



## Exhibition Place

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March 4, 2015

Dear Members of the Board of Governors of Exhibition Place, I would like to extend an invitation to the Board to attend National Meetings Industry Day being held on Thursday, April 16, 2015.

The location is still to be determined and will be communicated to the Board once confirmed.

If you would like to attend, please call me at (416) 263-3026 or e-mail [GMak@explace.on.ca](mailto:GMak@explace.on.ca)

### Event Overview

#### **National Meetings Industry Day (NMID)**

Location: TBD

Date: Thursday April 16<sup>th</sup>, 2015

Time: 10:00am- 1:00pm

Expected Attendance: 350-400ppl

NMID is a Meeting Professionals International (MPI) Canadian chapter initiative to help raise the profile of the meetings industry and the benefits it generates for communities and institutions across Canada, and we are proud to be celebrating its 19<sup>th</sup> year on April 16, 2015.

MPI Canada created this initiative with three objectives in mind: to define and shape the meetings and events profession in the future; to help raise the industry's profile; and to discuss the economic impact of meetings with people who are outside the industry.

#### **Three Countries, One Industry, One Voice**

With this in mind, the Convention Industry Council in the US is moving forward to create a North American Meetings Industry Day (NAMID) in conjunction with the Canadian event on April 16<sup>th</sup>. This movement was created for the following reasons:

- Business meetings and events play a critical role in connecting people and driving positive business results throughout the continent. Often the industry's impact goes unnoticed, but the value is unmistakable. We are emphasizing the same themes for NAMID as for NMID;
- **Creating Personal Connections** – Personal relationships are at the core of every business decision and face-to-face meetings provide professionals with that personal interaction, which leads to deeper relationships;
- **Driving Positive Business Outcomes** – Meetings and events deliver profits, help win new accounts, serve as education platforms and allow colleagues and partners to come together to innovate and achieve results; and
- **Building Strong Communities** – Outside of the results driven by business meetings, the events and meetings industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities across the North America.

Geoff Mak, CEM, CMP | Senior Account Executive | Exhibition Place