

Template for Your Consideration

TABLE OF CONTENTS FOR COMMUNICATING WITH CONFIDENCE

1. Foreword by Leader of CVB/DMO

- A welcoming and introduction to the reader

2. Response to COVID-19

- Outbreak snapshot (infections, fatalities)
- Effective preventive measures taken by your city/country to contain COVID-19 pandemic

3. Business Events as result of COVID-19

- Number of events cancelled (names)
- Number of events postponed (names and new dates)
- Events upcoming (names and dates of events which will proceed, be it as a live event, hybrid event or virtual event)
- New events secured during pandemic period (this will show confidence levels are still high)
- New Standard Operating Procedure (SOP) adopted in business events because of COVID-19 (this will give confidence that measures are taken across the board to ensure safety and comfort of participants and visitors)
- Mention if you are adhering to international guidelines, such as WHO, AIPC etc

4. Event Support for Organisers

- Provide list of aid provided to organisers/buyers who will bring their event to your destination

5. Results from Suppliers Survey

- Responses from suppliers to a questionnaire initiated by the CVB/DMO that is intended to reflect their readiness to serve organisers and their events

6. Success Story

- Tell a story about an event which has successfully taken place in your destination despite COVID-19
- For example, it can be a case study on a virtual expo which was carried out as a result of the suppliers being innovative, flexible and tech-savvy, or you can promote an upcoming event that will be taking place

7. Quotes from Meetings Industry Leadership

- Use quotes from the leaders of industry in your destination. They can be from the business events industry, or beyond (e.g. chamber of commerce, hotels association, etc)

8. Quotes from Global Meetings Industry Leadership

- Source quotes from the trade media about COVID-19 recovery, such as ICCA, UFI, Destinations International, PCMA etc

9. Expert Opinion

- Use a quote or testimonial from an organizer who had a business event in your destination, or by organisations who know your bureau well

10. Closing

- A special message by your Chairperson, or Minister of Trade, or other high-ranking official to convey a positive message about your destination