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Meetings Mean Business leads effort in United States to showcase the meetings industry on April 16, 2015

Washington, DC – MPI Wisconsin Chapter is proud to support the first-ever North American Meetings Industry Day (NAMID) that is being spearheaded by the Convention Industry Council and the Meetings Mean Business Coalition. MPI is a member of both organizations. Our Wisconsin Chapter will be holding the April meeting in Green Bay in conjunction with the NAMID. The greater meeting and event community across the United States, Canada and Mexico will spotlight the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions, and will engage with policymakers, industry elites and business leaders.

The North American Meetings Industry Day (NAMID) is inspired by the very successful and 19-year strong Canadian National Meetings Industry Day, which was created by the Canadian MPI chapters. It is a testament to the hard work of these chapters that this initiative has grown to be continent-wide.

For those interested in NAMID you can visit www.MeetingsMeanBusiness.com to learn more about local events planned across the United States, Canada and Mexico. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness with #NAMID. Download the MMB app, available on iPhones and Android devices, to access industry resources and to stay updated on NAMID activity.

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For more information, visit mpiweb.org.

The 281+ member **Wisconsin Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI-Wisconsin, please visit www.mpiwi.org.

For more information about MPI or MPI-Wisconsin, please contact Carmen Smalley, CMP at 608-212-3125 (or email at csmalleycmp@yahoo.com).