



Webinar: Global Conversations on Current Challenges

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Key Take-Aways

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Tina Altieri

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to-face meetings

Session One: Crisis Communication Take-Aways

(1/2)

- Early, concise and continued communication is key
- Use video as a tool
- Story acting rather than story telling
- Time is now, be prepared with a good recovery plan
- Be empathic in every message. Have credibility, transparency and empathy.
- Communicate even if you don't have the full picture
- Reflect on the suitability of messaging and channels – could it come across as insensitive or inappropriate?
- Communicate with employees, otherwise the lack of creates a vacuum which can be filled with negative interpretations
- Consider risk management and the future of meetings – valuable vs essential
- The meetings industry will change – constantly review your communication plan

Session One: Crisis Communication Take-Aways

(2/2)

- Be open and honest
- Dealing with unpredictable scenarios which makes communication inside and outside of the company vital
- In a crisis, first impressions are long lasting, so be mindful to communicate correct information early on
- Use this time to develop a crisis strategy for the future. Be creative and innovative.
- Communicate like a CEO
- Careful and considered communication; Should this be said? Should this be said by me? Should this be said by me, now?
- Document actions that are being taken and use this for future planning
- Fight fear with facts

Session Two: Contracts & Insurance Take-Aways

(1/3)

- We've entered a new normal and need to rethink, redesign and restructure
- Be flexible and collaborate with all partners more than ever
- Reconsider both mid and long term agendas and strategy
- Important to stay up to date
- Everyone is in this together and can only get out together
- Regardless of whether you're a supplier, meeting planner etc. you have to be flexible and adapt
- Have open and constructive conversations on what is feasible for all parties
- Go beyond competition – how can we work together?
- Do not just consider the challenges, consider the opportunities
- Understand that this will change the industry and we'll never go back to what was "normal"
- Plan ahead and anticipate challenges

Session Two: Contracts & Insurance Take-Aways

(2/3)

- Collaboration between Associations and supplier partners has never been more crucial
- Digital solutions will help but a live event will always be considered a quality event
- Managing perceptions when venues are being repurposed is very important
- Review contracts for now and the future as this will be a long term issue
- Reassess cancellation policies to make it ethical and supportive to all parties
- Take a look at force majeure to consider/include pandemics
- Monitor how this will change people's behaviours going forward
- Reacting and filing claims early will go a long way to creating partnerships. Creating a spreadsheet that tracks professions of the pandemic can help in case you need to file claims.

Session Two: Contracts & Insurance Take-Aways

(3/3)

- Work as a community and don't just consider ourselves
- Don't hesitate to reach out to each other to compare practices and seek advice

Session Three: Online Alternatives Take-Aways

(1/2)

- Evaluate meeting content/purpose and determine when virtual is a better option
- Save time and avoid mistakes by seeking IT advice and support
- Keep it simple
- Hybrid events are the new normal, not the future of meetings
- Virtual 'giveaways' can lead into new membership by showcasing association value
- Archive material wisely for future access using key research words
- Communicate well and contact your clients fast
- Technology has a lot of potential and there are opportunities to be taken. Ads in streamings are a way to get sponsorship. Be creative.
- Content and communication remains key, regardless of the platform (live or virtual) but how do we track our engagement and continue to deliver and capture value?

Session Three: Online Alternatives Take-Aways

(2/2)

- Virtual and hybrid meetings are here to stay
- Focus on the objectives and content creation before selecting the technology
- Don't expect to have the same live event as a virtual one. Timeframes can be extended or shortened when hosting virtually.
- Think of virtual recordings as a great potential educational library
- Interactivity is important and requires a team to monitor – there are lots of options that can be turned around quickly
- Consider ways to monetise online content
- The technology is already there but what's feasible and which solution is best to suit your event needs. Do not rush anything.
- Consume the experience yourself. Join webinars and online events and reflect on what works for you.
- Remain connect with industry friends and suppliers and be creative with how you use technology