



FOR IMMEDIATE RELEASE
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**Global Meetings Industry Day: Meetings Mean Business in Wisconsin
*Professionals from throughout the State come to Madison to Celebrate***

Madison- The State of Wisconsin has proclaimed April 14, 2016, as Meetings Industry Day per the proclamation, “the meetings industry contributes more to the US economy than the air transportation, motion picture, sound recording, performing arts, and spectator sport industries.” Meetings, conferences and conventions generate billions of dollars in revenue, educate attendees, close business deals, foster new and seasoned relationships, offer opportunities for travel, and showcase local amenities. The business of meetings is one of the quickest sectors to see growth after economic downturns. Meetings are big business in Wisconsin.

Meetings Industry Day in Wisconsin part of a larger, global effort by the meetings industry, Global Meetings Industry Day (GMID). David Peckinpaugh, former Meetings Mean Business (MMB) co-chair and president of Maritz Travel said, “GMID will unite the meetings industry in a way that has never been done before. The growth and success of our industry are critical to the world’s economy and we look forward to communicating our value on the global stage.”

“With the help of organizations such as Wisconsin Chapter of Meeting Professionals International, we will demonstrate the critical role our industry plays in building personal relationships, driving positive outcomes and supporting strong communities,” said Michael Dominguez, MMB co-chair and senior vice president of corporate sales at MGM Resorts International.

GMID marks the expansion of the North American Meetings Industry Day held in the US, Canada, Mexico and parts of Latin America for a total of 88 events across the continent. This is a truly global event with a local impact for the city of Madison and the state of Wisconsin. Read about the events taking place on this monumental day here <http://www.meetingsmeanbusiness.com/GMID>.

The Wisconsin Chapter of Meeting Professionals International (MPI-WI) will celebrate the first ever Global Meetings Industry Day (GMID) with advocacy coalition Meeting Mean Business on Thursday, April 14, 2016. Meeting



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professionals from around the state will convene in Madison as MPI-WI welcomes Dawn Zaroni, CMM, with the Wisconsin Department of Tourism and Shawna Suckow, CMP, founder of the Senior Planners Industry Network (SPIN), as they spotlight the incredible value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions in the state of Wisconsin.

Members of other organizations involved in the meeting industry in Wisconsin are invited to attend this special meeting.

This event will be held at the Sheraton Madison, 706 John Nolen Drive, starting at 10:45am with preconference sessions. This is a great opportunity for photos/video and interviews about the importance of the meetings industry in Wisconsin. More information is available here: mpiwi.org/2016-April

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 18,000 members belonging more than 80 chapters and clubs worldwide. For more information, visit mpiweb.org.

The 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 on this event, MPI or MPI-Wisconsin, please contact Tom Graybill at (414) 223-4380.



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