

ALL IN | NYCSM

NYC & COMPANY UPDATE

JUNE 10, 2021

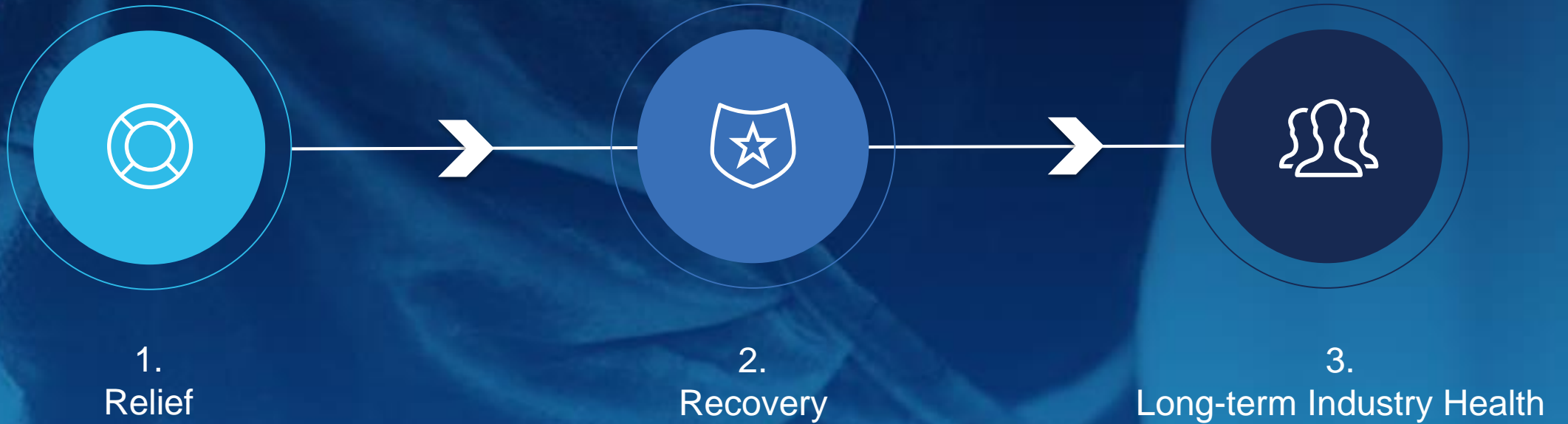




MEETINGS MEAN BUSINESS

Powered by U.S. Travel Association

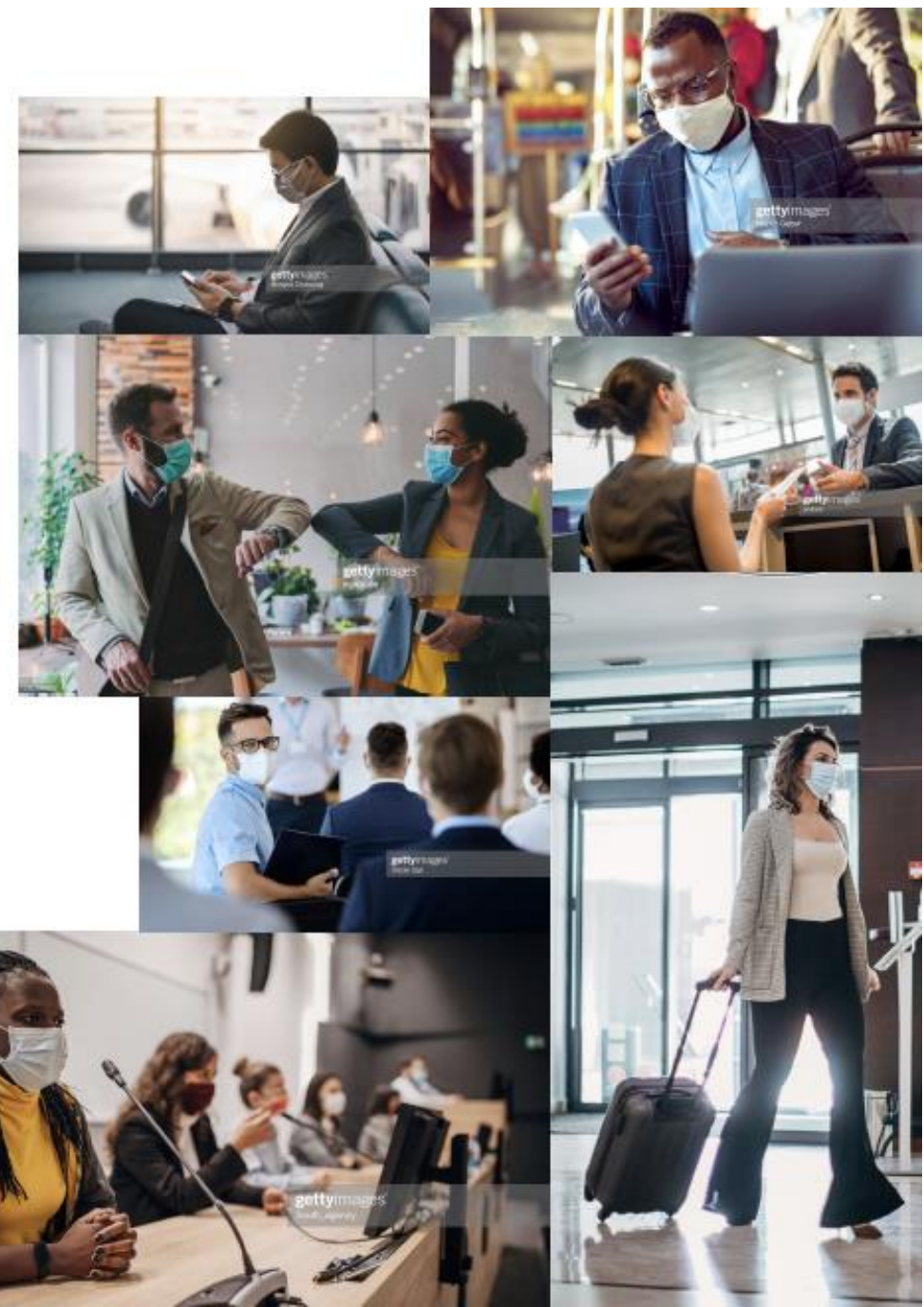
Positioning the Industry to Come Back Stronger



— An Industrywide Campaign to

Restore Professional Meetings & Events

Let's **Meet** There



PMEs: Distinct from Mass Gatherings

Professional business meetings and events are distinct from other mass gatherings due to the high level of control that can be implemented

and should not be singled out while the rest of the economy is given the green light to reopen.

Currently, **only a handful of states allow gatherings of more than 250 people, severely limiting the ability to safely hold large meetings, conventions and events in a structured way.**

CURRENT CDC DEFINITION OF A MASS GATHERING:
A mass gathering is a planned or spontaneous event with a large number of people in attendance that could strain the planning and response resources of the community hosting the event, such as a concert, festival, conference, or sporting event.



A return to a thriving travel industry—and American economy—is dependent on the return of business travel and PMEs.

A data-driven, multi-layered advocacy campaign is necessary to communicate the distinct difference between professional meetings and events and other mass gatherings.



Our Approach



Lead with Data. Communicate with Consistent Messages. Make the Case for Change.

Through a multi-layered approach focused on a key set of objectives, the Let's Meet There campaign will:

- ✔ **Engage with high-level CDC and White House officials to present a case** for treating PMEs differently than other types of mass gatherings.
- ✔ Develop **advocacy tools and materials showcasing the safety and economic value of PMEs.**
- ✔ **Target business executives showcasing the value of PMEs to attendees,** including their impact on sales, productivity and company morale.

Campaign Framework: **A science and data-driven message.**



THE OHIO STATE
UNIVERSITY

Authored by Bern Melnyk, College of Nursing Dean & Vice President of Health Promotion and Dr. Megan Amaya, Associate Professor & Clinical Nursing Director of Health Promotion.

FOCUS

- ✓ **The medical safety differences (physical & mental wellness) between PMEs and other social gatherings**
- ✓ How PMEs, in accordance with CDC guidelines, can be safely conducted in-person.



HARVARD
UNIVERSITY

Authored by Ellen Bailey, Senior Advisor for Diversity, Inclusion, & Belonging.

FOCUS

- ✓ **The impact COVID-related shutdowns of PMEs have had on specific groups, including women and minorities.**
- ✓ The impact spans the range of PME activities, from small businesses that support the events to attendees who benefit most from PMEs
- ✓ PMEs are essential to our societal D&I objectives that have emerged as top issue for all corporate leaders.

Campaign Framework

Filling the media ecosystem.

Through a multi-channel strategy, we will amplify the results of the academic papers, economic data and examples of meetings held safely through a messaging campaign to federal and state officials, the media and business leaders.

PAID MEDIA

Utilize a multi-pronged digital approach that leverages multiple tactics to provide maximum cover to reach our target audiences, including:

- ✓ Historical geofarming
- ✓ Real-time geofencing
- ✓ Device / data list targeting
- ✓ Site list targeting
- ✓ Remarketing
- ✓ Search keyword targeting



EARNED MEDIA

Generate widespread multi-platform media coverage through a focused strategy targeting political and business media; Leverage industry leaders as spokespersons.



GRASSROOTS & GRASSTOPS

Activate the meetings, events and planner communities, along with broader travel industry to communicate key messages to elected officials. Activate through action alerts, social media, etc.



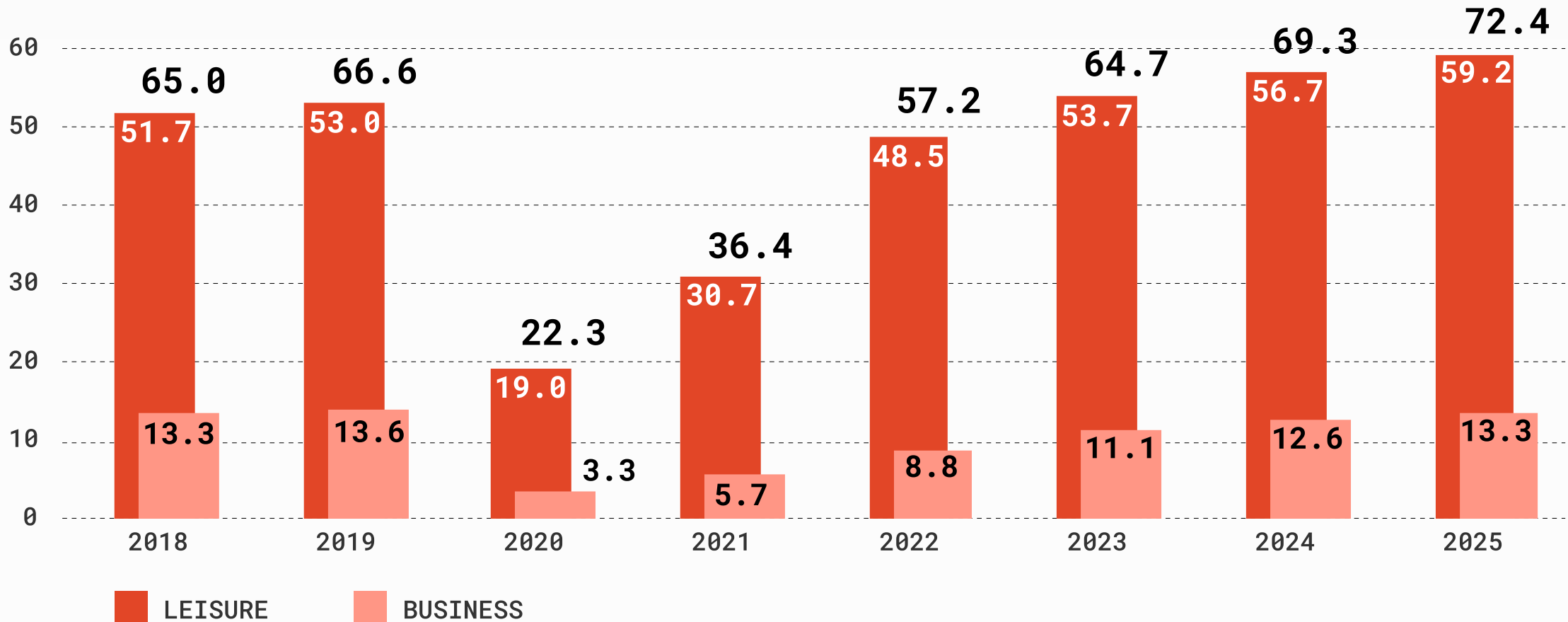
GLOBAL MEETINGS INDUSTRY DAY



MAKE IT
NYC™

NYC VISITOR OUTLOOK

TOTAL VISITATION BY SEGMENT (millions of visitors)



THE COALITION FOR NYC HOSPITALITY & TOURISM RECOVERY

The Coalition is led by NYC & Company Chairman Charles Flateman and President & CEO Fred Dixon.

Coalition Advisors and former Board Chairs:

- Emily Rafferty
- Jonathan Tisch
- Tim Zagat

Coalition Co-chairs:

- Ellen Futter
- Thelma Golden
- Danny Meyer
- Lin-Manuel Miranda
- Peter Ward

In addition to this leadership the Coalition is also includes a Steering Committee and Allied Organization members. The Coalition is ever expanding with the ability for others, including NYC & Company members, to sign on.

Visit coalition.nycgo.com for more information.



NYC

& Company
nycgo.com

ALL IN NYC:
The Roadmap for Tourism's
Reimagining and Recovery

JULY 2020

RECOVERY GOALS

THROUGH THE LENS OF HOSPITALITY AND TOURISM WE WILL SEEK TO:

- Show New Yorkers, and those in the greater metropolitan region, the way forward to safely reconnect with the city they love through neighborhood exploration and staycations
- Remind the world that New York City is not only the greatest city in the world but also a safe place to visit from a public health perspective
- Get visitors excited to travel to New York City again
- **Restore confidence among meeting and event organizers to choose NYC so a foundation of business is secured for the future**
- Reinforce NYC as one of the world's most diverse, inclusive and welcoming cities.
- Help put NYC's more than 403,000 tourism and hospitality employees back to work

A wide-angle photograph of the New York City skyline at sunset, viewed from the water. The sun is low on the horizon, creating a golden glow on the buildings and reflecting on the water. The Freedom Tower is the most prominent building in the center. Overlaid on the image is the text 'COMMIT TO THE COMEBACK MEET LOCAL NYC' in white, bold, sans-serif font. The word 'MEET' is underlined, and 'LOCAL' is also underlined. The words 'COMMIT TO THE COMEBACK' are positioned above 'MEET'. The word 'NYC' is the largest and most prominent, positioned to the right of 'LOCAL'. There are large white L-shaped graphic elements on the left and right sides of the text.

COMMIT TO THE COMEBACK
MEET
LOCAL
NYC

All In NYC: Meetings Webinar Series

Even as the world of meetings is being reimagined, New York City remains the ideal host destination. This program explores the many innovative ways to Make It NYC right now while planning for the future of both hybrid and in-person meetings. It is also an opportunity to connect with top suppliers who can make your vision a reality, no matter the size, budget or style of your meeting or event.

Latest Webinars



Reintroducing the World-Renowned Javits Center

Learn about the many benefits of hosting your next meeting at the newly expanded Javits Center.

[Watch Webinar](#)



Meet the Many Sides of Brooklyn

Brooklyn contains multitudes—including venues, activities and resources for every type of meeting.

[Watch Webinar](#)



A Big Moment for Tech Meetings

With innovation at their fingertips, more and more tech companies are making it NYC.

[Watch Webinar](#)



DIGITAL ADVERTISING CAMPAIGN

CAMPAIGN STATS

IMPRESSIONS

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Watch the latest meetings webinar to see how NYC is being reimagined while remaining the ideal host destination.

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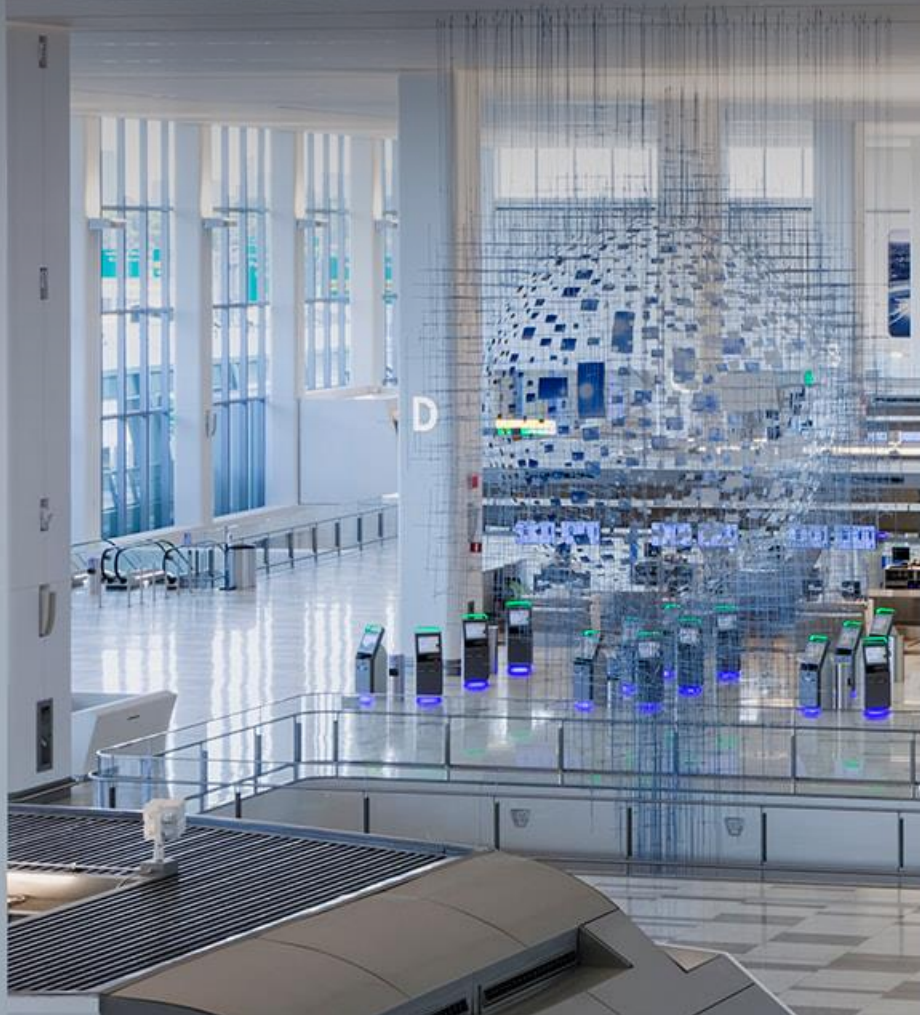
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ENHANCED INFRASTRUCTURE



LAGUARDIA AIRPORT TERMINAL B



JFK INTERNATIONAL AIRPORT



MOYNIHAN STATION



DANIEL PATRICK MOYNIHAN TRAIN HALL

EXCELSIOR

EVER UPWARD

MOYNIHAN
TRAIN HALL

MOYNIHAN
TRAIN HALL

Ticketed Waiting Room

Ticketed Waiting Room

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THE JAVITS CENTER



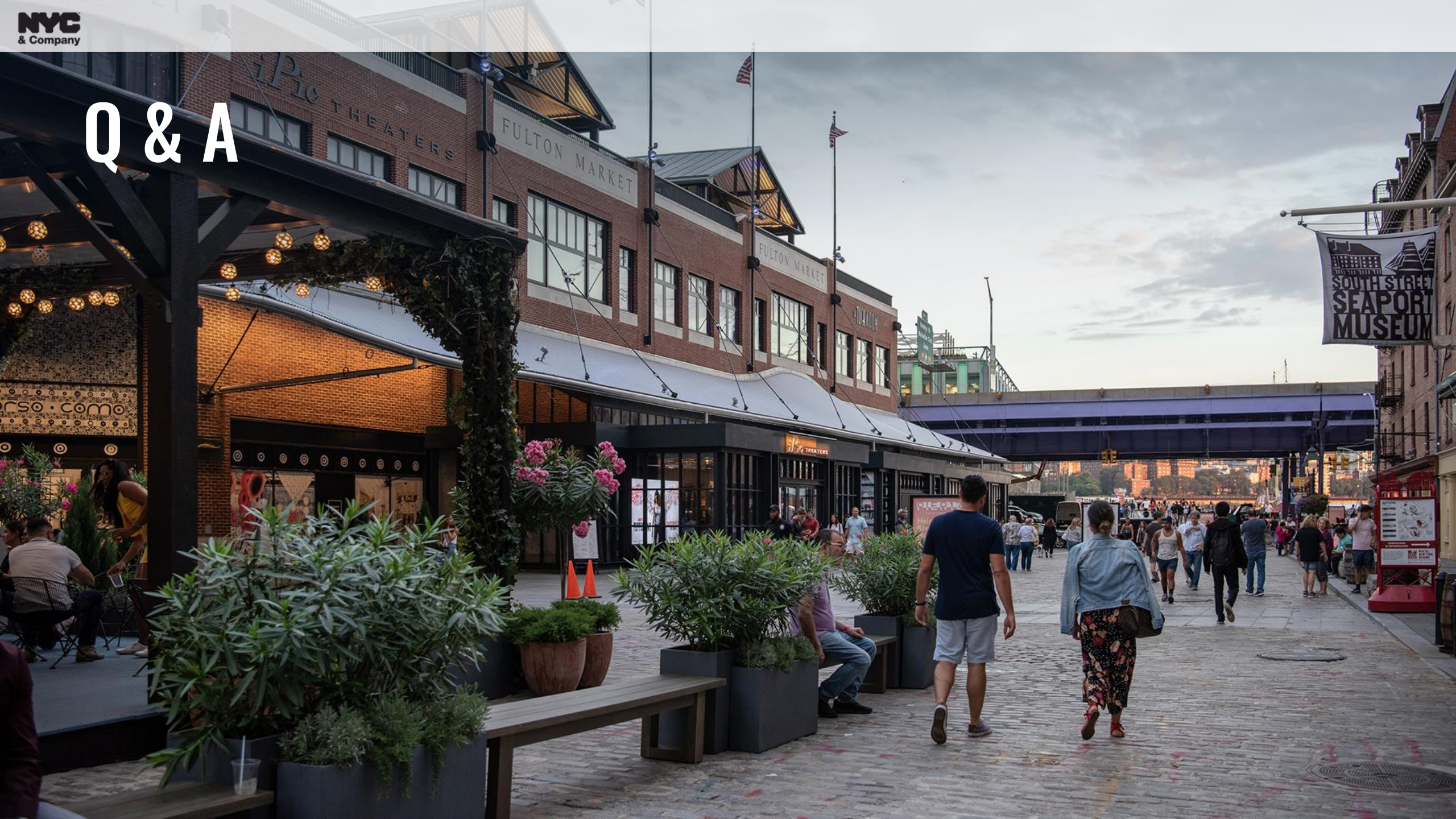
NYC REAWAKENS

NYC

& Company
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Q & A



THANK YOU!

