Welcome

Thanks for joining us. The webinar will begin shortly.
ASSESSING Recovery

The Safe Return to Hosting Meetings & Events

September 24, 2020
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]
FEDERAL POLICY PRIORITIES

Paving the way for COVID-19 recovery by delivering ongoing economic relief for meetings and events businesses
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
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
Always stay on the RIGHT hand side of the hallways!
Safely Delivering the Events
What’s Next?
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.


Move forward together.
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 50 coalition members, MMB unites the meetings industry with one strong and powerful voice.

MMB Showcase of Safely Conducted Meetings and Events

Past Meetings and Events Stories

Together Again Expo
Orlando, FL
July 14, 2020

Devotee Site: 1,405 people in person and 6,225 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...
Share Your Meeting Experience

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Tell Us About Your Safely Conducted Meeting or Event:

Name

Required

Event name

Required

Event location (City, State)

Required

Event date

Required
THE NEW NORMAL FOR MEETINGS AND EVENTS

COMING

SOON Q4 2020
Thank You