

**“To Meet or not to Meet?”**

***A strategic approach to future meeting planning***

**February 18<sup>th</sup>, 2021**

**MBTA**

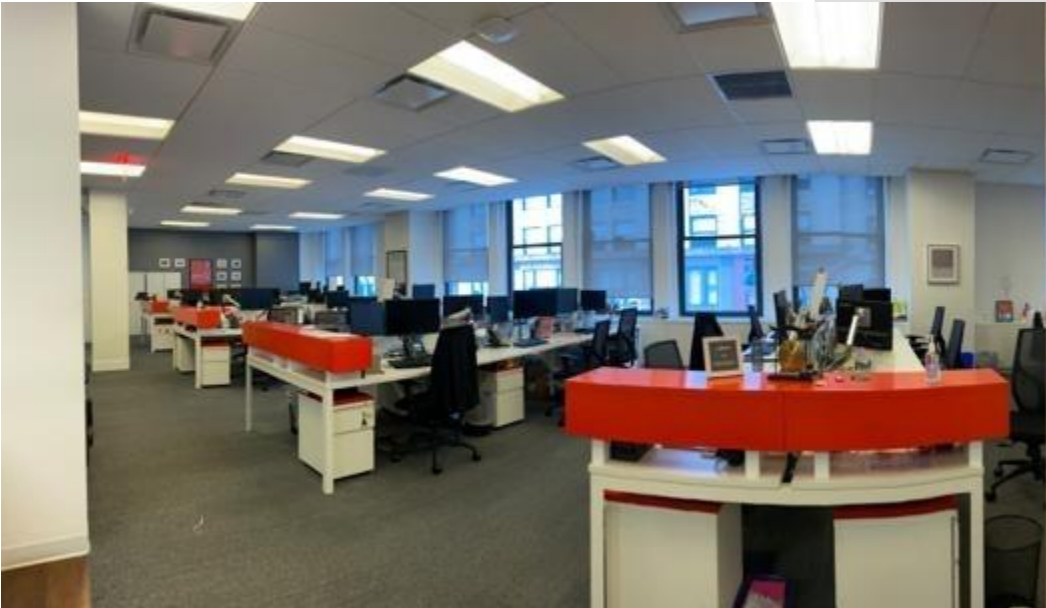
What am I learning today?

- 1) Defining a hybrid meeting.**
- 2) Strategic approach to current and future venue sourcing.**
- 3) Risk management and clear communication.**

March 2020



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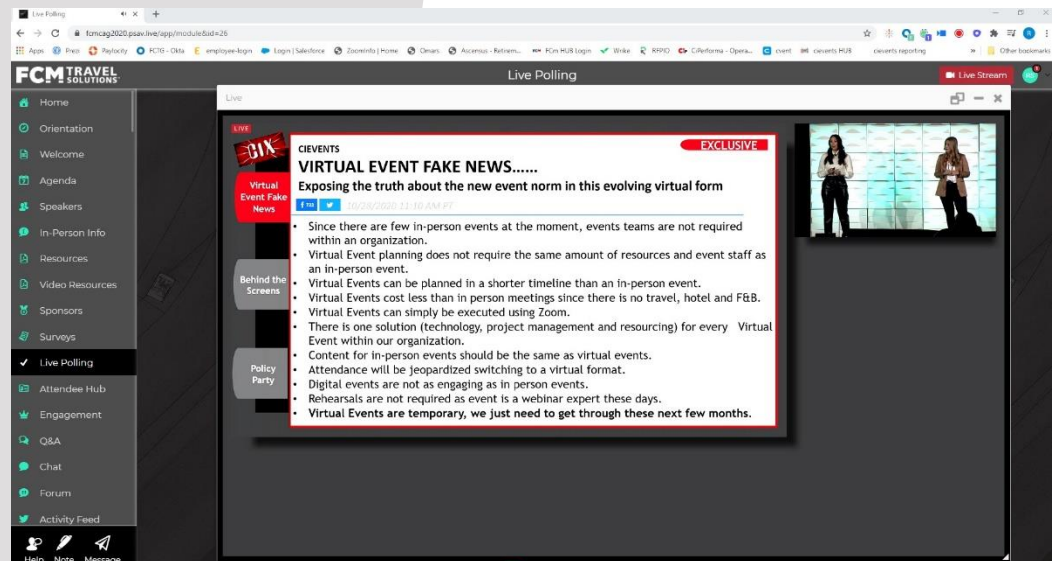
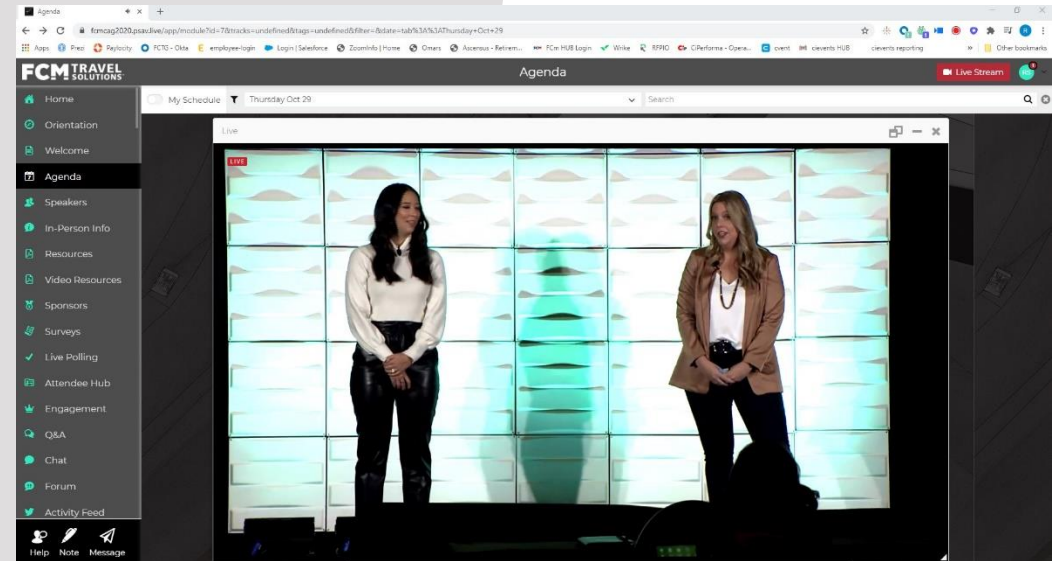
March 2020



# Defining a Hybrid Meeting & Event

A **hybrid event** is a tradeshow, conference, seminar, workshop or other meeting that combines a **"live" in-person** event with a **"virtual"** online component.

- Other terms you will hear, **blended** or **synchronous** (learning.)
- Virtual Event Platform as the **foundation** of your meeting or event.



# Current and Future Venue Sourcing

Key items that need to be considered

## Addendum for all future group contracts

- Specific **COVID 19 and pandemic** verbiage
- **Clearly** define Force Majeure
- Align contract **milestones**
  - Payment
  - Attrition and Cancellation
  - Communication

### U. **Force Majeure:**

Notwithstanding anything to the contrary of God, strike, lockout, or other industrial blockade, public riot, lightning, fire, flood, receive necessary governmental approval, strike, labor disputes, travel bans, epidemic of any kind specifically enumerated above or otherwise, this contract shall be binding on both parties. For avoidance of doubt, COVID-19 is included as a force majeure notwithstanding whether such an outbreak is declared by a government authority.

In the event it becomes unsafe or commercially impractical for either party to attend the event without the presence of the other party, the contract shall be terminated.

### v. **COVID-19:**

Notwithstanding whether a COVID-19 outbreak is declared by a government authority, if it becomes unsafe or commercially impractical for either party to attend the event without the presence of the other party, the contract shall be terminated in accordance with the previous section.

Cancellation Date	Cancellation Amount
From contract signature to 120 days prior to main group arrival (INSERT DATE)	20% of total room block (based on minimum guarantee revenue less attrition).
From 119 days to 90 days prior to main group arrival (INSERT DATE)	40% of total room block (based on minimum guarantee revenue less attrition).
From 89 days to 60 days prior to main group arrival (INSERT DATE)	70% of total room block (based on minimum guarantee revenue less attrition).
From 59 days to 30 days prior to main group arrival (INSERT DATE)	90% of total room block (based on minimum guarantee revenue less attrition).

# Current and Future Venue Sourcing

Key items that need to be considered

Consider a **regional hub** model

- Define the geography of your attendees
- Drive times vs. Flight distance
- Uniform social distancing and F&B guidelines
- COVID-19 protocols for contracted illness



# Risk Management and Communication

What tools do I have as a travel manager or M&E planner?

- Partner with a TMC/MICE Agency, leverage their buying power and tech.
- Risk management software
- State & local restriction monitoring
- Contract management

State	Max. Number of Occupants	Percent Occupancy Limit	Mask Requirements	Travel Restrictions or Quarantine Requirements
<a href="#">ALABAMA</a>	No Max	N/A	✓	
<a href="#">ALASKA</a>	Based on local <a href="#">mitigation</a>	N/A		Visitors have a few different options for self-quarantine and rapid testing. Read more on the <a href="#">website</a> .
<a href="#">ARIZONA</a>	50 unless <a href="#">approved</a>	50%		Some cities have mask requirements
<a href="#">ARKANSAS</a>	100 (without a permit)	66%	✓	Gatherings over 100 can be submitted for approval.
<a href="#">CALIFORNIA</a>	Gatherings are not permitted	N/A	✓	California is under a regional stay-at-home order with many tourism-related businesses closed, including bars and museums. Nonessential travel is banned except in a region north of Sonoma County. Click <a href="#">here</a> for updates.
<a href="#">COLORADO</a>	Dependent on <a href="#">County</a> . Details <a href="#">her</a>	N/A	✓	Pitkin County, Colorado (which includes ski resort Aspen/Snowmass), requires visitors to complete a health affidavit and provide a negative Covid-19 test taken within 72 hours of arrival or face a mandatory 14-day quarantine.
<a href="#">CONNECTICUT</a>	25	N/A	✓	Click <a href="#">here</a> for travel quarantine restrictions
<a href="#">DELAWARE</a>	60% of Fire Occupancy	60%	✓	
<a href="#">DISTRICT OF COLUMBIA</a>	10	N/A	✓	Travelers must test negative within 72 hours of traveling, and then obtain another test 3 to 5 days after arrival. More details <a href="#">here</a> .
<a href="#">FLORIDA</a>	No Max	N/A		
<a href="#">GEORGIA</a>	No Max	N/A		Please check out Discover Atlanta's <a href="#">resources</a> for more information.
<a href="#">HAWAII</a>	5	N/A	✓	Details can be found <a href="#">here</a> .
<a href="#">IDAHO</a>	10	N/A		
<a href="#">ILLINOIS</a>	50, paused in <a href="#">Chicago</a>	N/A	✓	No statewide travel quarantine restrictions, but Chicago does have restrictions. Learn more <a href="#">here</a> .
<a href="#">INDIANA</a>	Dependent on <a href="#">county</a>	N/A	✓	
<a href="#">IOWA</a>	15	N/A	✓	
<a href="#">KANSAS</a>	45 (Dependent on <a href="#">County</a> )	N/A	✓	Click <a href="#">here</a> to learn more about travel quarantine requirements.
<a href="#">KENTUCKY</a>	50% of Fire Occupancy	50%	✓	Details <a href="#">here</a>
<a href="#">LOUISIANA</a>	75 ( <a href="#">New Orleans Details</a> )	25% in New Orleans	✓	
<a href="#">MAINE</a>	50	N/A	✓	Travelers must quarantine for 10 days upon arrival or sign a form stating they've received a negative Covid-19 test within 72 hours. Details <a href="#">here</a> .
<a href="#">MARYLAND</a>	25	N/A	✓	People who travel to Maryland must either get a negative Covid-19 test result within 72 hours of arrival or self-quarantine for 10 days. Details <a href="#">here</a> .
<a href="#">MASSACHUSETTS</a>	25	N/A	✓	All visitors and returning residents must complete a travel form before arriving in Massachusetts unless they are arriving from a state designated by the Department of Public Health as low risk. As of January 4, the only low-risk state was Hawaii. Details <a href="#">here</a> .
<a href="#">MICHIGAN</a>	All gatherings are paused		✓	
<a href="#">MINNESOTA</a>	All gatherings are paused	N/A	✓	Visitors to Minnesota are asked to quarantine for 14 days or follow CDC guidelines on how to shorten a quarantine. Details <a href="#">here</a> .
<a href="#">MISSISSIPPI</a>	Indoor: 10 Outdoor: 50	N/A		

- 1) Implement an engaging virtual event platform.**
- 2) Draft up an addendum and insert into your sourcing best practices. Establish a pandemic clause, clearly define force majeure and create a cancellation milestone that corresponds to payment milestones and attrition milestones.**
- 3) Partner or consult with a Meetings and Events agency to assist you with resources, communication, risk management and strategic planning.**

## Resources

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- Addendum drafting
- Planning best practices
- Guide to Virtual & Hybrid Event planning
- M&E Podcast
- Support, networking & sharing resources

**Thank You!**