



CONNECT.
REBUILD. RECOVER.
2020 CHAPTER BUSINESS SUMMIT
JUNE 25-26 • VIRTUAL



AFTER LOCKDOWN! MEETINGS & EVENTS POST-CRISIS



JESSIE STATES, CMP, CMM
DIRECTOR, MPI ACADEMY





**RECOVERY
INDEX**



**VIRTUAL
EVENTS**



**SAFETY &
HEALTH**



**RECOVERY
INDEX**



**VIRTUAL
EVENTS**



**SAFETY &
HEALTH**

BUSINESS RECOVERY INDEX



HOW HAS YOUR BUYING WINDOW CHANGED DUE TO THE PANDEMIC?

MUCH LONGER



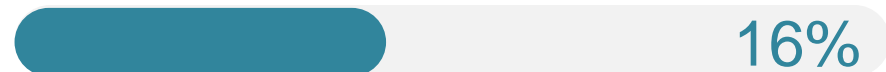
SLIGHTLY LONGER



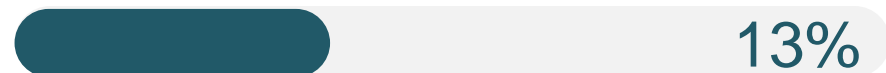
UNCHANGED



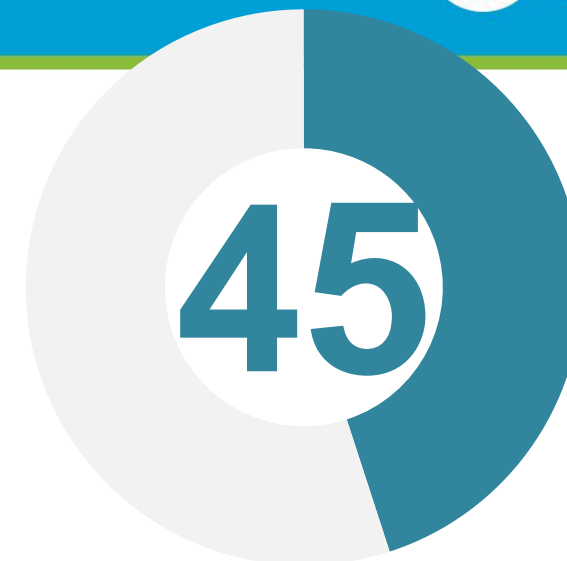
SLIGHTLY SHORTER



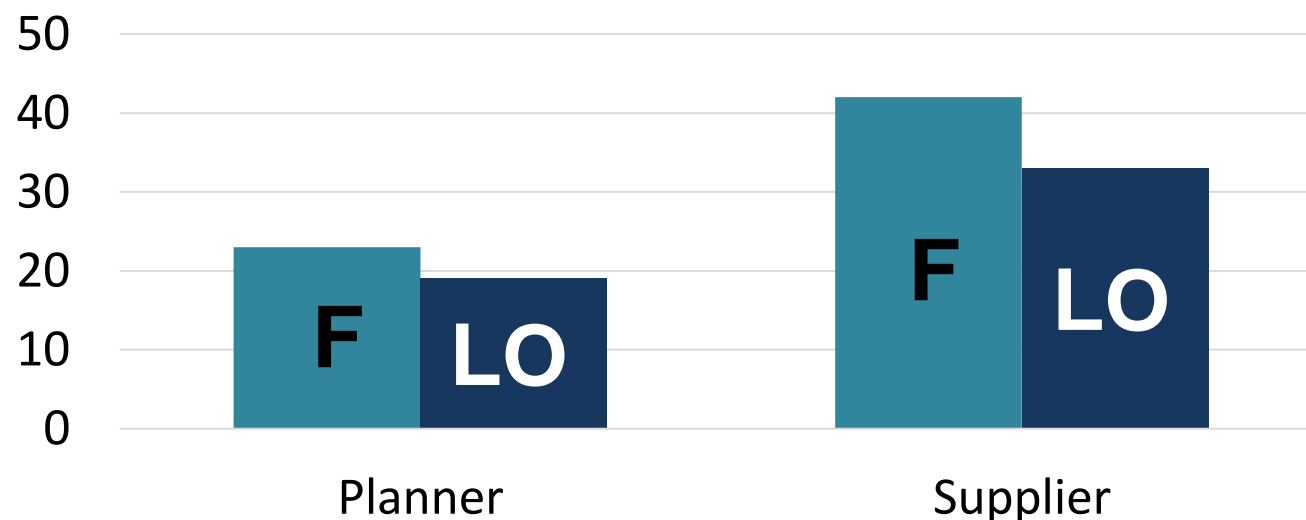
MUCH SHORTER



PERCENT OF ORIGINAL REVENUE YOU EXPECT

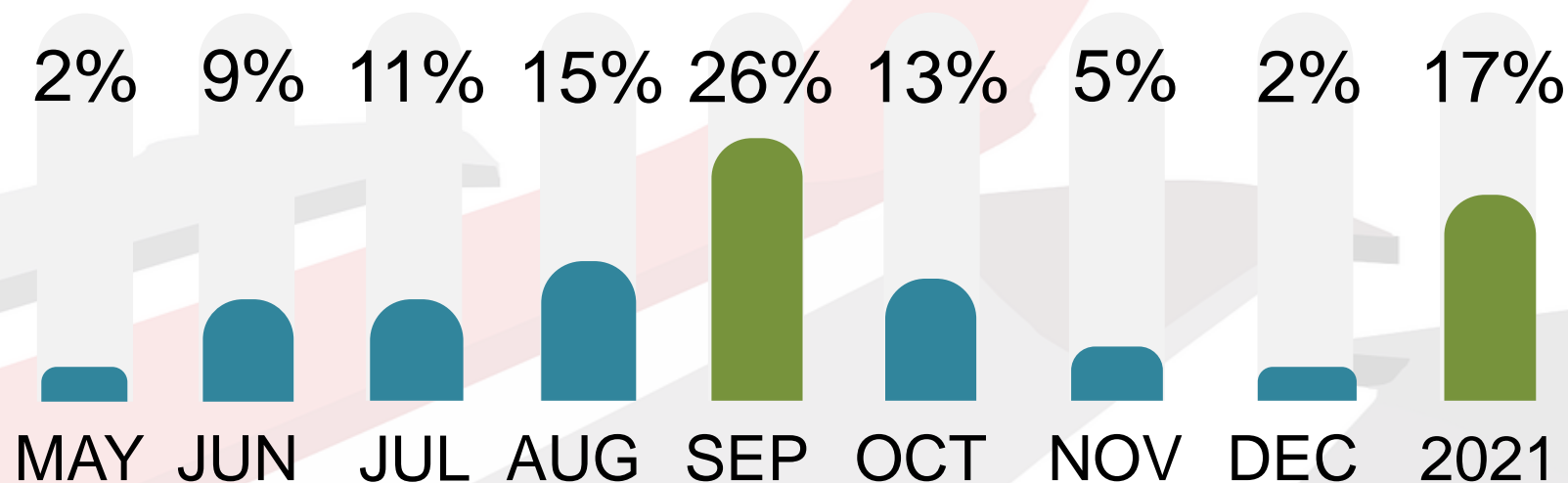


WORKFORCE IMPACT



APRIL 2020

WHEN DO YOU ANTICIPATE MICE BUSINESS WILL BEGIN RECOVERY?

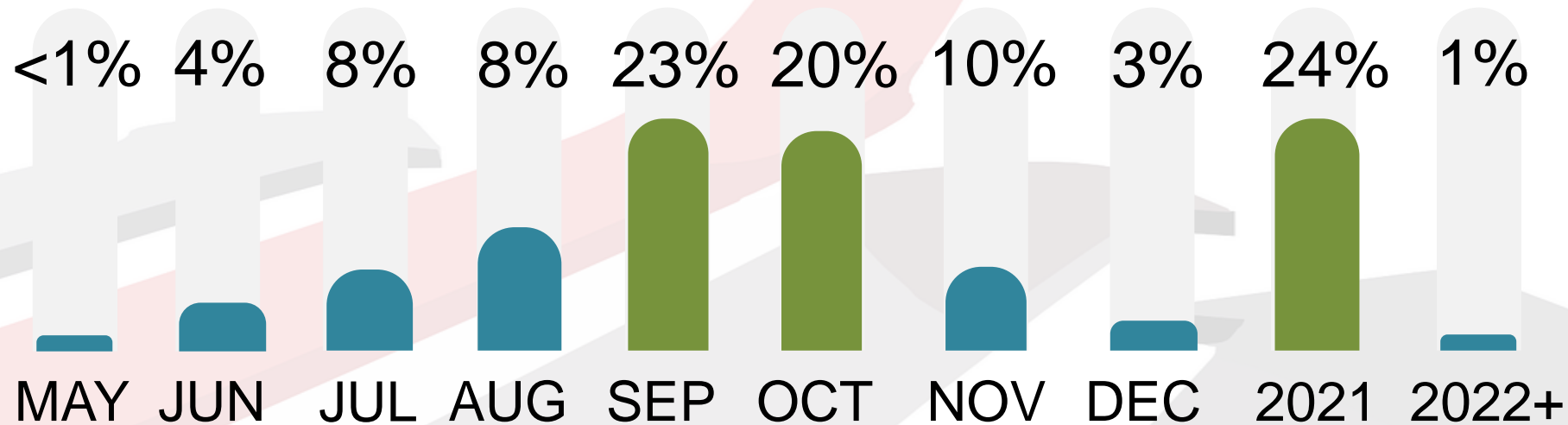


ANTICIPATED **FULL** RECOVERY

Q3 2020	3%
Q4 2020	9%
Q1 2021	23%
Q2 2021	22%
Q3 2021	16%
Q4 2021	7%
2022	14%
2023	4%
2024+	2%

JUNE 12, 2020

WHEN DO YOU ANTICIPATE YOUR NEXT F2F MEETING?



ECONOMIC UNCERTAINTY



60%

AGREE

ECONOMIC UNCERTAINTY
IS IMPACTING MY
BUSINESS DECISIONS

15%

DISAGREE

ECONOMIC UNCERTAINTY IS
IMPACTING MY BUSINESS DECISIONS



Seller/Buyer Cycle	21.8%
Stock Market Volatility	19.2%
Tariff/Trade Wars	14.8%
Currency Valuation	2.6%
Interest Rates	1.6%
Other (Coronavirus)	39.8%

POLITICAL UNCERTAINTY



53%

AGREE

POLITICAL UNCERTAINTY
IS IMPACTING MY
BUSINESS DECISIONS

19%

DISAGREE

POLITICAL UNCERTAINTY IS
IMPACTING MY BUSINESS
DECISIONS



National Elections	54.9%
Divisive Rhetoric	24.0%
Armed Conflict	3.9%
Brexit	2.5%
Other (Coronavirus)	14.7%

ARE YOU FAMILIAR WITH THE TERM **FLIGHT** SHAMING?

46%
YES

48%
NO

IS IT IMPACTING MEETING ATTENDANCE?

YES 6% NO 59% UNSURE 36%

IN THE FUTURE, ARE YOU CONCERNED IT WILL?

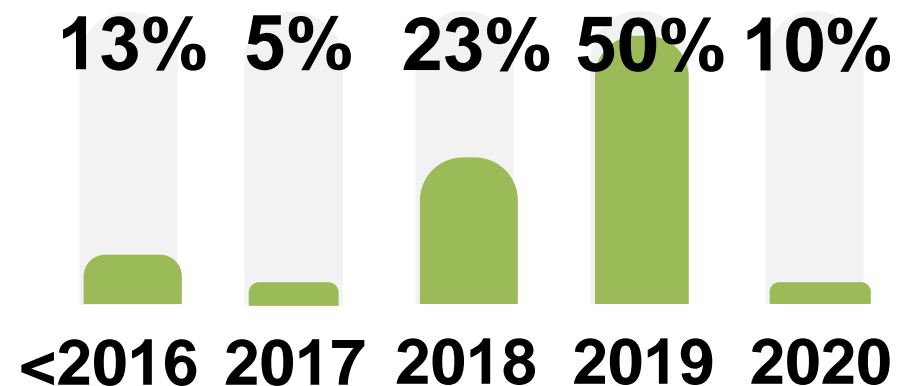
YES 19% NO 58% UNSURE 24%

HAVE YOU PERSONALLY EXPERIENCED IT?

10%
YES

88%
NO

WHEN?





RECOVERY
INDEX



VIRTUAL
EVENTS



SAFETY &
HEALTH



 Digital event policy

 Event strategy

 Digital formats

 Budget

 Staff & support

 Marketing

 Training

 Metrics

ESTABLISHING A STRATEGY



Step 1

Current Environment

Step 2

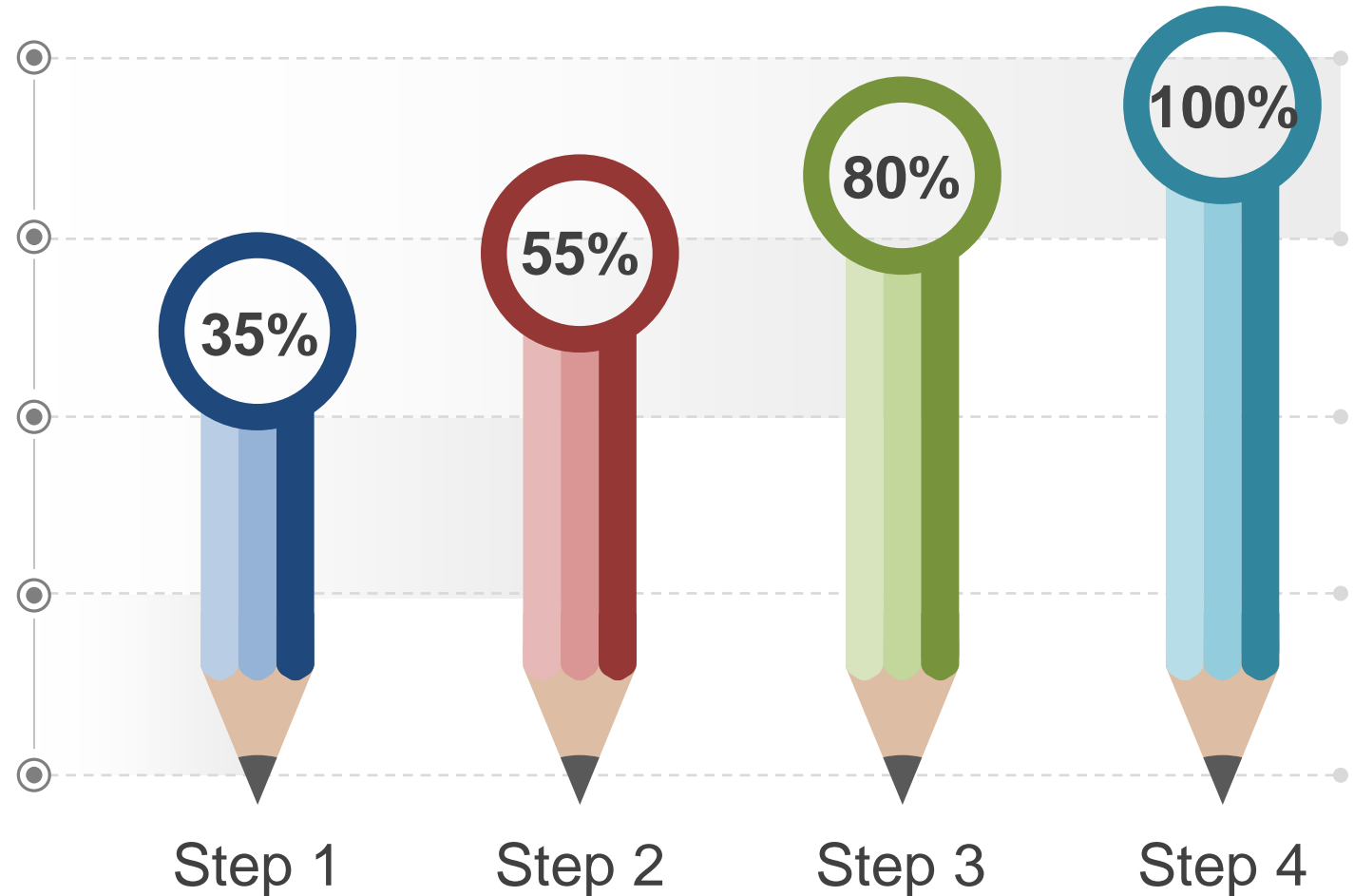
Future Vision

Step 3

Leadership Support

Step 4

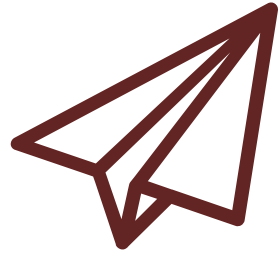
Gap Analysis





STAFF SUPPORT

Identify your resource needs for staff members.



MARKETING

How will you market your event to attendees and sponsors?



TRAINING

What training needs does your staff have, and what skills do they need to acquire?



METRICS

What does success look like for your digital experience?

FORMATS





Time

Duration

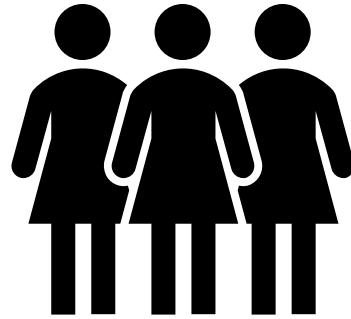
Self-paced or real-time

Message

Lead time

Geography

Repurpose



Audience

Demographics

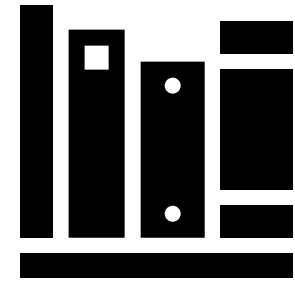
Message

Interaction

Access

Learning

Adoption level



Content

Type

Security

Facilitator skills

Repurpose



RECOVERY
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VIRTUAL
EVENTS



**SAFETY &
HEALTH**



IS YOUR ORG SHOWING AN INCREASED INTEREST IN WELLNESS AT EVENTS?

21%
NO

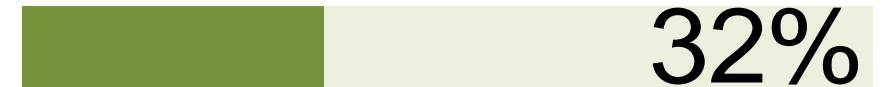
79%
YES

WHERE IS THE INTEREST IN WELLNESS COMING FROM?

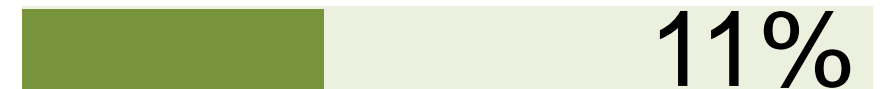
ATTENDEES



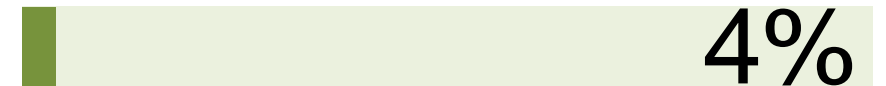
ORGANIZERS



C-SUITE/BOARD



OTHER



2% > HOTELS, SPONSORS, CVBs,
INDUSTRY PARTNERS

“EXTREMELY” & “VERY IMPORTANT” FOR BOOKING FUTURE BUSINESS

VENUE SANITATION PROTOCOLS	96%
DESTINATION CRISIS PLAN	94%
HAND SANITIZING STATIONS	94%
ACCESS TO HEALTHCARE	86%
MEAL DISTRIBUTION OPTIONS	82%
FOOD SUPPLY CHAIN	80%
MATERIALS SUPPLY CHAIN	74%
AIRPORT HEALTH SCREENINGS	67%
VENUE HEALTH SCREENINGS	64%

CONSIDERATIONS

ONSITE REGISTRATION
EDUCATION LAYOUT
BREAKS |
NETWORKING
SCHEDULING
MEALS | BANQUETS

MEETING CONSIDERATIONS

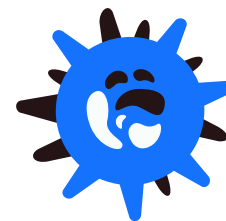
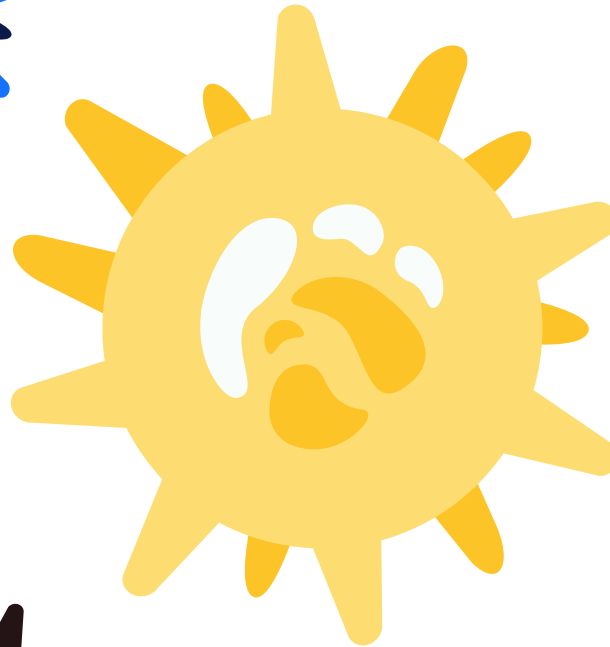


ONSITE REGISTRATION

NO- & LOW-TOUCH
SANITATION, QUEUING
STAGGERED STARTS
DOCUMENTATION
HEALTH CHECK/STATION

SESSIONS

PHYSICAL DISTANCE
ROOM LAYOUT, TRAFFIC
AMPLIFICATION
CLEANING GUIDELINES
PHYSICAL DISTANCING



MEALS

SERVICE STYLES
PARTITIONS
STAGGERED MEALS

1:1 MEETINGS

DISTANCING
SANITIZERS/GUARDS
BUSINESS CARDS?

NETWORKING

SERVICED, SPACING
TRAFFIC FLOW
SIGNAGE, SANITATION

RESOURCES FOR YOU



MEETSAFE PLAYBOOK (PSAV)

EVENT SAFETY ALLIANCE

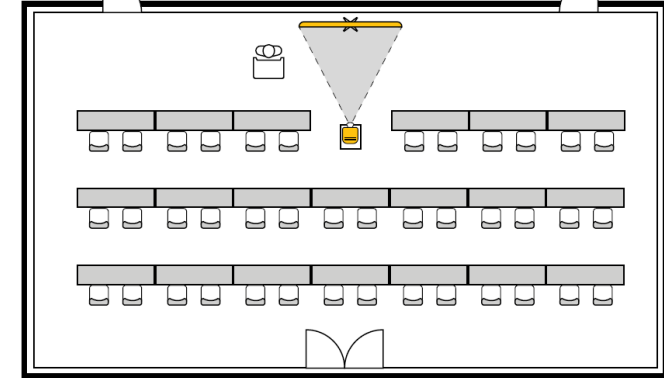
REOPENING GUIDE

REQUIREMENTS FOR REOPENING
EVENTS (ICCA, UFI, AIPC)

GLOBAL FRAMEWORK FOR
REOPENING EXHIBITIONS (UFI)

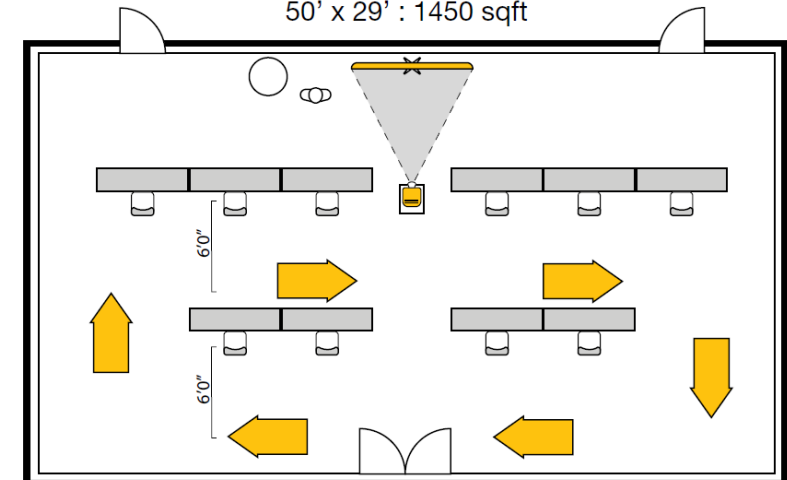
NAVIGATING THE NEW NORMAL –
MPI COMMUNITIES WHITE PAPER

Traditional Classroom Diagram - 40 ppl
50' x 29' : 1450 sqft



NEW

Modified Classroom Diagram - 10 ppl
50' x 29' : 1450 sqft





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