Happy March, Volunteer Chapter leaders!

Whether you are honoring religious holidays (like Purim, Lent or Ramadan) or celebrating secular ones (U.S. March Madness and Spring Break) or looking forward to the Spring or Autumn season (depending on hemisphere), I hope this month is filled with joyous occasions for coming together, both personally and professionally.

This year, our industry rejoices in the March 30 celebration of Global Meetings Industry Day (GMID). In the past, this has been an April event, but it comes early to us in 2023. GMID is our industry’s international day of advocacy, showcasing the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities.

This year’s theme is #MeetingsMatter and we relish this opportunity to celebrate the wonders the future holds for bringing people together in meaningful ways with thousands of industry friends and colleagues.

You may not know the great history of this event, which started with our MPI Canadian chapters—where so much innovation begins!

GMID actually began as Meeting Planners Day in the mid-1990s. It was then adopted by all MPI Canadian chapters in the late 1990s as National Meetings Industry Day, which was a 20+ year tradition. It expanded to North American Meetings Industry Day in 2015 through the efforts of Meetings Mean Business. The year 2016 marked the first global edition, continued to be led by Meetings Mean Business (which is now an arm of U.S. Travel). I know that many of you are celebrating the day with regional events, often in concert with our sister associations.

MPI Academy has hosted a free-to-all, 12-hour GMID broadcast since 2018. In addition to the many events you are hosting, we would love for you to invite your community members to register for the broadcast. It is eligible for up to 12 hours of continuing education toward CMP qualification or recertification, and it is an excellent way to connect with the international events community.

Please share this registration link with your community and on your social networks so that we can bring our entire event industry together to advocate for and champion meetings: <https://registration.socio.events/e/gmid23>.

And, of course, keep in mind all the ways MPI Academy can help whether it is a certificate course that sharpens skills around the business of meetings and events or event design consulting (yes, we do!) or free webinars for all of our members, we’re continuing to seek ways to help advance our industry for all career levels and types.

Find out more, at <https://academy.mpi.org/mpi/pages/about>.

Happy March, all.

Jessie States, CMP, CMM

Vice President, MPI Academy

Meeting Professionals International