



Association Outreach & Engagement

August 13, 2020
Via Teleconference

AGENDA

Co-Chairmen: Clay Miller, Mark Podl

- | | | |
|------|--|--------------|
| I. | Call to Order | Clay Miller |
| II. | Welcome and Introductions | Clay Miller |
| | a. Disposition of Minutes | |
| III. | Industry Shows & Associations – Current State | Clay Miller |
| | a. Shows and Events | |
| | b. Tradeshow Document | |
| | c. Industry Resources | |
| IV. | Virtual/Hybrid Events | Kerwin Brown |
| | a. Tracking/Reporting | |
| | b. BEMA/IBIE Resource | |
| V. | Committee Goals | |
| | a. Utilize the standing committee as an internal feedback group to identify industry needs and to provide direction for developing partnerships. | |
| | b. Publish and promote the industry tradeshow resource document. | |
| | c. Evaluate/research other relevant associations regarding events (new and virtual) and membership strategies. | |
| | d. Expand the research and subsequently the resource document to include the virtual elements being executed at industry events and tradeshows. | |
| | e. Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshow. | |
| | f. Assignments | |
| VI. | Adjourn | Clay Miller |

Mission: BEMA connects, educates, and provide resources for its members and the industry they serve.

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

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

Mission: BEMA connects, educates, and provide resources for its members and the industry they serve.

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