



Key Take Aways | 28 APR 2021

NAVIGATING THROUGH POLITICS

Insert yourself into the political process.

Important first step: call or email your representative and ask for a quick meeting at their convenience.

Know which offices drive policy that affects your industry.

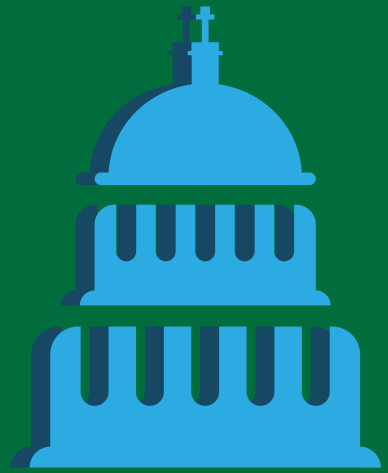
Become their expert on policy matters that are important to you.

Lawmakers remember the personal story.



What resonates with lawmakers?

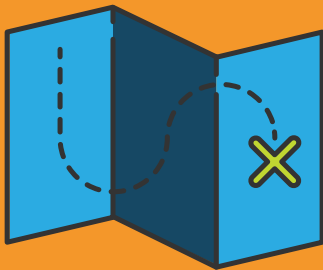
- Economic impact
- Jobs you bring to their community
- Taxes on shows fund community programs like suicide prevention and food security programs
- Make it personal!



Position yourself as a resource.

Reach out to lawmakers where you are bringing your show (even if you do not live/work there)

Organizers – use your DMO resources to hold press conferences, schedule meetings with lawmakers (intentional initiatives)



Make sure the governor and mayor know your show is coming to their community.

Emphasize the domino effect of working with local businesses.

Know who in your show's region are your event stakeholders (lawmakers want to hear from locals).

Demonstrate how to put on a successful event safely.

WORKING WITH YOUR DMO

FRAMING THE NARRATIVE

Think of your show as a short-term economic development initiative

Events are the creation of small businesses

Business events are not the same as social gatherings – make this clear

Take action! Don't assume that others are doing it – every voice counts!

It will take up to 4 years to fully recover for meeting and conventions

UPCOMING TOPICS

NEXT →

26 Open
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30 World of
JUN Concrete
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