THE RETURN OF BUSINESS TRAVEL

Wednesday, November 18 | 10:00 – 11:25 a.m. ET

ROGER DOW

President and CEO
U.S. Travel Association

ANGIE BRIGGS

Vice President of Industry Relations
U.S. Travel Association

MMB Showcase of Safely Conducted Meetings and Events

Past Meetings and Events Stories

Greater Miami Convention and Visitors Bureau (GMCVB) Annual Tourism Meeting
Miami Beach Convention Center
October 21, 2020
200 in-person, 478 virtually
On Wednesday, October 21, the Greater Miami Convention and Visitors Bureau (GMCVB) hosted their Annual Tourism Meeting at the MBCC, marking the Center's first...
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Executive Women in Leadership Conference
Naples Grande Beach Resort & Naples Grande Golf Course
August 14, 2020
50
Associated Luxury Hotels International (ALHI) soon followed suit in early August. The 14th annual ALHI Executive Women in Leadership went ahead as planned at...
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Together Again Expo
Orange County Convention Center (OCCC) in Orlando
July 24, 2020
1,405 people In-person 8,225 Virtually
Of all the recently held events, one of the largest and most anticipated was Together Again Expo at Orange County Convention Center (OCCC) in Orlando. The...
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Georgia Association of Chiefs of Police Convention
Savannah Convention Center
July 17, 2020
450
The Georgia Association of Chiefs of Police gathered in Savannah for the Savannah Convention Center's (SCC) first large meeting since the COVID-19 outbreak.
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MEETINGS MEAN BUSINESS

Provide resources that give planners the "**permission to operate**."

LET'S MEET THERE

Messaging Campaign to Media, Policy Makers and C-Suite

1. Demonstrate how meetings can be executed **safely**
2. Highlight the **health and safety practices** implemented by the industry
3. **Determine specific changes** to current requirements that are necessary
4. Compare **current allowable activities** (i.e. sports) that are equally able to be tracked/traced
5. Differentiate between **structured/organized meetings** and social gatherings

Meetings Mean Business ***Meet Safe Platform***
www.meetsafe.travel

LIZ WARWICK

Consultant

Strategic Planning and Crisis Communications

REIMAGINING BUSINESS TRAVEL
THROUGH THE PLANNER LENS

PERSPECTIVE

- 30 years of corporate, industry and supplier meeting/event experience
- 2020 EIC Chair, Meetings and Event Re-Design – COVID 19 Business Recovery Task Force

PIVOT & PIVOT AGAIN

- 2020 - March, May, Sept
- 100% F2F to 100% Virtual within 2 weeks
  - Platform Analysis
- New Normal' to 'Better Normal'
- Redefining Guest Experience

KEY MARKET INDICATORS

- Booking Strategy for 2021
- Science + Regs + Sentiment
- Value Metrics
- Regional success stories

EXISTING F2F CONTRACTS

CREATIVE PLANNING

- Long term hotel and travel partnerships
- Deposits stay as is IF re-booked within XX months
- Rates stay flat
- Adjusted contract language
- Health and safety review and compliance

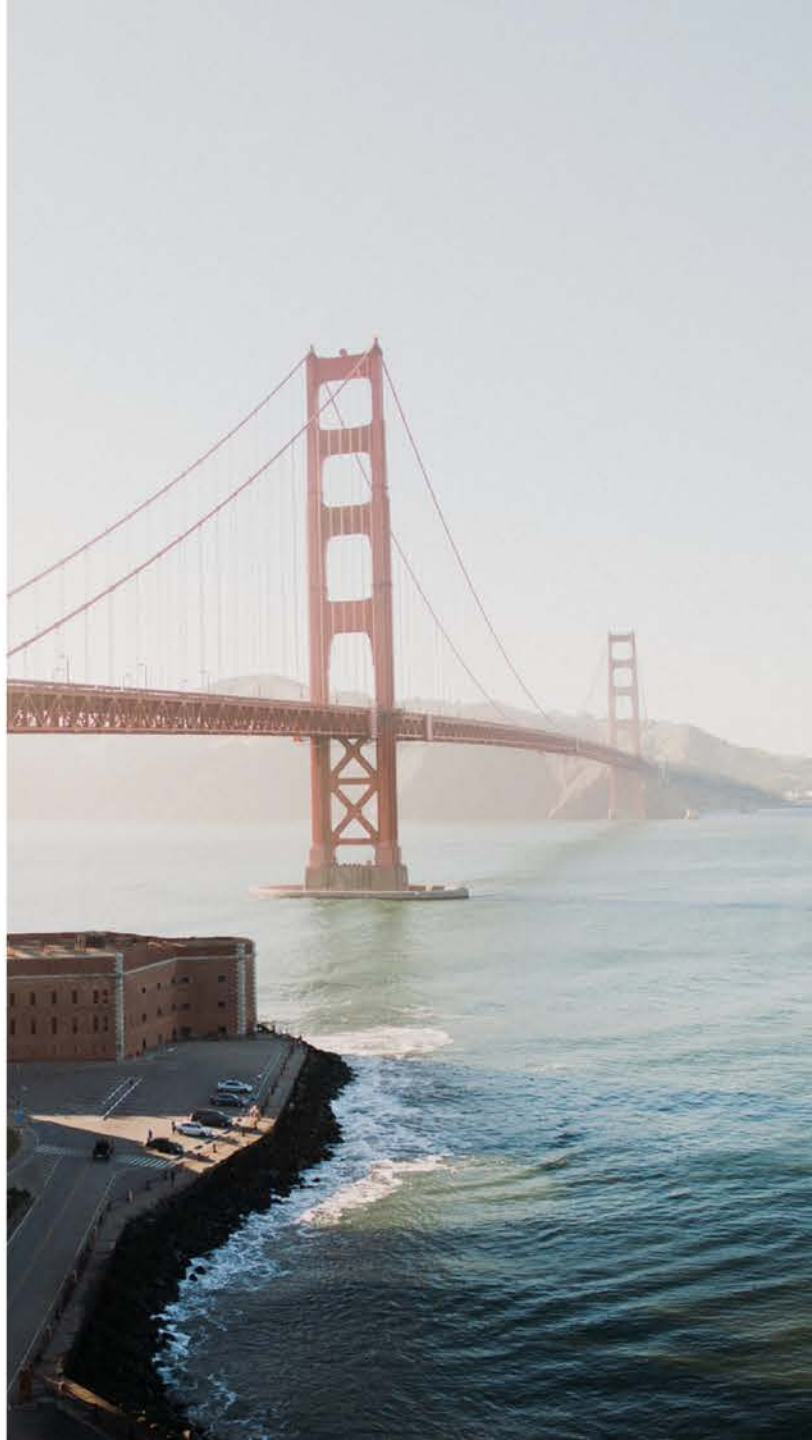
NEW 2021-22 CONTRACTS

CREATIVE PLANNING

- Virtual site inspections
- Space + Staff + Vibe/Culture
- Hotel/Destination Videos to Combat Virtual Fatigue
- Contract work arounds
- 2022 Contracts

RE-IMAGINING STAFFING MODELS

- Hotel and Destination lead POC
- Planner staffing model transitions
  - New cross functional demands
  - New Guest Experience needs
- Building the bridge



RE-IMAGINING THE MEETING BUSINESS MODEL - HYBRID

- Dial up or down on F2F size
- Technology attributes, functionality and costs
- Integration of F2F and Virtual elements
- Alignment of two program designs/two audiences

CREATIVE INITIATIVE MILESTONES

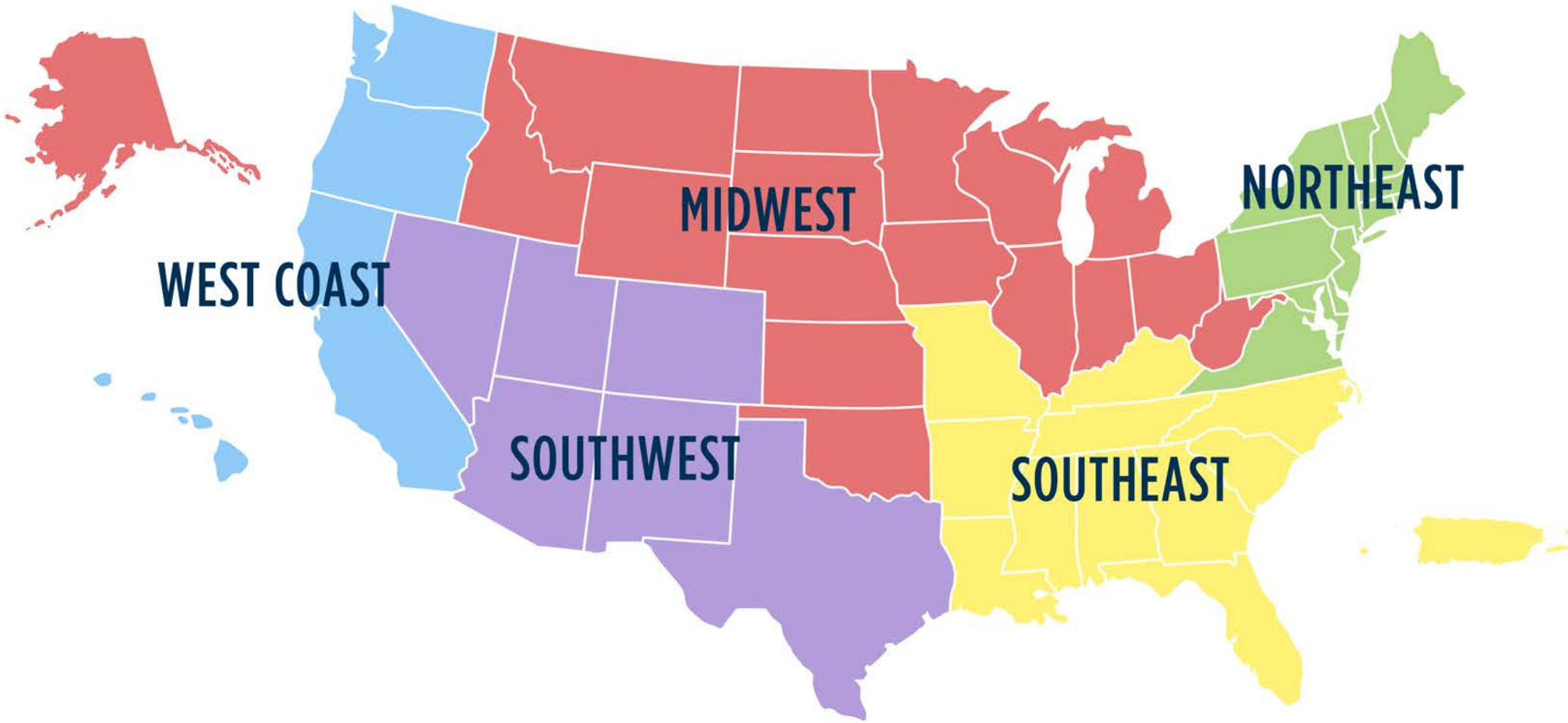
- **Quick wins** (60 days) – builds credibility and improves staff morale
- **Short term gains** (6 months) – delivers traction, financial lift, data to build/improve
- **Long term progress** (1-3 yrs) – delivers financial and business goals

REGIONAL APPROACH

- Thought starters shared
- Challenges and opportunities, region to region
- Regional remedies offer potential faster track to success
- Leverage scale, down the road

REGIONAL BREAKOUT SESSIONS

- Apply your knowledge and experience, on a regional level
- Identify 1 or 2 Big Ideas/Opportunities, in your region
- Share 1 or 2 Big Ideas/Opportunities in a report out session



Choose Your Regional Breakout Room