



Association Outreach & Engagement

Minutes

Via Teleconference

June 23, 2020

Welcome – Mike Day

Mr. Day welcomed everyone to the virtual meeting. He introduced the comment and chat feature and encouraged comments and interaction. He then gave an overview of the agenda and introduced his co-chairs, Mark Podl and Clay Miller.

Standing Committee – Mark Podl

Mr. Podl reminded everyone the purpose of this committee is to enhance alliances between BEMA and other associations and trade shows to create more value for our members. Our goal is to build strong collaborations with associations to give opportunities and exposure to BEMA members. He then introduced the standing committee and made an open invitation for more to join and participate in the scheduled calls to discuss how to accomplish our goals.

Industry Shows & Associations – Current State – Clay Miller

Attendees were asked to answer the first online polling question “When will you start traveling for business?” Majority answered within the next three-six months.

He then introduced the Industry Tradeshow document and noted it will be more useful when tradeshow resume. BEMA’s logo indicates we have a presence at that show. This document will be updated on a regular basis and it will be located on the website as a resource.

Attendees were asked the second polling question “How willing is your company to exhibit at an event that is 100% virtual?”. Majority responded they are already planning or are strongly considering the possibility.

Kerwin Brown shared two resources, the first being the Global Association of the Exhibition Industry. A great resource for international shows. The second is a newsletter MDG is publishing on international tradeshow.

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Vision: BEMA creates an overwhelming competitive advantage for our members.

Attendees:

Kerwin Brown	Andre LeBlanc
Mike Day	Doug Peckenpaugh
Mark Podl	Kurt Miller
Clay Miller	Wendi Ebbing
Michael Cornelis	Ron Cardey

Industry Resources

<http://www.uffi.org/coronavirus> (Global Association of the Exhibition Industry)

COVID-19 Recovery Outlook (Newsletter by MDG, Tradeshow Marketing Firm)

<https://engage.mdg.agency/email/view/5eea396f424fa3398326905>

Standing Committee Members

Wendi Ebbing
Matt Stanford
Doug Peckenpaugh
Ray Anater
Teresa Ruder
Steve Berne
Eric Cruse

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