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. Currently, such guidance prohibits major meetings from moving forward as in-person events.

- Many states, cities and corporations have also enacted travel restrictions, guidelines for business operations and stay-at-home orders for residents. Some of these measures have been lifted in recent weeks. However, physical distancing policies remain intact nationwide.

- To inform reopening strategies, President Trump unveiled a three-phase approach on April 16 with recommended criteria for state and local officials.
  - In phase one, Americans should avoid gathering in groups of more than 10 people. Non-essential travel should be minimized and work from home policies should resume where possible. Large venues can operate, but under strict physical distancing protocols.
  - In phase two, Americans may gather in groups of up to 50 people and non-essential travel can resume, for both individuals and employers. As long as moderate physical distancing is enforced, large venues are able to operate.
  - In phase three, Americans must only consider minimizing time spent in crowded environments and employers should resume unrestricted staffing of worksites.

- With the COVID-19 crisis 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.

What Americans are Saying – New Research from APCO Insight

- Encouraging new survey research, conducted by APCO Insight, suggests that most Americans miss face-to-face meetings and that many support federal financial relief for convention centers and event venues.
  - Of the Americans working from home to help prevent the spread of COVID-19, 83% say they miss attending in-person meetings and conventions. A similar total, 78% say they plan to attend as many or more in-person events when the threat of COVID-19 subsides and it is safe to do so.
  - When asked if convention centers and event venues should be eligible for federal support and funding, 49% agreed and just 14% disagreed – whether they previously...
Coronavirus (COVID-19) Talking Points

Last updated 4/30/20

The survey was fielded among 1,000 American adults, including 700 who are currently working from home and attended in-person meetings and conventions before the COVID-19 crisis occurred. All survey responses were collected on April 3, 2020.

Our Commitment to Communities Impacted by COVID-19

- Even as meetings are being cancelled, industry professionals – here and across the globe – are going above and beyond to promote lenience, provide solutions and contribute in significant ways to their communities.
- If you have not already, we hope you will commit to supporting your community in a way that makes sense for you and your organization. No act is too small.
- Share how the meetings industry is helping your community and what role you are playing on our website at meetingsmeanbusiness.com/commit2community.
- As a coalition, we are committed to the common goal of serving our cities and to sharing every act of service – from donating food and health supplies to venue space and funds for community-based organizations.
- In addition to providing updates and coordinating with issue experts, we will 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.
- 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 will continue to lead the industry’s advocacy response and are here to help.
- To get involved, send us an email at info@meetingsmeanbusiness.com.

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