



GLOBAL MEETINGS INDUSTRY DAY

6 MAY 2026 | #GMID2026
POWERED BY EVENTS INDUSTRY COUNCIL

2026 Social Media Guide

Join the global business events community on **6 May 2026** to celebrate **Global Meetings Industry Day (GMID)** and amplify the industry's collective impact.

This is a global moment to highlight how **business events act as a human catalyst for global growth – driving innovation, communities, jobs and economies around the world.**

Together, our voices can help policymakers, business leaders and communities better understand the critical role business events play in driving economic and social progress.



How to participate

Help amplify the message by sharing posts across your organisation's and personal social media channels.

In your posts:

- Use #GMID2026
- Use campaign hashtags:
 - #EventsDrive**Innovation**
 - #EventsDrive**Communities**
 - #EventsDrive**Jobs**
 - #EventsDrive**Economies**
- Tag the Events Industry Council

LinkedIn: @EventsIndustryCouncil
Instagram: @eventsindustrycouncil

Download Social Assets

Sample Social Media Posts

These sample posts can be shared or customised for your organisation.

Post Option 1 – General Awareness

Today we celebrate **Global Meetings Industry Day.**

Business events and exhibitions bring people together to exchange ideas, build trust and accelerate progress across industries and communities.

They drive innovation, strengthen economies and support millions of jobs around the world.

#EventsDrive**Innovation**
#EventsDrive**Economies**
#GMID2026

Post Option 2 – Industry Impact

Business events and exhibitions are a powerful catalyst for economic and social progress.

From conferences and trade shows to incentive travel and conventions, our industry drives innovation, strengthens communities and supports millions of jobs worldwide.

Today we celebrate the impact of the global business events community.

#EventsDrive**Jobs**
#EventsDrive**Communities**
#GMID2026

Post Option 3 – Organisation Participation

We're proud to celebrate **Global Meetings Industry Day.**

Business events create spaces where ideas move faster, partnerships form and innovation thrives.

They are a human catalyst for global growth.

#EventsDrive**Innovation**
#GMID2026

Post Option 4 — Destination Impact

Meetings and events drive real economic impact.

In **[Destination]**, business events and exhibitions support local businesses, generate visitor spending and create jobs throughout the community.

Today we celebrate the people and organisations who make that impact possible.

#EventsDriveEconomies

#GMID2026

Post Option5 — Community Impact

Business events don't just bring people together — they strengthen communities.

They support small businesses, drive tourism and create opportunities for local workers and entrepreneurs.

Today we celebrate the impact of gatherings that move the world forward.

#EventsDriveCommunities

#GMID2026



Share Your GMID Activation

Hosting a GMID event or activation?

Share photos and highlights from your event and tag the **Events Industry Council**.

USE In your posts: #GMID2026

Engage Your Elected Officials

Global Meetings Industry Day is also an opportunity to help policymakers understand the measurable impact of business events.

Tag your elected officials and share local data where possible.

Post Option 1

Meetings and events power the economy in **[Destination]**:

[\$X] in economic impact

[X] jobs supported

[X] local businesses engaged

@**[Official]** this industry drives opportunity and growth in our community.

#EventsDriveEconomies

#GMID2026

Post Option 2

The impact of business events reaches far beyond the meeting room.

When conferences and exhibitions come to **[Destination]**, they drive spending across hotels, restaurants, transportation and local businesses.

@**[Official]** this industry helps strengthen our local economy.

#EventsDriveJobs

#GMID2026

Post Option 3

We're proud to celebrate **Global Meetings Industry Day**.

Meetings, conventions and trade shows help drive innovation, economic development and workforce opportunities across our communities.

@**[Official]**, supporting this industry supports our region's future.

#EventsDriveCommunities

#GMID2026



6 MAY 2026 | #GMID2026

POWERED BY EVENTS INDUSTRY COUNCIL

Together we can show the world how business events drive innovation, communities, jobs and economies.

Download Social Assets

The Road to GMID Social Media Campaign Schedule

We invite you to join our weekly campaign leading up Global Meetings Industry Day.

Week 1 (23-29 March) GMID Launch



Week 2 (30 March-5 April) #EventsDriveInnovation



Week 3 (6-12 April) #EventsDriveCommunities



Download Social Assets

The Road to GMID Social Media Campaign Schedule

We invite you to join our weekly campaign leading up Global Meetings Industry Day.

Week 4 (13-19 April) #EventsDriveJobs



Week 5 (20-26 April) #EventsDriveEconomies



Week 6 (29 April-6 May) Countdown to GMID

