

**FOR IMMEDIATE
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RBC PLACE LONDON TO PARTICIPATE IN GLOBAL MEETINGS INDUSTRY DAY

London, ON – Today, RBC Place London joins organizations across the globe to support the annual Global Meetings Industry Day (GMID). GMID, led by the industry advocacy coalition Meetings Mean Business (MMB), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy. This year's GMID theme is Meet Safe, recognizing the industry's top priority of operating meetings and events with health and safety top-of-mind.

The current landscape for meetings and events is one of the most challenging in our history. Even so, industry professionals rise to the occasion time and time again – from GMID 2020, where event planners in all regions swiftly pivoted their plans to virtual; to today, where businesses and destinations are holding safe in-person events and embracing the hybrid-model as necessary.

Today, we come together in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media. Showcasing our industry's value has never been more important – particularly in London, Ontario.

"The participation of organizations such as RBC Place London is critical to GMID's success," says Fred Dixon, president and CEO of NYC & Company and co-chair of MMB. "It reveals the true power of our industry, our emphasis on convening with health and safety top-of-mind and projections for a strong recovery impacting businesses and local economies around the world."

The London GMID event titled Rally for Recovery: We're Ready to Meet Again in London, features Speaker and Consultant [Allison Graham](#). She is the keynote speaker and emcee and her presentation is "The Resilience Rollercoaster – Rallying In Uncertain Times". Allison will also be speaking with Dr. Chandlee C. Dickey, and they will discuss the importance of in-person meetings. [Dr. Dickey](#) is a Professor, Department of Psychiatry, Schulich School of Medicine and Dentistry and Chair/Chief, Department of Psychiatry.

"Today is all about recognizing and celebrating the numerous benefits of hosting meetings and events," states Lori Da Silva, GM & CEO of RBC Place London. "Beyond the recognized economic impact of hosting an event in a community, meetings introduce communities to an entirely new audience that can spur future tourism visits supporting lots of local businesses. Moving forward with hybrid events will attract an even greater global audience," added Da Silva.

GMID was created in 2016 to raise the profile of the meetings and events industry. Last year brought a new challenge with the international impact of COVID-19 that brought the industry to a standstill. We did, however, convene with meeting professional organizations, association

chapters, corporations, destinations, elected officials and business leaders through MPI's 12-hour GMID event broadcast. And this year we will celebrate safe in-person, hybrid and virtual meetings alike from California to Luska, Zambia and everywhere in between.

"Since its inception, GMID has galvanized partners globally and empowered advocates to communicate our industry's ability to support businesses and local communities," said Michael Massari, chief sales officer at Caesars Entertainment, Inc. and co-chair of MMB. "This year's GMID is a testament to the incredibly resilient meetings and events professionals and our dedication to securing much-needed relief and recovery for the industry."

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About RBC Place London

RBC Place London is an internationally certified AIPC Gold Standard venue offering more than 70,000 square feet of exceptional meeting and exhibit space. RBC Place London connects individuals from the local, provincial, national and international communities offering customized experiences facilitating knowledge transfer and entertainment enjoyment.

About Meetings Mean Business

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.

Contacts:

Lori Da Silva, General Manager
519.661.6386
lorid@rbcplacelondon.com

Darrin Pollard, Director, Business Development
519.661.6380
darrinp@rbcplacelondon.com