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# Meetings Quest<sup>®</sup>

## Meetings Quest Supports Global Meetings Industry Day

Meetings Quest—the nation’s longest-running series of educational and networking events for corporate and association meeting planners—has announced its support for the first-ever Global Meetings Industry Day, which is being celebrated Thursday, April 14, in Europe, North America and South America. Led by the U.S. Travel Association’s Meetings Mean Business Coalition, Global Meetings Industry Day aims to showcase the real impact that business meetings, conferences, conventions, trade shows and exhibitions have on people, businesses and communities everywhere.

The day of advocacy marks the expansion of last year’s North American Meetings Industry Day, which included 88 events across the continent as well as participation through online and social media channels. Global Meetings Industry Day will also feature a number of advocacy events and rallies, proclamations from industry partners and social media updates.

When Meetings Quest is held in Bloomington, Minnesota, July 13–14, it will reinforce the same principles upon which Global Meetings Industry Day was founded. Hosted by the Bloomington Convention & Visitors Bureau and presented by *Association News*, Meetings Quest will include a welcome reception showcasing the host city, a half-day of relevant educational programming featuring expert presenters, a luncheon with a keynote speaker and an afternoon appointment-based expo. Dozens of meeting planners and destinations from across the country have already committed to attend Meetings Quest, which will allow the meeting planners in attendance to experience the Bloomington area and connect with a diverse array of prospective host cities.

“Meetings Quest is a proud supporter of Global Meetings Industry Day,” said Timothy Schneider, publisher of *Association News*, which organizes Meetings Quest. “With its face-to-face interaction between meeting planners and travel industry representatives, Meetings Quest will demonstrate in a concrete way the economic importance of meetings and events,” said Schneider.

“Hosting Meetings Quest in Bloomington is a wonderful way to promote our destination to organizations that are looking to do business here,” said Bonnie Carlson, president and CEO of the Bloomington Convention & Visitors Bureau. “We are pleased that Meetings Quest supports Global Meetings Industry Day and we look forward to welcoming Meetings Quest attendees to Bloomington this July,” said Carlson.

For further information, visit [MeetingsQuest.com](http://MeetingsQuest.com) or call (877) 577-3700. In addition to Meetings Quest in Bloomington in July, upcoming Meetings Quest events will be held in Atlantic City and on Mississippi’s Gulf Coast. Click [here](#) to watch the Meetings Quest overview.

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The **Bloomington Convention & Visitors Bureau** is the official marketing organization for the city of Bloomington, Minnesota, and aggressively markets Bloomington area attractions and the surrounding communities to visitors around the world. Bloomington is located adjacent to Minneapolis and St. Paul, just minutes from the international airport, is the home of Mall of America, and is a premier destination for meetings, conventions and tourism. For more information, visit [bloomingtonmn.org](http://bloomingtonmn.org).

**Schneider Publishing** is the parent company of *Association News*, America’s most-read magazine for association executives, and *SportsTravel*, the sports world’s event magazine. In addition to *Meetings Quest*, Schneider Publishing organizes the **TEAMS Conference & Expo**, the world’s largest gathering of sports-event organizers. TEAMS ’16 will be held September 26–29, 2016, in Atlantic City, New Jersey. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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