



Future of Meetings

C-Suite Thought Leaders – Webinar

May 13, 2020

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** Please note this is not legal advice these are questions, tools and resources to guide a conversation for you as a C-Suite Network Thought Leader. This is not designed to be a fully encompassing review. It is a starting point, a resource for you to understand the mind of a meeting professional. A list of tools to inform you to navigate the business decisions you have relating to the future of face to face and virtual events for your business.

If I were to sum this up in two quotes, here you go.

“Seek to understand, not be understood.” Steven Covey

“We don’t know how, but we know events will come back.” Everyone in the industry

Inside the Mind of a Meeting Professional

As a thought leader you may not even know what is going on during a “normal day of a meeting professional let alone a “new reality” day.

The initial question to ask is – Is this planner dealing with an event that has been previously booked, planned and contracted or a brand-new event? Recognize if dealing with a previously booked event they may still be working within the confines of that event contract.

A Certified Meeting Professional (CMP) will analyze an event before, during and after. From each of those vantage points the questions begin. Before deciding whether an event should be in person/face to face or virtual, review the following complex arrangement of questions and decisions.

- What do I do before the event? (face to face, virtual or hybrid)
 - What do I do onsite at an event? (face to face, virtual or hybrid)
 - What do I do after an event? (face to face, virtual or hybrid)
1. Who are my attendees? (demographics)
 - What industry does the attendee represent?
 - Are there travel bans in place for the attendee?
 - Are there travel bans in place for the host organization/company?
 - At what level are the attendees technology enabled?
 - At what level is the organization technology enabled?
 2. Where is the meeting located?
 - State, local, national, international

3. Transportation to the meeting?
Car, plane, train, uber etc.
4. Hotel/Venue
Are there geographical restrictions in place for the venue?
If relocating/changing dates, Does the venue have new dates available?
Is meeting space available based on social distancing guidelines?
Are sleeping rooms available?
Can the venue accommodate the new group if larger or smaller?
Can the venue accommodate additional technical requirements?
5. Why are we having the meeting/conference/trade show?
What are the goals/expected outcomes of the events?
6. Does the event already have risk management, insurance and mitigation?
7. Does the event warrant the risk management, insurance and mitigation?
8. Additional concerns:
Meeting Room Configurations
Food & Beverage Service
Financial Minimums / Attrition
Audio Visual Budgets
Onsite – Touching/Physical Contact (Surfaces, Materials, Giveaways, books, pens etc.)
Attendee contact tracing
Attendee health records/temperature checks

Meeting Insurance – Take this into consideration when deciding whether to move forward or cancel your event. If there is insurance meeting planners may be forced to wait to meet contract terms.

How you can be supportive as a Thought Leader

- Have compassion/empathy for meeting professional/planning team
- Have compassion/empathy for attendees
- Ask more questions
- Listen more
- Collaborate with all parties
- Be Flexible
- Evaluate the event within the context of the greater goals of your organization/industry.

Resources planners are referencing:

Event Industry Council (EIC)	https://www.eventscouncil.org/
Professional Conference	https://www.pcma.org/

Managers Association (PCMA)	
Meeting Professionals International MPI	https://www.mpi.org/
HSMAI	https://global.hsmai.org/
Society for Incentive Travel Excellence (SITE)	https://www.siteglobal.com/
National Speakers Association (NSA)	https://www.nsaspeaker.org/attend/influence20/
IAEE	https://www.iaee.com/
ASAE	https://www.asaecenter.org/

Media Partners: <https://www.g2planet.com/blog/the-24-top-industry-event-publications>

Smart Meetings	https://www.smartmeetings.com/
Meetings Today	https://www.meetingstoday.com/
Meetings Net	https://www.meetingsnet.com/
Northstar Meetings	https://www.northstarmetingsgroup.com/News/Industry/Future-Meetings-Events-Industry-CEO-Predictions-Coronavirus-Impact

COVID: Specific Reports

Events Industry Council (global)	https://insights.eventscouncil.org/Full-Article/eic-connects-covid-19-resources-for-global-members
US Travel Association	https://www.ustravel.org/toolkit/covid-19-travel-industry-research
Coronavirus Recovery Resources:	https://www.pcma.org/coronavirus-business-events-professionals-need-to-know-faq/?utm_medium=top-cta&utm_source=pcma_homepage&utm_campaign=covid-19



Novel Coronavirus Resources	https://www.mpi.org/tools/coronavirus
Official Statement from IAEE	https://www.iaee.com/covid19/
HSMAI Global Coronavirus Resources	https://global.hsmai.org/insights/coronavirus-resources/
Meetings Mean Business	https://www.ustravel.org/programs/meetings-mean-business-coalition

About Holly Duckworth:

Founder of the [C-Suite Network Mindful Leadership Council](#) the premiere community for where mindfulness and leadership connect. The council she leads creates, contributes, and advances mindful leadership as a practice in the workplace. This is an elite group of professionals dedicated to the application of what mindfulness is, and the advancement of personal and emotional support for leaders to grow the income and impact of their businesses.

Holly Duckworth, CAE, CMP, LSP is CEO of [Leadership Solutions International](#), is a trailblazer transforming businesses and industries as a contributor to the New York Times, Producer/Host of the [Everyday Mindfulness Show](#) with more than 150 episodes Holly has provides training programs on applied mindful leadership around the world. Bring Holly to your company conference or event to educate, connect or inspire.