EIC Webinar Resources - Amplifying our voices through advocacy: How the global events industry is taking action

Panelists

- **David Audrain**, Executive Director, Society of Independent Show Organizers (SISO) / Go LIVE Together
- **Cathy Breden, CMP, CAE, CEM**, Executive Vice President/Chief Operating Officer, International Association of Exhibitions and Events (IAEE) and CEO, Center for Exhibition Industry Research (CEIR)
- **Mary Kate Cunningham, CAE**, Vice President, Public Policy, American Society of Association Executives (ASAE)
- **Kai Hattendorf**, Managing Director/CEO, UFI, The Global Association of the Exhibition Industry
- **Brad Mayne, CVE**, President and CEO, International Association of Venue Managers (IAVM)
- **Karen Malone**, Vice President Meetings, Healthcare Information and Management Systems Society, Inc. (HIMSS)
- **Chris Skeith**, CEO, Association of Event Organizers (AEO)
- **Sue Sung**, Senior Vice President, Corporate Strategy, Freeman Company
- **Moderator**: **Elliott Ferguson**, President and CEO, Destination DC, National Chair, U.S. Travel Association

Advocacy Resources

- **EIC statements and advocacy resources**: Includes letter templates and past statements from EIC.
- **Exhibitions Mean Business**: This campaign offers a multitude of resources to share the message that exhibitions mean business! Includes infographics by state, videos and tools on how to advocate, and links to find your U.S. Representative, U.S. Senator and state legislators.
- **Go LIVE Together**: Includes a legislative toolkit with resources on the impact of events, information on legislative priorities and tools to help protect the most vulnerable businesses.
- **Go LIVE Together and Events Industry Council Grassroots Campaign for Support of Business Event Recovery Legislation**: The campaign engages members of the business events community and provides turnkey tools to assist with contacting elected officials to ask for support of a temporary tax credit.
- **Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events**: Building on UFI’s “Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19,” this joint AIPC – ICCA – UFI guidance shares good industry practices and emerging standards for the implementation of framework measures from around the world.
- **IAVM’s CARES Act Advocacy Toolkit**: Includes a letter writing and social media campaign to expand eligibility in the Small Business Administration’s Payroll Protection Plan.
- **JMIC Manifesto – A globally developed business events industry narrative**: Developed with industry leaders from around the world to support discussions between local industry members and their respective government decision-makers, clarifying in the simplest but most comprehensive terms the benefits our industry can deliver in aid of overall economic recovery and renewal.
- **Meetings Mean Business Coronavirus Resources**: Includes talking points, social media resources, fact sheets and U.S. policy priorities.
- **The Power of A**: Coronavirus Pandemic: ASAE Advocacy and Resources includes an advocacy handbook, infographics, congressional outreach information, and legislation and policy updates.
• **This Show Will Open For Business**: Organised by SISO and UFI, this site contains customisable digital resources event organisers and industry professionals around the world to join in – and show to the world the events that are ready to open – when governments and health authorities give the “all clear.”

• **UFI Global Framework for Reopening Exhibitions and B2B Trade Events**: Working with the global industry community, UFI has released a global framework that sets out how our industry will run events given COVID-19 conditions. The framework lists measures and advocacy messages for the dialogue with politicians and health authorities, and provides global industry guidance.

• **U.S. Travel Association COVID-19 Travel Industry Research**: Includes CARES Act Relief Resources, forecasts, travel sentiment and trends tracker and economic and jobs impact statistics.

**Global Key Industry Data**

• **Center for Exhibition Industry Research**: CEIR houses the world’s largest collection of primary, exhibition-related research studies. Hundreds of reports are available, in addition to free webinars focusing on the impact of COVID-19 on exhibition businesses and featuring Chief Economist Allen Shaw, PhD.

• **EIC Global Economic Significance Study**: Includes results of the global study commissioned by EIC in collaboration with Oxford Economics. Includes the full study and regional fact sheets for Africa, Asia, Central and Eastern Europe, Latin America and the Caribbean, Middle East, North America and Western Europe.

• **Exhibition Industry Market Status Tracker**: Around the world, many authorities are allowing exhibitions and business events to take place again, given certain preconditions and protective measures are put in place. UFI is tracking the current state of markets in a designated document.

• **Global Assessment of COVID-19’s economic impact on trade shows and exhibitions for 2020**: Global and regional data showing the economic damage cause to the exhibitions industry and our customers. Includes specific data for North America.

**COVID Resources Page**


• **EIC COVID-19 Resource Centre**: Includes advocacy resources, economic impact research, global member resources, event protocol resources, meeting and event design guide and a code of conduct.

• **IAEE Coronavirus Resources Page**: Includes industry resources, including the Essential Considerations for Reopening Exhibitions and Events white paper. Includes links to resource pages from IAEE Reciprocity Partners and other reliable sources of information.

• **Global Biorisk Advisory Council**: Includes information about GBAC STAR™, a list of accredited facilities and training information.

• **JMIC Coronavirus Resources Page**: Through an understanding to share all relevant resources amongst industry organisations links are being made available to relevant materials – offering access to COVID updates and resources from the JMIC member associations.

• **UFI Coronavirus Resources Page**: Repeatedly referred to as a top international “go to” site for exhibition industry professionals, offering UFI data, research, and references to key documents.
COVID-19 Resource Sites from EIC Member Organisations

Our industry represents 26 million event professionals around the world. The following compilation of resources represents the passion and activities of many of our member organisations.

- American Hotel & Lodging Association: COVID-19 Resource Center
- American Society of Association Executives Issue Roundup: Coronavirus Disease
- Association of Collegiate Conference and Events Directors – International COVID-19 Resources for Collegiate Conference and Events Professionals
- Association of Destination Management Executives International – COVID-19 News and Resources
- Destinations International Response and Recovery Hub
- Event Services Professionals Association COVID-19 Recovery Resources
- Exhibition Services & Contractors Association COVID-19 Resources
- Federacion De Entidades Organizadoras De Congresos Y Afines De America Latina (COCAL) Alerta COVID-19
- HSMAI Insights: A Revenue Leader’s Response and Best Practice in a Crisis
- IACC COVID-19 Venue Re-opening Resources
- Incentive Research Foundation COVID-19 Resources
- IAVM: Coronavirus Updates for Venue Managers
- International Association of Exhibitions and Events COVID-19 Resource Center
- International Association of Speakers Bureaus
- International Congress and Convention Association: COVID-19 Status Updates
- International Exhibition Logistics Association Statement/Resources
- International Live Events Association COVID-19 Resources
- Meetings Professional International Coronavirus Resources
- National Association for Catering & Events (NACE) Resources for Catering & Event Professionals During COVID-19
- National Coalition of Black Meeting Professionals Toolkit
- PCMA Coronavirus News and Resources
- SISO COVID-19 Resources
- Society for Incentive Travel Excellence COVID-19 Flipboard
- Southern African Association for the Conference Industry Member Communications COVID-19/Coronavirus
- U.S. Travel Association Toolkit