



# Coronavirus (COVID-19) Talking Points

Last updated 3/17/20

## Guidance on Upcoming Conferences, Conventions, Trade Shows and Exhibitions

- The Meetings Mean Business Coalition (MMBC) encourages organizations to be prudent and base their decisions regarding meetings in the U.S. on guidance from the Centers for Disease Control and Prevention (CDC) and local public health authorities.
- On March 16, the CDC recommended limiting large events and mass gatherings to 10 or fewer. In light of the coronavirus (COVID-19) pandemic, many states, cities and corporations have also enacted limitations, including travel bans and social distancing protocols.
- With the situation evolving rapidly, we will continue to engage health and security experts on any anticipated measures that could impact meetings throughout this year.
- We understand the months – even years – of work that precede major meetings. We also recognize the incredible benefits that these gatherings bring to people, businesses and the economy – especially in communities that rely on meetings to sustain themselves.

## The Industry's Response

- We applaud the industry professionals who are managing as best they can through this difficult and unanticipated situation – including those who are going above and beyond to promote lenience, provide solutions and contribute in significant ways to their communities.
- Our coalition is driven by a responsibility to our clients, customers and workforce – nearly 6 million strong – to promote fact-based decision-making during this time of uncertainty and fear.
- We expect the influx of questions and need for resources to remain steady, particularly for frontline meetings and travel employees, many of whom are being hard hit by the financial impact of this crisis.
- In lockstep with our partners from across the globe, we are leading the industry's advocacy response and are here to help. In addition to providing updates and coordinating with issue experts, we will continue to provide new resources; communications assistance for meeting professionals; a steady drumbeat of impact stories online and in the media; and a dedicated plan for recovery.

Sources: Centers for Disease Control and Prevention, U.S. Travel Association and Meetings Mean Business