



## Strategies for mitigating COVID19's impact on events

Mayfield Merger Strategies. 26<sup>th</sup> March 2020.

Mayfield Merger Strategies held a series of group calls on week ending 20<sup>th</sup> March 2020 with several independent event organisers to understand and share best practice around the COVID19 crisis.

The lessons learned have been distilled into a paper - ***5 key strategies for mitigating the impact of COVID19 on UK and international events*** which is being made available to independent event organisers.

The paper shares how those organisers who are demonstrating respect to their industry through personalised and clear communications, and who are working in the best of interests of exhibitors are minimising drop-out rates. Key lessons around rebooting value propositions and the careful selection of new datelines according to factors specific to shows serving particular industries or territories are highlighted, whilst approaches for prolonging the sustainability of businesses by preserving cash and focusing on internal operations are given. Finally, the dangers and opportunities around a new hyper-compacted show schedule in Q3/Q4 2020 are examined and the critical potential pitfalls related to venue negotiations and supplier relations are illuminated.

Copies of the full paper can be accessed [here](#).

Independent event organisers interested in receiving further industry and COVID19 related updates, or in learning and sharing ideas with other likeminded organisers may also be interested in joining the Event Entrepreneurs' Club by completing a short form [here](#). Membership is free.

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