

## **Destination Canada Business Events: Navigating to the New Normal**

### **COVID-19 PLAN SUMMARY: RESPONSE, RECOVERY AND RESILIENCE**

We are in uncharted territory as we navigate through the first global pandemic to occur in the age of heightened connectivity. The business events segment has always been a reactive industry, highly affected by the state of global travel and economies. It is evident that all segments of our industry - associations, corporate, and incentive - have been affected by the crisis. It is an overarching belief across all segments of Business Events that the industry will rebound. It is not a matter of *if*, but *when* - understanding which segments will come back first, as well as *how* the events industry is going to evolve. Our roadmap for the long-term will navigate the new normal. Our ability to maintain a fluid plan for recovery will reflect new business realities as they unfold. As the destination marketing and research organization for Canada, we must set the tone and provide leadership for the industry as we move through our three-phase approach of **Response, Recovery, and Resilience**.

**Response (now):** Our primary focus will be on data collection and analysis to provide a clear picture of the effect of COVID-19 on the business events industry, and investing time into market research to build a deeper understanding of the marketplace. A limited brand-level marketing campaign will keep Canada top of mind for future customers and softly engage with clients.

Objectives:

- a) *Provide clear and helpful industry communications and insight*
- b) *Understand our markets through in-depth market, prospect, and sector research*
- c) *Softly engage with clients and re-introduce brand messaging*
- d) *Collect and disseminate integrated data to inform industry decision-making*

**Recovery:** To avoid duplication and deliver value to our partners, our team will focus on the global sector-focused strategy. When we see signs of recovery, business development efforts will resume and marketing campaigns will be deployed to bring the Canada, For Glowing Hearts, message to our global business events audience.

Objectives:

- a) *Business Events strategy reflects industry changes and analysis of global economic sector clusters*
- b) *Plan for speed and scale: programs must consider condensed timelines and respectful messaging*
- c) *Inspire planners and decision makers to plan business events in Canada when it is safe to do so*
- d) *Lead research, reporting and data analysis to guide the recovery process*
- e) *Our brand, Canada, For Glowing Hearts shows the world we have turned the corner*

**Resilience:** Using our refreshed global sector strategy, guided by intensive market research and prospect analysis we will build a global roadmap of resilient economic sector clusters that will help attract new business event opportunities and strengthen Canada's economy for future growth from resilient sectors. Our integrated business event strategy will attract corporate, incentive and association event opportunities using a global sector-focused approach aligned with Canada's priority economic sectors.

Objectives:

- a) *Replace lost business from cancelled events with new business opportunities using a focused global sector approach to create awareness of Canada within our global target audience*
- b) *Reach planners and decision makers through innovative marketing campaigns that tell the story of Canada's leadership and knowledge capital*
- c) *Build and maintain a research reporting model to provide valuable data and relevant insights to our partners to help rebuild business*
- d) *Strengthen industry's ability to weather future storms*

How we respond to COVID-19 will affect the future of business events in Canada. Our industry will continue to evolve and we maintain our agility and ability to react fast and adjust our strategies based on the industry evolution. We have an opportunity to use the time and resources of DC to ensure we don't merely survive this pandemic, but that we actually come out the other side stronger. We will ensure that we do this by investing in research, marketing, and leveraging our sector-based strategy. Let's show what we mean by **Canada. For Glowing Hearts**.