



RESPONDING TO THE PANDEMIC

PCMA Continues to Provide Quality Educational Content and Experiences



*Interview with, Carrie Johnson, DES,
Senior Director, Education, PCMA*

PCMA has always offered quality education and unique learning experiences, and we have used the knowledge we have gained to improve our meetings and events. Face-to-face meetings have always been our "bread and butter," so to speak. We have used these events to connect, grow, network, and expand horizons for our organizations as well as ourselves.

Suddenly, we are challenged with the COVID-19 pandemic. Thousands of meetings are cancelled, transportation is curtailed, and hotel rooms are empty. Because of this highly contagious virus, and on the advice of the Centers for Disease Control, people began to practice social distancing. They were staying at home and teleworking if they could, or not working at all if their businesses closed. So how do we connect, communicate, and conduct business? Luckily, we live in an age when technology comes to the rescue. Teleconferencing, remote virtual gatherings, and virtual education have become the norm.

PCMA was ahead of the curve. "At the early stages of the pandemic, PCMA quickly shifted our focus to creating timely industry content and resources, knowing every day, even by the hour, conditions were changing around the world," said Carrie Johnson, DES, Senior Director, Education, at PCMA. "The education offerings all existed prior to the pandemic in various delivery channels. One major change was going digital for Braindates in May since PCMA had offered that experience at three prior Convening Leaders events. The PCMA website (www.pcma.org) is constantly being updated to bring the latest news, case studies, recorded and live learning opportunities, digital event tips, and resources to support the recovery of the business events industry."

In the future, when face-to-face meetings resume, will business event strategists, wary of the past, transition to hybrid events?

Johnson observed, "Hybrid events will provide a way to learn, do business, and create community for anyone who is unable or unwilling to travel to a face-to-face event. This format is also a gateway into an organization's value proposition for new audiences who don't want to commit the time and expense to travel. Digital experiences allow for more robust data collection and deeper personalization, providing more agility to create lasting year-round communities and learning opportunities online."

Hybrid events will provide a way to learn, do business, and create community for anyone who is unable or unwilling to travel to a face-to-face event

Does PCMA see digital events education as something to emphasize now? "PCMA has seen (and expects to see) strong, continued demand and interest for digital event education and resources, including the DES certification into 2021. Digital events will be part of the new reality of business events and will be more common than they ever were before. Those organizations that had already been doing digital events or incorporating them into their physical events were better prepared to respond to social distancing and limiting group gatherings because of COVID-19," Johnson said. ***"They recognized digital events as strong channels for building brand, creating engaging digital experiences, audience interaction, learning, and sponsorship."***

Sara Torrence, CMP Emeritus, President
Sara Torrence and Associates



The PCMA Capital Chapter is where "You Belong"!

Mission: The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promoting the value of professional convention management.

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Email if you have comments or suggestions. We are also accepting articles for our library to be used for future issues. If you would like to submit an article, send an email for guidelines



message from the board

Innovate, transform, change, and the much-maligned word "pivot." These have become an integral part of our vocabulary over these last several months. Our industry has been one of the hardest hit and we've all had to reimagine how to continue doing the work we love supporting our amazing industry in this new reality.



When the board identified innovation as one of the 6 key goals in the new 3-year strategic plan for the chapter, we could have never foreseen how much we would need to embrace it and implement its strategies so quickly. Through the dedicated work of all our committees, we have adopted new technologies and techniques to ensure the needs of Capital Chapter members from all industry segments continue to be met.

While all the committees have stepped up to the challenge, I wanted to bring attention to a few that best illustrate this commitment. The Professional Development Committee created a series of virtual lunch and learn sessions via zoom so planners and suppliers could meet virtually on a regular basis to discuss pressing topics. They also experimented with new technology and design during the first ever virtual half day educational event that took place on June 23rd titled, Q2 Spark: Bouncing Back, a topic I think we can all get behind.

Read more about the planning process and event recap on [Page 8](#).

The Community Services Committee developed new opportunities to engage stakeholders by compiling information and links on our website for how we can continue to give back to our industry and the greater DC area during this time of social distancing. And most importantly, the Membership Committee has been keeping Capital Chapter members informed on initiatives by PCMA International that help provide extended membership benefits to those that cannot renew immediately due to impacts on their job during the crisis. If you have recently had a change in your employment due to the COVID-19 crisis, please allow us to help you through these difficult times. Let us know if you have new contact information so that the Chapter can stay connected with you and continue to send out newsletters, industry updates, and event notifications. For information on these and many other initiatives please visit our website at <https://capital.pcma.org/>

As a chapter we are committed to our strategic vision, "The PCMA Capital Chapter will thrive as an inclusive and diverse community that embraces change through collaboration, innovation, and education." Our industry and the Capital Chapter community is strong, and together we will lift each other up!

Please be safe and continue to care for each other!

Sara Haywood, CMP, Board of Directors
Membership Pillar



Cool Visual Surroundings for those Pose-Worthy Selfies.

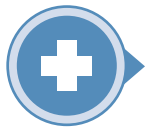
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Cleanliness as a Matter of Safety

Dear PCMA Capital Chapter, Hope you are staying safe and healthy.....

We've all likely received an email, or written one, with the now-common greeting **"Hope you are staying safe and healthy"**. Being safe now includes our new daily routines, focused on cleanliness due to COVID-19.

As we move forward with planning face-to-face meetings, there is not a convention center, hotel, general service contractor or association, who is not including cleaning and sanitation policies and procedures into their reopening and recovery plan. Many of the plans include cleaning and sanitizing of "high touchpoint" areas such as meeting rooms, exhibit halls, tables, chairs, counters, handrails, elevators, and restrooms. Traditionally destinations and convention centers are competing against each other for association business. We have now come together to share procedures and services being offered, as we navigate reopening of our venues and the return of conventions and events.

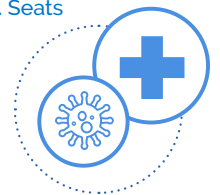


One thing we know for sure is, the way we managed events prior to February 2020 will not be the same way we manage events moving forward. "Temperature checks, wearing facemasks and managing crowd movement will be a major focus for associations and facilities as they reopen," states Mark Herrera, Director of Education and Life Safety for the International Association of Venue Managers (IAVM). He continued on to advise that "managing the crowd density to assure that physical distancing guidelines are adhered to during ingress and egress will need to be heavily monitored, with physical barriers strategically placed in areas where crowds can be controlled. Prior to attending and during events, messaging and communication with employees and guests to include signage on how to prevent the spread of germs, will be a common practice. Facility design and touchless points of sale will be more common than before to avoid the transmission of any communicable disease."

Following state and city public health guidelines will be the norm for the future of meetings. In our venues and during meetings, we can expect to see high levels of cleaning and disinfecting, social distancing signage and attendees and staff wearing masks. Planners, venues, general service contractors and the audio-visual company, will need to strategically work together to review and plan the timing of meetings and exhibits to reduce crowds and allow meeting space to be cleaned between sessions.

The following are a few items to be considered during these strategic meetings:

1. How will packages be cleaned and how long will it take to clean the packages when they are delivered directly to the venue? Exhibitors and speakers will need to be made aware of protocols to determine if deliveries can be made earlier or picked up directly from the carrier.
2. Will attendees receive registration badges in the mail, or can registration packets/badges be picked up when checking into the hotel? If a large registration is onsite at a venue, a timed entrance or touchless scanners may be required to help avoid contact and large queue lines. A large room may be needed for the queue line.
3. We are used to having sessions back to back, with attendees waiting outside rooms to get in as soon as sessions end. How much time will be required to clean rooms between sessions? Once this is determined, you can determine timing and how you will queue lines for the next session to avoid crowds outside of rooms.
4. Attendees have been allowed to stand in the back of the room once seating was filled. While this may continue to be allowed, room monitors will be needed to assure social distancing is maintained.
5. Will registering for sessions/exhibits ahead of time be allowed to assure social distancing and capacities are not compromised? Attendees can sign up for blocks of times in the exhibit halls and exhibitors can offer appointment times to help reduce numbers in their booth. Seats and tables can be assigned inside session rooms when attendees register.



"A major win for our industry is the partnership between IAVM and the Global Biorisk Advisory Council (GBAC) to offer the GBAC STAR™ Facility Accreditation Program," states Herrera. "Through this partnership, all venues can apply to a performance-based accreditation program that helps facilities demonstrate they have the work practices, procedures and protocols to prepare, respond and recover from outbreaks and pandemics as it pertains to deep cleaning and sanitization." GBAC is a division of the International Sanitary Supply Association (ISSA). Facilities must comply with the program's 20 elements to achieve the accreditation. **Additional information can be located at <https://gbac.issa.com/issa-gbac-star-facility-accreditation/>.**

Stacey Knoppel, Director, Convention Management,
Events DC



PCMA Capital Chapter Diversity & Inclusion Mission Statement

The PCMA Capital Chapter is committed to developing and continuing practices that will ensure Diversity and Inclusion (D&I) in the organization by:

- Reflecting the diversity of the meetings industry community in its leadership, membership, committees, and task forces, as well as with its hiring and contracting practices.
- Encouraging open communication, differences of opinion among its diverse leadership, membership and volunteers, including but not limited to: all levels of position, industry, educational background, gender, gender identity, ethnicity, religious belief, sexual orientation, race and/or culture.
- Striving to create a culture of inclusion during chapter events, within committees and throughout leadership.
- Fostering mutual respect and dignity within and among the entire capital chapter membership.
- Planning educational programming and networking events that are representative of our membership and more diverse viewpoints while promoting principles of inclusion.
- Showcasing and promoting the diversity of our chapter at all in-person events in order to promote an inclusive environment. The ways to accomplish this include showing the chapter D&I mission statement, chapter leadership incorporating D&I into welcome remarks, diverse speakers, and diverse visual images in presentations.
- Evaluating the D&I Plan on an annual basis to ensure it is on track and adjusting the chapter's focus if necessary. Evaluation metrics will be established for leadership, membership, events, committees, and task forces.
- Adhering to the PCMA Capital Chapter's Code of Conduct, ensuring a safe and welcoming space for all that includes mutual respect and harassment-free conduct.

The Diversity & Inclusion Task Force has been busy writing the above Diversity & Inclusion Mission Statement for the Capital Chapter and is currently working on a Code of Conduct. Next up, we will be working on Best Practices focusing on event design and leadership. We recognize that diversity & inclusion is important to give everyone a seat at the table and help our members feel welcome. Our goal is to put policies in place that help us be a more diverse and inclusive business events community.

Task Force members include the Chair, **Rebecca Ramsey** with Event EQ; **Karin Soyster Fitzgerald**, CMP, CAE with US Geospatial Intelligence Foundation; **Laurie Nelson-Choice** with Visit Baltimore; **Jerome Bruce**, CMP with Association of Government Accountants; **Ellen Shortill** with American Speech-Hearing-Language Association; **Connie Samuels**, CMP with Institute of Scrap Recycling Industries, Inc.; **Brian Chung** with Visit Baltimore; **Mia Williams** with Association for Research in Vision and Ophthalmology; and representation from the international community with consultations from **Rory Archibald** with Visit Scotland.

Rebecca Ramsey, Business Development Executive
Event EQ

US Travel Association Webinar Leading by Example: Lessons in Race and Antiracism

On Thursday, June 11th the US Travel Association held a webinar discussing race in America. Panelists included **Michelle Mason**, President & CEO of Association Forum; **Brandon Meyers**, Chief Revenue Officer of ADARA; **Ernest Wooden, Jr.**, President & CEO of the Los Angeles Tourism & Convention Board; and moderated by **Elliot Ferguson**, President & CEO of Destination DC.

I watched the webinar with an eye towards the Diversity & Inclusion Task Force and our work within the Chapter. Our next task is creating Best Practices and I knew that what I was hearing would be important to take into consideration. **Some of my takeaways included:**

- Speak up even if you do not know what to say or are afraid to say something.
- We have been complacent by not having uncomfortable conversations to get to the root cause of racism, and that needs to change.
- Unconscious bias is rooted in slavery.
- Blacks are arrested at 5 times the rate of white people.
- Black wealth is 10% of white wealth.
- People we work with are experiencing racism.

If you did not have a chance to watch the webinar live, here is the link to the recording: <https://vimeo.com/428214723>

Additional resources referenced during the webinar and sent prior as suggested pre-watch videos for webinar context include:

- ABC News special program: **"America in Pain: What Comes Next?"** (aired Tuesday, June 2)
- CBS News special program: **"Justice for All"** (aired Tuesday, June 9)
- Online video: **"Systemic Racism Explained"**
- Uncomfortable Conversations with a Black Man, **episode one** and **episode two**

Rebecca Ramsey, Business Development Executive
Event EQ





2020 special feature

Chapter Members and Their Pets

I have four amazing rescue dogs: Abby, a seven year old rottweiler, dalmatian, chihuahua, spaniel, terrier mix; Hudson, a nine year old retired racing greyhound; Franklin, a four year old shih tzu, pit bull, collie mix; and Jake, an English foxhound.

Abby and Frank are both Sato Dogs, or Puerto Rican street dogs. We rescued Abby as a puppy. She was sent to the mainland by an organization in Orlando, FL called, A Better Life Pet Rescue. We found Frank as a stray while on vacation in Puerto Rico in 2017. My husband and I like to say he was the best souvenir we ever got!

We adopted Hudson from a national rescue called Greyhound Pets of America when he was two. The rescue was committed to matching the right dog with the right home, and since Abby was only a few months old when we started the adoption process, it was important that the dog, which would ultimately join our family, get along best with Abby. That said, we like to say Abby is the one that selected Hudson as the dog to join our family! Hudson had never lived in a house when we brought him home, and it took years for him to really get acclimated to life as a companion and no longer as a commodity.

Jake is our newest rescue. We felt inspired to adopt a fourth dog after watching a 10-year documentary on the Michael Vick dogs. We rescued him from a D.C. area rescue organization called City Dogs and City Kitties Rescue. He was surrendered to a high-kill shelter in southern Virginia in December, taken in by the rescue, and fostered until we brought him home on February 1. We are so happy he came into our lives right before the pandemic really started spreading in the U.S. He has brought so much joy to our lives!

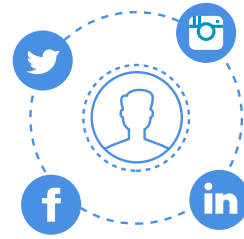
I would be lost without these dogs! They are keeping my husband and I sane during these difficult times.

Natalie Intondi, Meeting Planner
National Governors Association



Social Media Tips to Boost your Business, Brand and YOU!

Those who know me are aware that my social media activity would not prompt anyone to seek me out for tips! Which is exactly why I found myself paying extra attention to that part of a recent webinar on resilience given by Cindy Novotny of Master Connections Associates (MCA). Cindy's advice was targeted in part at small businesses and sole proprietors who may not be able to be open during the pandemic and need new ways to drive business as well as at those furloughed or laid off that need to remain connected now more than ever.



I jotted down the following tips from Mary Hanna, Director of Global Training with MCA:

- 1 post per day meets most algorithms to get your post moved up in the feed.
- Most people view social media for one of three reasons: inspiration, entertainment/fun, or information. Your daily post should fall into one of these categories.
- In LinkedIn, in addition to any of your own posts, commenting on others' posts is recommended. Commenting 5 times a day seems to be the magic number to have your comments move up in the feed. To count, your comment must be a sentence of at least 5 words rather than just a "thumbs up" or "like".
- Recommended posting time for maximum viewing is morning for LinkedIn and afternoon for Instagram and Facebook.
- Many apps such as www.later.com and www.hootsuite.com are available to help manage your posts. Invest 2 hours and have 2 weeks' worth of posts pre-scheduled.

Whether your social media goal is to elevate brand awareness, promote new services, find your next career opportunity, or simply to stay digitally connected, hopefully a tip or two from this list can help.

Kristen Parker, CASE, Director of Eastern Regional Sales
Visit Austin

Green Initiatives in a Post-COVID Environment

Reducing the environmental footprint of events has been an important topic in recent years. And let's face it, our industry wears a big shoe. Many RFPs that came my way in the pre-COVID time required a venue's sustainability efforts to be outlined as part of the response. Making green initiatives part of the buying criteria has helped raise the bar in our industry and significant progress has been made as a result. From hotels offering points for declining housekeeping and laundry services to convention centers hand-sorting trash to divert unnecessary waste from landfills, every action helps.

Quarantines and travel restrictions during the spring quickly made our footprint nearly invisible as planes stopped flying and hotels shut their doors. While the halt to travel has had a devastating impact on our industry, the environment has seen direct benefits. Reduced emissions from air and vehicle travel has reduced air pollutants to the degree that we have seen the images of Mt. Everest being visible from over 120 miles away for the first time in decades!

As we return to live events, many of the procedures being put in place to increase safety from a public health perspective will also increase the negative impact on the environment. Masks, gloves, disposable menus, remote-control covers, prepackaged food items and, take-out containers will all be new additions to factor

into an event's impact on the environment. Yet some things may be eliminated that may help offset these additions. Plastic hotel key cards may become less of a necessity as mobile check-ins become the norm. Food waste may be reduced as buffet attendants do the serving. You may finally go fully app-based for your conference program to reduce unnecessary touch points.

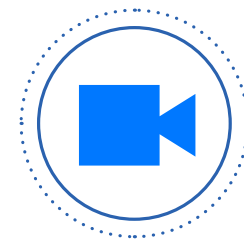
Here are two clever ideas I saw shared by Steffi Kordy, Sustainability Chair for Society of Incentive Travel Excellence in her May 25, 2020 SmartMeetings article:

Menu cards: Print your menus on seeded paper and ask your attendees to take them home. This is a win-win in many ways. No trash is left behind. The attendee can plant the seeded paper in a yard or flowerpot, where the paper will turn to compost and the embedded seeds will turn into flowers. A few weeks later, your event will still be remembered—in a great way!

Reusable masks: Support a local charity producing hand-sewn masks. These will surely be good conversation starters and will not end up in the trash. And they will be a welcome reminder of your event.

In the short term, it's understandable that our priority focus will be on how to actually move forward holding these first in-person events all while providing the necessary safety protocols and still finding ways to creatively deliver a memorable experience. With a little extra thought, we can still work a little green into the mix.

Kristen Parker, CASE, Director of Eastern Regional Sales
Visit Austin



The Making of Spark: **The Capital Chapter's First Virtual Conference**

2020 was set to be a year of organizational change for the PCMA Capital Chapter long before the pandemic hit. We started off the new year with a brand-new strategic plan, a monumental goal of increasing collaboration amongst chapter committees, and the hopes of planning a truly unmissable year of educational programs. Part of this plan included reinventing our chapter education events to a quarterly pattern of half-day programs. We used the Spark event name for these events, which rebranded in 2019 from the previously named Reboot half-day summer program. The chapter was set up for success and ready to tackle whatever came next, which ultimately was COVID-19 and all the challenges that came with it.

The first thing the Professional Development Committee did to address the concerns over the pandemic was shift our content to focus on Bouncing Back to provide relevant education for event professionals and suppliers who needed extra support and resources during a challenging time. This meant starting our content development over from scratch. The Q2 Spark committee hit the ground running with ideas and inspiration to make our kickoff Spark event better than ever.

Once the Walter E. Washington Convention Center, our venue sponsor for the Q2 event, announced plans to transform their event space to a field hospital to support coronavirus patients, we knew that it was only a matter of time before our intention to hold an in-person event in June would not happen. The committee worked with the chapter board, Sponsorship Committee, and other event stakeholders to develop a plan to find a platform to host our first-ever virtual conference. It was truly a great display of teamwork and determination!

We started the process by reaching out to providers who have supported the chapter in the past as a sponsor or partner. It was important that the vendor we selected had a relationship with the chapter and could work with us to provide an unmissable experience to our members during a time when we needed to come together more than ever. The committee brainstormed to determine the key components the platform would have to offer, then participated in four product demonstrations over the course of a week. We learned so much about virtual events and were so impressed with what our partners were doing in this space. It was such a difficult decision to make! Ultimately, we decided to move forward with CadmiumCD because the chapter staff already had familiarity with the platform, and it checked off almost all of the "must haves" on our virtual event wish list. The beauty of a virtual event is that we had more flexibility on date availability and chose to postpone our event from June 11 to June 23 to allow the planning committee and CadmiumCD staff more time

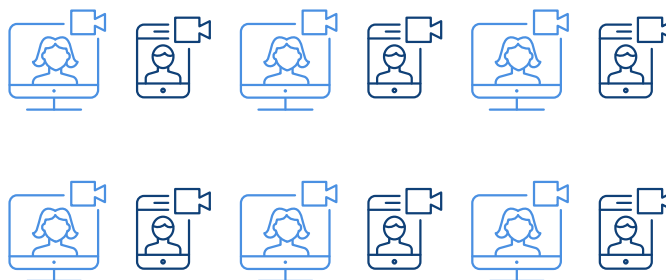
to implement the event. This gave us approximately one month to set up the event, learn how to use the platform, train and rehearse with speakers, market the program, and run through all of the other logistics that go into implementing a virtual event, all with a planning team of volunteers. I am so impressed with the level of teamwork and dedication that went into this event, especially at a time when many committee volunteers were busier than ever in their day jobs. It is truly a testament to what a wonderful and supportive community the PCMA Capital Chapter really is, even in times of crisis!

There were many lessons learned along the way, and I hope these tips can help anyone who is looking for advice on planning their first virtual conference!

- Training your speakers is critical for success. They need to learn the ins and outs of the platform you are using, rehearse the program for smooth transitions, and test their cameras and microphones often, including the morning of the event.
- Breaks between sessions are important – schedule them five minutes longer than you expect in case sessions run over their time or start late due to technical issues.
- Don't panic if registration numbers don't come in right away. People will sign up at the last minute because of the flexibility of being able to sign in from anywhere. Market as you usually would, and attendees will come.
- Make it fun! There are many ways to engage people virtually. Know your audience and find something that fits their needs.

Thank you to everyone who served on the Q2 Spark planning committee. We could not have pulled off our first virtual conference without your support! We can't wait to hear your feedback if you attended our first virtual Spark event and hope to see you August 27 for our next program!

|| Leah Lewis, CMP, Director of Meetings
American Gear Manufacturers Association





Go Virtual with eventScribe Live

The next best thing to face-to-face is meeting online. That's why CadmiumCD built a virtual events platform that recreates all the best things about city-wide conferences and trade shows.

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Calling All Meeting Professionals **We Need You!**

It bears repeating that the COVID-19 pandemic has not only been devastating to our industry partners, but due to the unprecedented number of cancellations of meetings, associations are also feeling the financial hit. On May 26, 2020, Rep. Carolyn Maloney (D-NY) introduced the Pandemic Risk Insurance Act (PRIA). Passage of this legislation will require insurance companies to offer business interruption insurance policies that cover pandemics and ensure there are sufficient funds to cover these losses. Like the Terrorism Risk Insurance Act (TRIA) passed shortly after the terrorist attacks of 9/11, the Federal Government would serve as a backstop to maintain market stability and share the burden alongside the private insurance industry. The bill would not be retroactive to cover COVID-19 losses, but the program would kick in after \$250 million in industry losses and following any future declaration of a covered public health emergency or pandemic.

All stakeholders (and that includes every association employee) need to contact their legislators and demand support of this legislation. The cancellation of meetings has had a great impact on our global economy. Unemployment numbers in the U.S. are staggering. Our industry cannot experience this type of loss for a second time, and our economy may never recover should this happen again.

Annette M. Suriani, CMP, Chief Meetings Strategist
AMS Meetings Solutions

COVID-19 Resources Available to the Hospitality Industry



The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.6 trillion in economic output and supports 15.8 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

While the overall economy is in the midst of a recession, the travel industry is in a depression. At 51%, travel industry unemployment is double the worst year of the Great Depression (25% in 1933). As Congress works through additional relief and stimulus measures, we must ensure they prioritize our industry's needs. Below are just a few initiatives passed and pending.

Senate passage of H.R. 7010, the package of Paycheck Protection Program enhancements that had been previously approved by the House.

Pandemic Risk Insurance Act (PRIA, H.R. 7011)—modeled on the post-9/11 Terrorism Risk Insurance Act (TRIA)—introduced by U.S. Rep. Carolyn Maloney (D-NY).

U.S. Travel Association has introduced multiple tool kits on their website: <https://www.ustravel.org/toolkit/emergency-preparedness-and-response-coronavirus-covid-19>

<https://www.ustravel.org/toolkit/industry-guidance-promoting-health-and-safety-all-travelers>

They have also provided additional links to CDC, TSA and more!

The International Association of Exhibitions and Events® (IAEE) has released a white paper titled [Essential Considerations for Safely Reopening Exhibitions and Events, Version One](#), to provide general information for consideration by exhibition organizers when planning for and producing an exhibition during a pandemic.

"Although we are eager to get back to our usual face-to-face business environment, safety must be the top priority and we must look to the science and medical communities for the best ways to go about producing our shows," said IAEE President & CEO David DuBois, CMP, CAE, FASAE, CTA. "IAEE's Health and Safety Task Force teamed with associations across the industry to collaborate with the [Global Biorisk Advisory Council \(GBAC\)](#) in order to make sure we are applying the best information available to us as this most recent pandemic progresses."

"It is important to remember that we are operating within a fluid situation and the information will be changing," emphasized IAEE Health and Safety Task Force Chairperson Tim McGuinness, Staff VP, Global Expositions of the International Council of Shopping Centers (ICSC). "We will be updating this document as we learn from COVID-19, and even moving beyond this particular health crisis."

Freeman has also provided some great resources:

<https://go.freeman.com/coronavirus-update#Video-Title> "The New Normal: Considerations for Business Events in a Post – COVID World"

https://s3.amazonaws.com/freeman-craft/resources/Freeman-Commitment-and-Hygiene-Protocols_v3.pdf

<https://s3.amazonaws.com/freeman-craft/resources/Considerations-for-Business-Gatherings-Post-Covid-19.pdf>

There are many more resources available by searching online for your organization of choice.

|| **Rosa Mendoza-Friedheim, CASE, CDMP**



THE DOCTOR IS IN!

CrowdRx Helps Write the Perfect Prescription for In-Person Events

Business event strategists are accustomed to wearing many different hats. On any given day they may be accountants, therapists, or teachers in addition to their traditional roles. Due to the onset of COVID-19, event professionals are called to don medical professional hats while planning for the return of face-to-face events.

Event medical service companies, like CrowdRx, are uniquely poised to help business event strategists navigate these uncharted waters. Founded in 1989 by Yankee Stadium and Madison Square Garden physician Dr. Andrew Bazos, CrowdRx specializes in "keeping events (medically) uneventful". Shifting focus to support the live events industry getting back on track after the COVID-19 outbreak, the CrowdRx Game On (CrowdRx GO) program specifically provides event organizers pre-planning and on-site resources to conduct large gatherings safely.

CrowdRx Executive Director, Connor Fitzpatrick shared a few ideas for meeting and event professionals to keep in mind while preparing to get back in the game.

- **Safety Is Paramount:** A safe event is better than no event, which is better than an unsafe event.
- **Adjust Your Expectations:** Expect an increased level of health-related security, and the need to plan for that moving forward as our "new normal". Thermal scanning, questionnaires, personal protective equipment protocols, disinfecting practices and some form of social distancing will be part of events moving forward.
- **Take A Holistic Approach To Safety:** Effective planners should engage medical experts throughout the planning process to develop a plan that meets the needs of their events. Government regulations will not stop the spread of the virus, but proactive virus-combating strategies will help keep people safe.
- **Not All Venues Are Created Equal:** Standards for safety & sanitation have been enacted for event facilities but not all strategies can be implemented across the board. It's essential to find the perfect balance for your event's specific needs.
- **Keep Safety Equitable:** Remember all event participants' abilities and experiences when establishing guidelines. Medical PPE manufacturing is rapidly innovating, having recently produced medically compliant clear face masks to accommodate wearers that rely on lip reading to communicate.
- **Safety Doesn't Negate Sustainability:** Though current guidelines recommend single-use water bottles, gloves and masks, options are available that keep sustainability goals in mind.
- **Use All Information Available To You:** Expert medical advice along with guidelines from the CDC, local health and

transportation authorities, and recommendations from venues and partners, can change rapidly. An event medical service company provides a balanced perspective on the latest information to your event strategy. That said, information can be conflicting, and having a champion in your court that can sort through the noise is invaluable.

As we revive in-person events, event professionals will be challenged with leading the charge in bringing people back together safely and keeping these suggestions in mind will help. People attend events to connect, experience community, as well as accomplish their goals. The challenge for business event strategists moving forward will be balancing attendee expectations while creating a safe environment.

For more information on what services CrowdRx can provide and to learn more about the CrowdRx Game On program, visit www.crowdrx.org

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Getting Back to Business... With Safe Travels

In one of his addresses, Michael Dominguez said that unlike the eradication of polio, COVID 19 isn't going to leave us. Face-to-face meetings are currently returning so how does travel co-exist with COVID 19? Scary but together we'll travel on!

The biggest fear for many people is hopping on a plane, and the airlines recognize that. To protect customers, employees and alleviate people's fears, they've adopted protocols with guidance from the U.S. Travel Association. **They are....**

1. **Changing practices:** Frequent handwashing, use of masks, gloves, transparent screens to separate customers from employees and use of signage to encourage social distancing.
2. **Touchless solutions:** Using technologies at ticketing, identification, check-in, payment for goods/services, automated ordering and pick-up for food and services. At TSA checkpoints, passengers scan their own boarding pass (paper or electronic) and hold it up for the agent to inspect. Mask adjustments may be requested for inspections. Carry-on food items should be in clear plastic bags and put into a bin to avoid TSA luggage inspection. One 12oz hand sanitizer bottle per person is allowed.
3. **Enhanced sanitation procedures:** You'll see hand sanitizers throughout the airport and employees sanitizing high-touch surfaces more frequently, along with modified business hours to carry out thorough disinfection. In some airports, autonomous cleaning robots equipped with virus-killing ultraviolet light spray, anti-microbial coatings, and air sterilizers to kill germs are being used.
4. **Health screening measures:** Screening of employees and travelers will be the norm and those feeling sick should stay home until well. Depending on the size of the airport and/or destination, screening will vary greatly from simple forehead thermometers or thermal cameras to virus-sniffing dogs. If infected, airlines, for now, are foregoing cancellation penalties. For the future, there is a proposed bill that calls for the creation of the Pandemic Risk Reinsurance Program to cover business-interruption losses resulting from pandemics or public health emergencies. Just announced, all major U.S. airlines now require a pre-flight health questionnaire be completed at check-in designed to rule out fliers exposed to COVID 19. Questions include temperature of 100.4 or higher, cough, shortness of breath, chills, muscle pain, sore throat, or recent loss of taste or smell.
5. **Procedures aligned with CDC guidance for test-positive employees/customers:** Airlines will follow the checklist guidance from leading public health authorities if you are sick. Advice... stay home!
6. **Best practices in F&B service for employees and customers:** The need for F&B is essential to travelers. Therefore, Airports/Airlines will follow FDA's Best Practices for food outlets. That will look like what we are seeing in public venues.

Alongside the above practices, it is thought that point-to-point routes may be more viable than connections to limit further COVID exposure. Airlines might need to adjust their flight patterns going forward. Some airlines are also blocking middle seats, altering in-flight F&B services, and sanitizing their planes more deeply than before. How long will these additional measures last? Most experts say passengers can expect to see them for the long haul.

A co-worker of mine recently traveled for a site visit. Her experience was smoother than expected, yet she found that flights were scarce and there were gate and security closures, requiring extra time, re-routing, and patience. Masks and hand sanitizers were a must and she encouraged eating at home or bringing a snack as most outlets in the gate area were closed. There wasn't a dedicated TSA Pre-Check line (for now) so everyone went through one line, 6' apart, which took more time. Middle seats were kept open and "mask watching" became a fun sport.

Since not all countries are open to travel and many require a 14+ day self-quarantine, domestic travel and regional meetings are expected to recover first until a vaccine is developed. With that, people may bypass the airport and opt to drive instead. Rentals, Uber, Lyft, and taxis are taking similar steps as the airports, using advanced techniques to deep clean vehicles after each rental as well as their facilities. With Uber, Lyft and taxis, passengers and drivers are required to wear facemasks. Whether using your own vehicle or a rental, check ahead to see what parking conditions exist. Valets may no longer be available for assistance and some properties have converted to touchless parking. Because many lots have been deserted due to COVID 19, their owners have repurposed them to make money. Some lots, I'm told, are now beautiful city parks. You may have been familiar with train and bus schedules in the past; however, many have adjusted hours with diminished travelers.

Regardless of your chosen method of travel, the key is... Know Before You Go!!

Marilyn Atchue-Zuill, Global Account Director
HPN Global

Collaboration with CVBs Post COVID 19

What will face-to-face meetings look like in the future? When and where will the next in-person industry meeting, convention, or tradeshow take place? With all the recent changes in the world, there seems to be many floating questions about the future of meetings. Thankfully, our industry is known for innovation and collaboration and this transition to a new normal requires just that.

The importance of meeting in person has not diminished during this time of social distancing. In fact, many people have realized the value of these interactions more than ever. When we could not meet in person, we relied on online platforms to meet virtually. And now, we must start easing our way into this new virtual learning reality.

Among so many unknowns, it's certain that the immediate future of in-person meetings relies on adapting events to safety guidelines. Once government restrictions on gatherings are lifted, hospitality locations will need to train service staff to implement these enhanced guidelines to ensure the safety of both staff and meeting attendees. And with each state having different sets of guidelines, having a central resource for planning support will be priority.

A Convention and Visitors Bureau (CVB) serves as an event professional's collaborative resource providing regional gathering guidelines, business opening dates, and enhanced

safety options to help plan future meetings in that destination. These tourism experts can help save valuable planning time by connecting event professionals with industry partners that match specific meeting goals and help customize an impactful attendee experience while incorporating social distancing. This collaboration can help relieve the fear of the unknown when it comes to state guidelines and inspire new and creative meeting experiences.

In addition, it's also important to keep traveler sentiment top of mind. Thanks to research provided by PCMA travel sentiment surveys, host destinations and locations can begin making more informed decisions on when and how to start actively welcoming meetings back into their communities with data-driven decision making.

The future of meetings is bright and, through deliberate collaboration, we will be able to answer those tough questions with a resounding and positive "welcome back."

|| **Michelle Moore**, CDME, CMP, HMCC, CHIA,
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