

# Welcome

Thanks for joining us. **The webinar will begin shortly.**

September 24, 2020

**U.S. TRAVEL**  
ASSOCIATION®

# ASSESSING *Recovery*

The Safe Return to **Hosting Meetings & Events**

September 24, 2020

U.S. TRAVEL  
ASSOCIATION®



# ANGIE BRIGGS

Vice President, Industry Relations  
U.S. Travel Association

Spending related to **meetings and conventions**

**DECLINED BY 86%**

from the same period last year.\*

\*Since early March and through August



- 1 Create **Transmission Barriers**
- 2 Implement **Touchless Solutions**
- 3 Adopt and Implement **Enhanced Sanitation Procedures**
- 4 Promote **Health Screening Measures** for Employees
- 5 Establish Procedures **Aligned with CDC Guidance**
- 6 Follow **Best Practices in Food and Beverage Service**

[ustravel.org/IndustryGuidance](https://ustravel.org/IndustryGuidance)



**MEETINGS  
MEAN  
BUSINESS**

Powered by U.S. Travel Association

# FEDERAL POLICY PRIORITIES

**Paving the way for COVID-19 recovery by delivering ongoing economic relief for meetings and events businesses**



**LEONARD HOOPS**

President and CEO  
Visit Indy



**SUSIE TOWNSEND**

SVP, Visitor Experience  
Visit Indy



**ANDY MALLON**

Executive Director  
Capital Improvement  
Board



**MONIQUE WISE**

Senior Sales Manager  
Indiana Convention  
Center (ICC)

# Indy's #BackOnTrack Reopening

**Leonard Hoops**, *President & CEO, Visit Indy*

**Andy Mallon**, *Executive Director, Capital Improvement Board of MC*

**Susie Townsend**, *Sr. VP of Visitor Experience, Visit Indy*

**Monique Wise**, *Sr. Sales Manager, Indiana Convention Center*

# Factors for Indy Hosting Safe Events

**Indiana & Marion County in “Stage 4.5” (of 5) in re-opening**

- Allows for > 250 person event with approval of MCPHD

**Indy Tourism Recovery Task Force formed in April**

- 50+ orgs engaged, 7 subcommittees
- Hoosier Hospitality Promise

**Zero Attrition Offer**

- First city in country, helps mitigate financial risk

**Indiana Convention Center health & safety upgrades**

- \$7 million invested while building dark

# Factors for Indy Hosting Safe Events

## Drivability of Indy

- Research showed attendees more willing to drive than fly

## Existing strengths of convention district

- Walkability/connectivity minimizes need of shuttling
- Numerous nearby outdoor attractions

## Visit Indy funding stability

- Maintained customer outreach & event marketing efforts

# Indy Tourism Recovery Task Force

**Mission Statement:** To speed our recovery  
and maximize market share

## Mandates & Best Practices

Airport

Hotels

Event  
Venues

Attractions

Public  
Spaces

Restaurants  
& Bars

Retail

## Recovery Marketing

Group & Leisure

## Guest Experience

Guest Experience &  
Super Service

# Health & Safety: Upgrades and Plans







# Safely Delivering the Events

# What's Next?





**CARA FRANK**

Chief of Staff  
Simpleview

THE NEW NORMAL FOR MEETINGS & EVENTS

# USER-GENERATED MEETINGS CONTENT HUB



# GOALS & AUDIENCE

To showcase meetings and events can occur in a safe and successful way.

Navigate. Learn. Share.

Move forward together.





MEETINGS  
MEAN  
BUSINESS

Powered by U.S. Travel Association

[STORIES](#)

[SHARE YOUR MEETING EXPERIENCE](#)

[ABOUT](#)



## The New Normal for Meetings and Events

Meetings Mean Business is an industry-wide coalition that showcases the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities. Comprised of more than 60 coalition members, MMB unites the meetings industry with one strong and powerful voice.



MEETINGS  
MEAN  
BUSINESS

Powered by U.S. Travel Association

## MMB Showcase of Safely Conducted Meetings and Events

### Past Meetings and Events Stories



#### Together Again Expo

Orlando, FL

July 24, 2020

Delegate Size: 1,405 people in person and 8,225 attendees online

People were incredibly enthusiastic because, like me, this was the first industry event or convention center that they've walked into in the last five months...

[LEARN MORE](#) →



**MEETINGS  
MEAN  
BUSINESS**

Powered by U.S. Travel Association

[STORIES](#)

[SHARE YOUR MEETING EXPERIENCE](#)

[ABOUT](#)

## Share Your Meeting Experience

Meetings Mean Business is an industry-wide coalition that showcases the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities. Comprised of more than 60 coalition members, MMB unites the meetings industry with one strong and powerful voice.

### Tell Us About Your Safely Conducted Meeting or Event:

**Name**

Required

**Event name**

Required

**Event location (City, State)**

Required

**Event date**

simpleview 

THE NEW NORMAL FOR MEETINGS AND EVENTS

COMING  
SOON Q4 2020



*Thank You*

U.S. TRAVEL  
ASSOCIATION®