



*Let's*  **Meet** *There*



# ROGER DOW

President and CEO  
U.S. Travel Association



Let's stop wondering and start *wandering*—  
**adventure is just ahead.** #LetsGoThere





Let's **GO** There

Let's **Meet** There

Let's Turn the Page





# **TORI EMERSON BARNES**

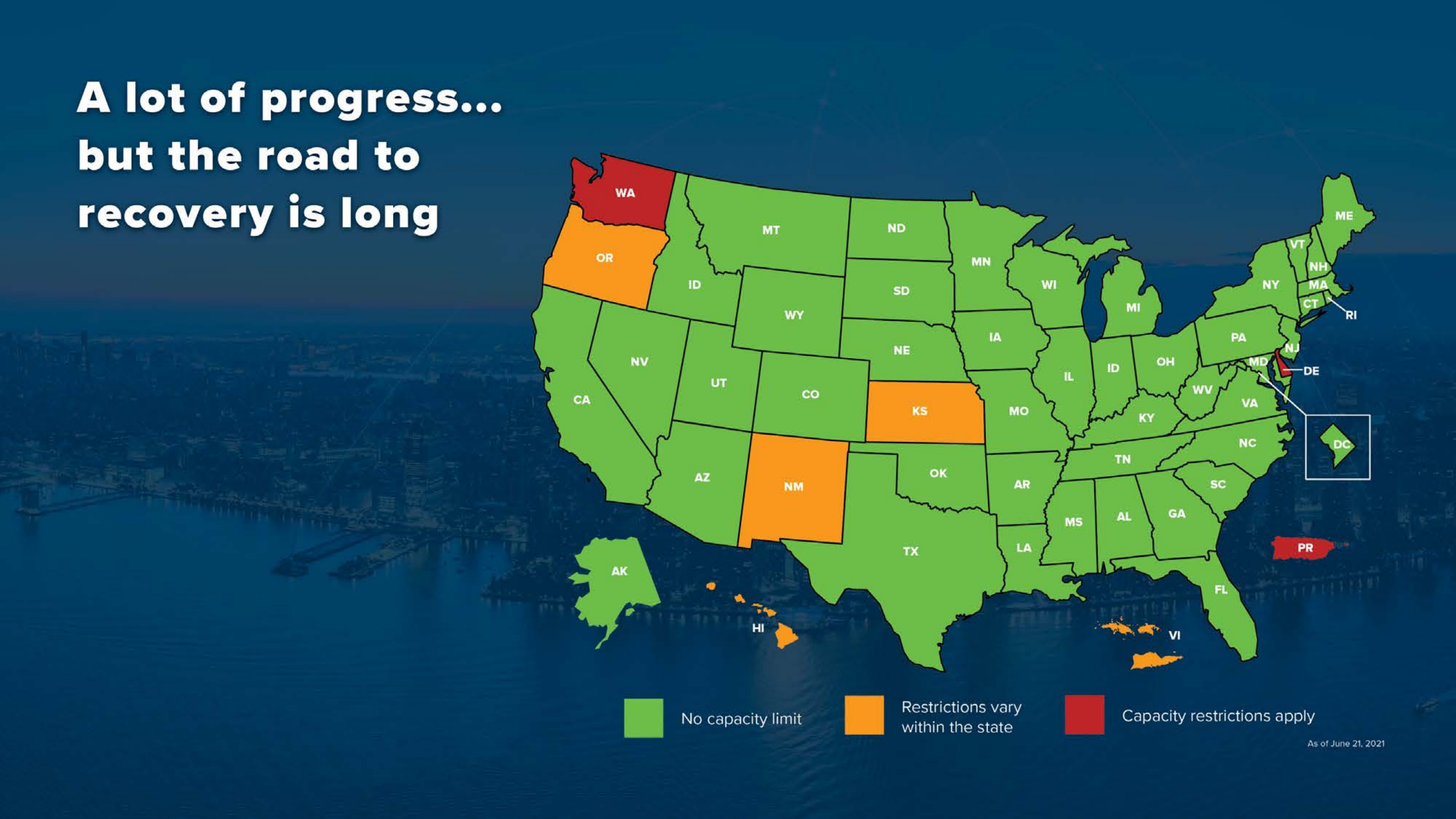
Executive President, Public Affairs and Policy  
U.S. Travel Association

**A lot of progress...  
but the road to  
recovery is long**

Legend:

- No capacity limit
- Restrictions vary within the state
- Capacity restrictions apply

As of June 21, 2021



**A lot of progress...  
but the road to  
recovery is long**

The map displays the following states categorized by their color:

- No capacity limit (Green):** AK, HI, VT, NH, ME, CT, RI, MA, NY, PA, NJ, DE, MD, VA, WV, KY, TN, SC, NC, GA, FL, AL, MS, AR, LA, TX, OK, NM, AZ, UT, CO, WY, ID, MT, ND, SD, NE, IA, MO, IL, IN, OH, MI, WI, MN, WI, MI.
- Restrictions vary within the state (Orange):** OR, WA, KS, NM, HI, VI.
- Capacity restrictions apply (Red):** PR.

Legend:  
No capacity limit  
Restrictions vary within the state  
Capacity restrictions apply

As of June 21, 2021



# Outdated guidance leaves the meetings, convention and trade show industry vulnerable.



## **CDC Definition:**

**Large gatherings** bring together many people from multiple households in a private or public space. Large gatherings are often planned events with a large number of guests and invitations. They sometimes involve lodging, event staff, security, tickets, and long-distance travel. [CDC's large events guidance](#) might apply to events such as conferences, trade shows, sporting events, festivals, concerts, or large weddings and parties.

# Why is this important?

- Be prepared. Protect the future and stability of the industry.



EUROPE NEWS

## **Boris Johnson extends current lockdown rules in England due to concerns over delta Covid variant**

PUBLISHED MON, JUN 14 2021•2:51 AM EDT    UPDATED MON, JUN 14 2021•2:49 PM EDT

**Elliot Smith**  
@ELLIOTSMITHCNBC

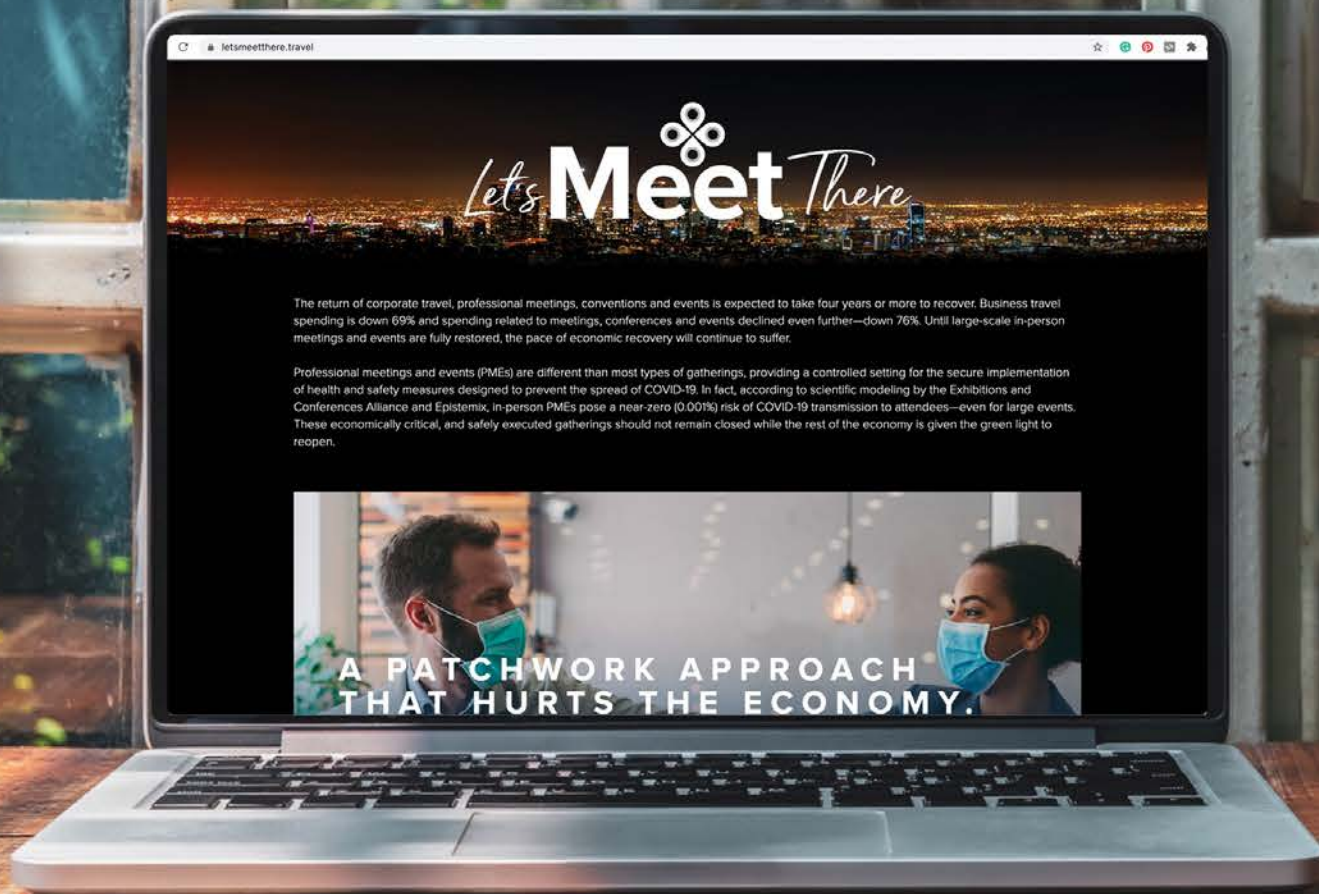


## Campaign objectives

- Accelerate the return of PME and business travel everywhere
- Educate officials on the difference between PMEs and other “large gatherings”
- Communicate to business leaders the importance/value of face-to-face meetings and examples of how they are being done safely now







## The Scientific-Based Evidence for Conducting Safe and Healthy Professional Meetings and Events (PMEs)

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### Introduction

During 2020, the world experienced a rapid change to virtual settings to conduct business during the COVID-19 pandemic. Although virtual meetings and events facilitated the ongoing conduct of business, professional continuing education, and networking, the challenges of 2020 caused significant hardships for millions of American citizens and for the U.S. economy. As the nation reopens following the first year of the pandemic, Americans are eager for a return to their pre-pandemic routines. For many, that includes business travel. It is important to recognize the value that professional meetings and events (PMEs) provided prior to the outbreak and return to them as safely as possible to enhance career and occupational well-being as well as to stimulate business and propel the economy forward. PMEs employ millions of Americans; many of these people are unemployed or have been working significantly less throughout the pandemic. Companies and organizations have continued to hold virtual meetings and events, which emphasizes the importance for carrying on their work. Whether through re-energizing employees and networking, informing healthcare providers about new and innovative treatments and practices, or receiving guidance and best practice strategies from organizations, PMEs are an integral part of business and organizational operations.

Several in-person PMEs have started to resume; examples are provided further in this paper. These events have been reported to have been organized so that colleagues are able to safely connect with one another face-to-face and build stronger and more meaningful business relationships. Events provide social and economic benefits that must be balanced with public health safety considerations considering the relaxation of protective measures nation-wide in a context in which the U.S. is striving to vaccinate more of the population and outbreaks worldwide remain a threat. Organizers seeking to put together large-scale events must consider science-based public health recommendations so that they do not unintentionally create super-spreader opportunities, especially among unvaccinated attendees.

As COVID-19 transmission rates continue to decline and vaccination is widely available, a re-evaluation of risk mitigation measures is warranted to ensure the public health response to the pandemic continues to be relevant to the conditions on the ground — including holding



# Science says: Large meetings and events can be safe

Megan Amaya, PhD, CHES

- PMEs have “the advantage of being structured and well-organized large gatherings where mitigation factors can be enforced to protect the health and safety of those in attendance.” Such as:*



**Mask Wearing**



**Physical Distancing**



**Disinfecting Surfaces**



**Proper Ventilation and Airflow**



**Individually Packaged  
Food and Beverage**



**Health Screening**



# Science says: Large meetings and events can be safe

- *PMEs “have not been super-spreader events.”*
- *“a reevaluation of risk mitigation measures is warranted to ensure the public health response to the pandemic continues to be relevant to the conditions on the ground.”*
- *“A layered approach to risk mitigation reduces the risk of COVID-19 transmission and increases the health and safety of all attendees, including those staffing the event.”*



THE OHIO STATE  
UNIVERSITY

OFFICE OF THE CHIEF  
WELLNESS OFFICER





*Let's*  **Meet** *There*



# If you reside in a state where **RESTRICTIONS REMAIN...**

- ✓ Communicate the **economic importance** of the meetings and events industry in places that are open



**@SOCIALHANDLE**

Now is the time to lift the remaining restrictions on in-person professional meetings and events (PMEs). The science confirms that it's safe to do so. Find out more at LetsMeetThere.travel  
**#LetsMeetThere**

A blurred background image of a crowded event space, likely a conference or trade show, with people walking and standing in the background.

**In-person PMEs pose a near-zero (0.001%) risk of COVID-19 transmission to attendees—even for large events.**

**#LetsMeetThere**

*Lets* **Meet** *There*

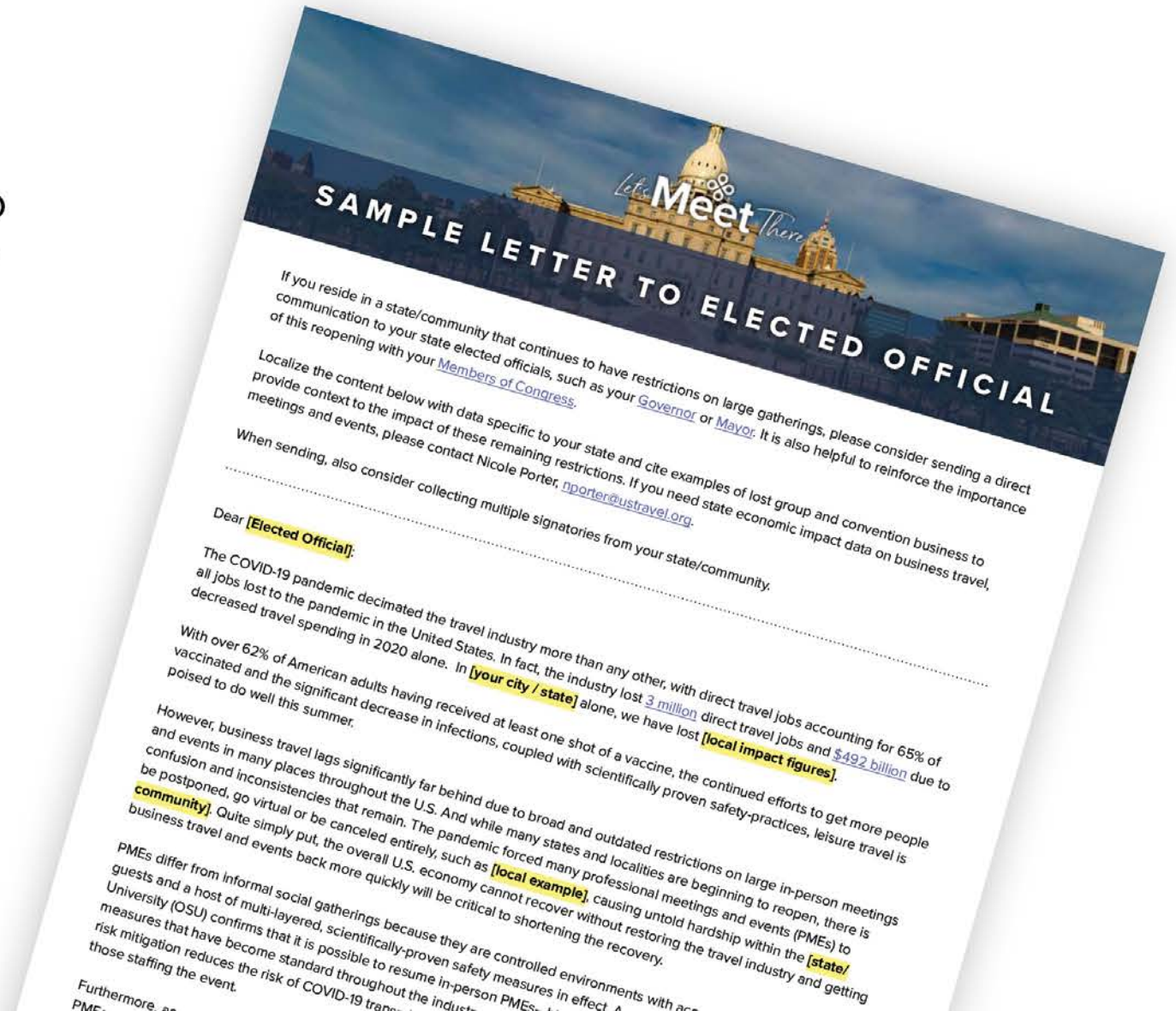
SOURCE: Scientific modeling by the Exhibitions and Conferences Alliance and Epistemix



# If you reside in a state where **RESTRICTIONS REMAIN...**



**Write your state officials** to reinforce the importance of reopening. Be sure to add your localized perspective.



# If you reside in a state where **RESTRICTIONS REMAIN...**



**Build the case for change** using Let's Meet There resources.



Federal, state and local officials need to reevaluate restrictions to reflect the current science on large in-person professional meetings and events. Professional meetings aren't just any large event—the are structured gatherings. Find out more at [LetsMeetThere.travel](https://LetsMeetThere.travel) **#LetsMeetThere**

## Key Messages

## Fact Sheet: Making the Case for PMEs

## Fact Sheet: The Business Value of Meeting Face-to-Face

*... and more!*





# NO MATTER WHERE you reside...

- ✓ **Collectively reach the BUSINESS COMMUNITY:** those driving the decision-making on company policy around travel.

According to business travelers, in-person meetings are twice as likely to convert prospects to customers than without one. It's time to get back to business. Find out more at [LetsMeetThere.travel](https://LetsMeetThere.travel)  
**#LetsMeetThere**

**Nearly \$100 billion was lost in direct spending generated by the meetings, conventions and trade show industry in 2020**

Source: Tourism Economics

**#LetsMeetThere**

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# NO MATTER WHERE you reside...



Face-to-face meetings offer competitive advantages through relationship building and knowledge transfer that cannot occur during virtual meetings. Don't get left behind. It's time to get back to business. LetsMeetThere.travel  
**#LetsMeetThere**





# In-person meetings are irreplaceable and drive commerce and networking<sup>1</sup>:

## JOB FULFILLMENT



- ✓ Advances professional growth - 90% agree
- ✓ Reinvigorates employee engagement - 87% agree
- ✓ Increases productivity - 84% agree
- ✓ Attracts and retains top talent - 84% agree
- ✓ Improves job performance - 82% agree

## STRONGER RELATIONSHIPS



- ✓ Fosters stronger leadership skills - 88% agree
- ✓ Benefits company culture - 88% agree
- ✓ Broadens cultural understanding - 88% agree
- ✓ Eight in 10 prefer in-person brainstorming and collaborative meetings over virtual ones
- ✓ Creating valuable meaningful business relationships has been **more** difficult since the pandemic began - 60% agree

## INDUSTRY EDUCATION AND TRAINING OPPORTUNITIES



- ✓ Ability to gain and share new ideas and best practices
- ✓ Ability to learn about the latest technologies, innovations and insights

## INCREASED CULTURAL UNDERSTANDING



- ✓ Broadens cultural understanding - 88% agree
- ✓ Increases empathy - 82% agree

Following the Great Recession, companies that maintained levels of business travel, **OUTPERFORMED companies that cut back.**\*



Companies and industries that continue to invest in business travel—despite economic downturns—generally experience greater growth and increased profits in the long-run. Find out more at [LetsMeetThere.travel](https://LetsMeetThere.travel)  
**#LetsMeetThere**

An advertisement for LetsMeetThere. It features a man in a dark suit, white shirt, and face mask, sitting in an airplane cabin and looking at his smartphone. The background shows the interior of an airplane with large windows. The text "Let's Meet There" is in the top right corner, with a logo above the word "Meet". The main text reads: "More than 4 in 5 decision makers believe business travel leads to increased profit and revenue." The hashtag "#LetsMeetThere" is at the bottom left.

*Let's* **Meet** *There*

**More than 4 in 5**  
**decision makers** believe  
**business travel** leads to  
**increased profit** and  
**revenue.**

**#LetsMeetThere**



# SAMPLE LINKEDIN POST



## **Lead by Example: Executives Can Play a Critical Role in Reviving Business Travel**

**After more than a year of Zoom calls, mute button issues and virtual meetings, I think we are all in agreement: there is nothing like an in-person, face-to-face connection.**

In-person professional meetings and events (PMEs) are more productive and meaningful and are critical to forming business-building relationships. Despite these benefits, business travel is making a sluggish recovery, far slower than that of the domestic leisure travel segment. In fact, it is expected that corporate travel, professional meetings, conventions and events are expected to take four years or more to recover.

This is particularly alarming when you consider that, despite accounting for just 20% of total trip volume pre-pandemic, business travelers account for 40-60% of lodging and air revenue. Evidently, a full recovery of the travel economy is simply not possible without the return of business travel.

That is why the industry is turning our focus to the next chapter of the Let's Go There initiative: Let's Meet There. This next phase will seek to elevate the value of in-person PMEs and advocate for updated guidance differentiating these meetings from other informal, large gatherings.



# GRASSROOTS: WE NEED YOUR VOICE

**Key Messages**

**Fact Sheet:  
Making the Case for PMEs**

**Fact Sheet:  
The Business Value of Meeting  
Face-to-Face**

**Social Media Guides:**  
*Business Leaders*  
*Elected Officials*

**Sample Letter to Elected Officials**

**Social Media Directory (by state)**

For more information please visit  
**[letsmeetthere.travel/action-center](https://letsmeetthere.travel/action-center)**



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# MARTHA SHERIDAN

President and CEO

Greater Boston Convention & Visitors Bureau

An aerial view of New York City at sunset, with the city lights reflecting on the water. Overlaid on the image are several white, glowing arcs representing network connections, originating from a central point above the city and spreading outwards. A small, white, stylized logo consisting of four circles arranged in a cross pattern is positioned above the word "Meet".

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**[letsmeetthere.travel/action-center](https://letsmeetthere.travel/action-center)**