



Industry resources & best practice around COVID19

With many companies facing challenges around the COVID19 situation, we thought it might be useful to share access to a selection of trusted industry resources and examples of best practice. Should you need any further assistance please contact us by emailing eeclub@mayfieldmerger.com.

For organisers of events in North America

If you organise events in the US, Mexico or Canada, we recommend keeping informed through **TSNN's** very thorough compilation of resources at [TSNN](#). These include the latest updates from all the key American associations and a link to a [live tracker](#) of the spread of the virus.

Communicating that your event is still open

UFI, the Global Association of the Exhibition Industry, and SISO, The Society of Independent Show Organisers, have collaborated on a suite of resources to help organisers tell the communities they serve that shows remain open and resilient in the face of COVID19. To find out more and access the materials please click on [This Show Is Open](#).

Guild Corona Response for Event Organisers Manual

To help support anyone running an event, Guild - a mobile-first messaging and community platform - has developed a manual with multiple collaborators. It features best practice tips and advice from industry thought leaders. [CREO Manual](#)

Legal advice

Lewis Silkin have put together a legal guide to consumer event cancellation, but it's a useful read for B2B organisers too. [Lewis Silkin Legal Guide](#).

Keep track of event cancellations in your industry

The m+a editorial team have created a [list of postponed events](#) which they are updating regularly.

UK event news updates

See UK event industry magazine [Exhibition News](#) and the Association of Event Organisers website at [AEO](#), for the latest UK industry news.

We wish you and your business well as you navigate the coming months.