business events are catalysts for progress.

3 Engage Media And Policymakers

Business events generate economic growth, support employment and accelerate innovation across sectors.

GMID provides a powerful opportunity to elevate this story with media, policymakers and civic leaders.

What You Can Do

Highlight a meeting or event taking place in your destination or organisation.

Share examples of how events in your region:

- Drive economic development
- Support small and medium-sized businesses
- Foster knowledge exchange and innovation
- Strengthen workforce development and talent pipelines

Localising the message with regional data and real-world examples helps decision-makers understand the catalytic impact of business events on their communities.



Together, We Amplify The Impact

When our global community shares a unified message, we strengthen our ability to advocate for the industry's value.

Through GMID2026, we will show the world that:

Business events drive **innovation**.

Business events drive **communities**.

Business events drive **jobs**.

Business events drive **economies**.

And together, they serve as a human catalyst for global growth.

#GMID2026

4 Host A GMID Activation

Each year, organisations around the world host events to celebrate and highlight the value of business events.

These activations demonstrate the power of gathering in person to spark ideas, build relationships and drive progress.

What You Can Do

Host a:

- Industry roundtable
- Networking reception
- Educational programme
- Open house or site visit
- Community or workforce development event

Share your activation on social media and tag the Events Industry Council.

Use in your posts:

#GMID2026

Your event helps showcase how business events drive innovation and collaboration across industries.

5 Celebrate GMID In Your Community

Global Meetings Industry Day is an opportunity to raise awareness of the business events sector in destinations and communities worldwide.

Public recognition and media coverage help reinforce the industry's value as an economic and social catalyst.

What You Can Do

- Issue a press release highlighting the impact of events in your region
- Work with local or national leaders to issue a GMID proclamation
- Partner with convention centres, hotels, venues and industry organisations to amplify the message
- Illuminate landmarks, buildings or venues in blue, the official colour of GMID

These visible activations demonstrate the collective strength and global reach of the business events industry.

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