

DEALING WITH CORONAVIRUS COVID-19 IN EVENTS

3

DOs AND DON'TS OF CANCELLING AN EVENT.



1. Don't replace it with a webinar

Webinars tend to have low commitment for attendance, and completely miss the opportunity for interaction and education.

2. Don't be 100% digital

One of the main purposes of events is: Networking. Get creative in your approach to let your customers know you care and are there for them. How about a call blitz?



3. Make a strategy for the losses

There are three kinds of costs associated with events: products already delivered, booked services from occasional vendors, and booked services from trusted vendors. Cutting your losses is about strategy and working together!



Do you want to know more about this global issue for the event business? [CLICK HERE](#)