



GMID Collective & GMID 2021

Frequently Asked Questions

1. Who is behind the GMID Collective?

After GMID Goes Virtual, a small team got together and decided to turn the momentum and energy behind GMID Goes Virtual into a formal not for profit organization called the GMID Collective that could be used as a vehicle for industry projects, research, and advocacy.

The board of directors and founding members of the Collective can be viewed [here](#).

We are actively recruiting sponsors, partners, volunteers, and advocates to join us. So if you want to get involved, visit gmidcollective.org to find out more.

2. So, what is the GMID Collective exactly?

The GMID Collective is a not-for-profit organization that aims to create a global community to share ideas, knowledge, research, and perspectives – all with the goal of promoting the understanding that events and hospitality foster human connection.

Through events, research, and partnerships, the GMID Collective strives to be an effective voice promoting the power of meetings, incentives, conferences, and events.

Similar to GMID Goes Virtual, the organization was created from the grassroots effort of a group of #eventprofs and we are building out our vision, mission and plans as we grow. We want to become a community



for anyone who believes in the power of events and we'd invite you to join us as we build out this community.

3. Are you connected to Meetings Mean Business? (or insert any other association name here)

No, we are not connected or affiliated with any professional association or advocacy group, including Meetings Mean Business. The GMID Collective is a newly formed, not for profit organization and we are seeking to work with existing organizations to grow and support the event industry.

We are always happy to chat with any organizations that wish to partner with us.

4. What projects is the GMID Collective working on?

At the time, we are getting our not-for-profit organization established and set up, but our main focus is GMID 2021, taking place on April 8, 2021. We are working on an amazing project called *Moments That Matter* that we will debut at GMID in 2021.

We are a new, young organization and we're excited to get started, but we know this is just the beginning. The best thing about a grassroots movement is that the path isn't pre-determined for us, we really can make the GMID Collective about anything and we hope that we can build a community that will help us drive the direction of the organization.

5. What is *Moments That Matter*?

Moments That Matter was created based on the fundamental belief that events change lives. Events create moments of impact, moments of inspiration, and moments that forever alter the course of people's lives.



COLLECTIVE

Moments That Matter is a video documentary that will reveal these extraordinary and impactful stories of human endeavour.

We hope it will be a documentary that touches the hearts and minds of the viewer through the unique stories that we spotlight, all while uncovering the power of events that can create positive impacts on the real people around the world. We're hoping to debut a sneak peek of the document at GMID 2021.

6. Do I have to pay to be a member?

No, at this time, we don't have a membership structure in place. We want to foster dialogue and collaboration. And we want to break down the traditional barriers that exist in our industry. You're welcome to just join our community by subscribing to our newsletter.

We're also currently seeking sponsors, partners, advocates, and volunteers, so if you want to get involved with a group of passionate volunteers to help build something awesome, find out more here: <https://gmidcollective.org/about-us/get-involved/>

Have any other questions? Reach out to us by [email](#).
