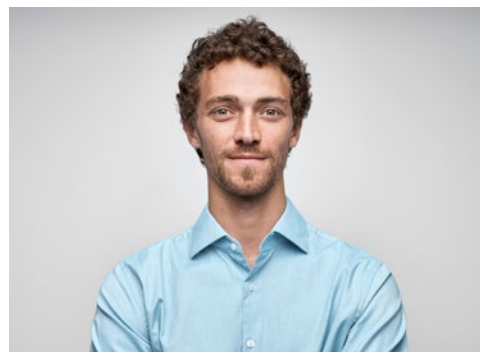
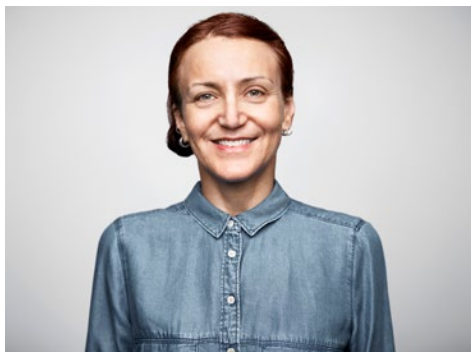
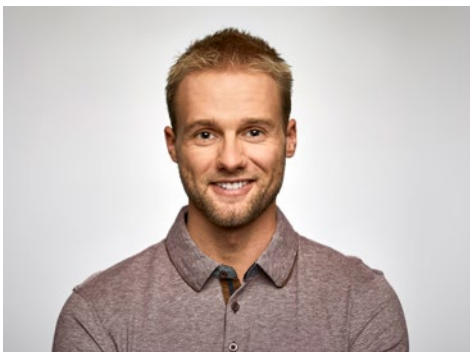


(re) convene

Meeting & Convention Center Planner
Sentiment Survey



Thinking Ahead Post-Pandemic

As a result of COVID-19, conferences and events across the world were cancelled, postponed or transitioned into teleconferencing meetings.

Now, as many cities head toward reopening and restrictions ease in parts of the country, convention centers are preparing to welcome back the first waves of meetings travelers. To understand what is most important to meeting planners and their attendees, JLL launched a survey regarding hosting convention and meeting events upon reopening. The goal of the survey was to gauge meeting planners' current sentiment and gain an understanding of key drivers in current decision making around "re-entry".

A key takeaway from the survey was that planners are looking for clear communications and pro-active strategies from airlines, meetings venues and hotels. This is an important consideration for venue operators.

64%

of planners are not comfortable moving forward with meetings until restrictions are eased and it has been at least two months.

24%

of those planners are not comfortable moving forward with meetings until restrictions are eased and it has been six to 12 months.

When asked about what needs to be done before they would be comfortable, the most important milestone for planners was that the venues needed to have a comprehensive reopening plan. Safety of attendees will remain at the forefront of concern for planners and they are relying on the buildings to be prepared. Meeting and convention centers must act quickly to tighten up safety and health initiatives in correlation with best practices suggested by healthcare leaders such as the World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC), and effectively communicate these actions to attendees.

In safety precaution, 50% of planners said they would want the ability to perform COVID-19 testing to all of their attendees for future meetings. Convention centers must explore options around testing for this, especially if planners are making decisions on venues and locations based on this level of preparedness.

Further, the data revealed the second most important influencer of comfortability in planning a meeting is knowing airlines have a safety and health plan. This shows that planner confidence is heavily dependent on what plans the travel industry, in addition to specific building protocols, are established in the near-term.

73% of survey respondents said they shifted previously planned in-person conferences to digital. The trend of virtual meetings has been a solution during the pandemic in the short-term, however, respondents were wary of virtual conferences for major events and insinuating a preference for in-person meetings. This reinforces the theme that while planners want to get back to face to face meetings, the burden of preparedness is on the meeting venue and the destination.

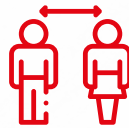
When asked about what practices could be implemented in a reopening, the survey found the following as most important overall:



Increased hand sanitizer stations



Increased schedules and proof of cleaning and sanitizing practices



Layout changes for social distancing



Increased signage and messaging around the venue's safety and health initiatives

Frequent cleaning schedules will be a focal point for guests. In regard to what communication-specific practices should be implemented:

78.6%

want signage on practices in place

68.9%

want "how-to" videos on participating in a meeting with social distancing requirements

54.5%

want mobile alerts on health practices in place

This shows that ample communication around this will be imperative to earning consumer confidence. Other JLL conducted focus groups have supported the importance of clear signage and information related to practices that meeting venues have adopted to make sure meeting attendees are safe.

Other notable ideas suggested by planners were:



Provide information on nearby medical facilities with instructions on what to do if you think you came into contact with someone with COVID-19.



If you feel ill, where to get support onsite and to survey attendees after the event to see if sanitation and cleanliness were up to their standards.



Include safety health information on the website and via email communication prior to the event, and then reinforced at registration.

Also, businesses are accelerating technology capabilities to help keep people connected. Some best practices can continue to be implemented for future in-person meetings post-pandemic to help enhance—not necessarily replace—the experience. For example, 68.9% of respondents said they would implement increased online streaming for general sessions, but the desire to resume face to face in the “new normal” would still take precedent.

The results show that planners are eager to start planning after restrictions ease, but only if effective safety and health protocols are in place. Planners must continue to partner with destinations and venues to ensure guidelines are in progress as it will be a key determinant in attendee confidence as well.





For more information, contact:

Dan Fenton

Executive Vice President
Director of Global Tourism and Destination
Development Services
Hotels & Hospitality
[**dan.fenton@am.jll.com**](mailto:dan.fenton@am.jll.com)

+1 (831) 298-7215

Bethanie DeRose

Vice President
Strategic Advisory & Asset Management
Hotels & Hospitality
[**bethanie.derose@am.jll.com**](mailto:bethanie.derose@am.jll.com)

+1 (609) 457-5361

us.jll.com/hotels

©2020 Jones Lang LaSalle IP, Inc. All rights reserved.

This report has been prepared solely for information purposes and does not necessarily purport to be a complete analysis of the topics discussed, which are inherently unpredictable. It has been based on sources we believe to be reliable, but we have not independently verified those sources and we do not guarantee that the information in the report is accurate or complete. Any views expressed in the report reflect our judgment at this date and are subject to change without notice. Statements that are forward-looking involve known and unknown risks and uncertainties that may cause future realities to be materially different from those implied by such forward-looking statements. Advice we give to clients in particular situations may differ from the views expressed in this report. No investment or other business decisions should be made based solely on the views expressed in this report.