



FOR IMMEDIATE RELEASE
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London Celebrates the Importance of Meetings Industry at RBC Place London

[London], [Ontario] – On March 30, the world celebrated Global Meetings Industry Day (GMID) an annual event recognizing the meetings and business events industry and its impact. RBC Place London hosted an in-person celebration called London's Meetings Industry Matters that brought together members of the meetings and business events industry, government officials, and members of the academic community to network and discuss the crucial impact of the meetings industry on London.

The event began with a networking breakfast followed by a panel discussion moderated by Heather Reid, President of PCMA Canada East Chapter. Panelists included Minto Schneider, vice-chair of Meetings Mean Business Canada (MMBC), Barry Smith, executive director of Convention Centres of Canada (CCC), Jennifer Allaby, executive director of the Canadian Association of Exposition Management (CAEM), and Kapil Lakhotia, president and CEO of the London Economic Development Corporation (LEDC).

The panel discussed the importance of collaboration in advocacy and the need for a collective voice in the industry's recovery from the pandemic. They also talked about the critical role that the new generation of planners of meetings and business events will play in the industry's future. Additionally, the panel highlighted the value of building connections with colleagues and peers as a crucial aspect of the meetings industry.

The event was attended by members of the meetings and business events industry, government officials, and several city counselors, as well as Travel and Tourism faculty and students from Fanshawe College. London's mayor, Josh Morgan, also said a few words about the value of meetings.

"We are thrilled to have hosted London's Meetings Industry Matters and to have brought together such a diverse group of industry leaders and stakeholders," said Lori Da Silva, General Manager of RBC Place London. "The event showcased the crucial impact that the meetings industry has on our city and highlighted the importance of collaboration and advocacy in ensuring its continued success."

London's Meetings Industry Matters was a resounding success, providing a platform for industry experts and leaders to discuss the critical issues facing the meetings and business events industry and to build connections and partnerships that will drive its continued success in the future.

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About RBC Place London

Opened in 1993, RBC Place London, owned by the City of London, has a reputation of providing world class service to all who step foot inside the facility. Our goal is to delight guests with every act, and our ongoing success of creating raving fans attests to our achievement in reaching this goal. Boasting 70,000 square feet of meeting, conference and exhibition space, our flexible and friendly facility will leave a lasting impression on the way you view other facilities.

About Meetings Mean Business Canada (MMBC)

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences, and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit www.MeetingsMeanBusiness.com.

About Global Meetings Industry Day (GMID)

Global Meetings Industry Day is an international initiative designed to recognize the positive social and economic benefits that meetings, trade shows, exhibitions, conferences, conventions, and incentive travel programs bring to people, businesses, and communities in virtually all cities around the world.

For more information about London's Meetings Industry Matters, please contact Joy Galliaford, Marketing Coordinator for RBC Place London 519-661-6371 or joyg@rbcplacelondon.com