



## MEETING PLANNING DURING COVID- 19



No one could have predicted the impact COVID-19 has had on the meetings and events industry, and it's something we all continue to navigate together. During this time, many meeting planners have been posed with the question of what to do with meetings that had been planned or were going to be planned. Should I cancel my meetings? Am I better off waiting for the hotel to cancel? Can I get a better deal for my organization if I re-book my meeting? If I re-book, how far out should I schedule? How do I book a meeting for a future date if the hotel is currently closed?

There are many new and short-term decisions that you may be facing, and we are here to help you strategize and work through your options. While none of us knows how long this may last, we do know that the need for face-to-face meetings and in-person learning and networking will be more crucial than ever when this time passes.

According to the [Events Industry Council and Oxford Economics](#), business events annually generate more than \$2.5 trillion in economic output, \$1.5 trillion in total GDP contribution, and support nearly 26 million total jobs. Face-to-face meetings and events are critical, not only to economies across the globe, but also to helping your organization connect with stakeholders and achieve its key goals and objectives. When it is safe to resume business as usual, your attendees will be seeking out ways to participate and join in in-person meetings again, creating an important opportunity for you to reengage them.

By communicating with your stakeholders and working with your HB Associate, you can be aware of your meeting options and be prepared as the COVID-19 pandemic continues to



evolve. If you need assistance with rebooking a meeting, securing future meeting dates, navigating venue options, exploring virtual meeting experiences, or mitigating risk for your events, contact your local HB Associate today!