The Need for a Coordinated Inside and Outside Game

The live event industry was the first to feel the pain of our national response to the COVID-19 virus and will be the last to come back online. It is imperative that policymakers and those who influence them understand the extent of the damage and the need, as the competition for government relief dollars will only intensify in the weeks and months to come. This is why a coordinated communications and government relations strategy is imperative. The industry needs both an inside and outside game that is aligned in messaging, promoting common objectives and referencing a consistent impact story. This would include:

**An Advocacy Campaign:** To encourage active participation at a national level by key spokespeople and stakeholders, showcasing the diversity of the audiences and professionals who make up the live events industry.

**Government Relations:** Securing up-to-the-minute intelligence on the legislative environment and a set of recommendations that frame the appropriate relief the industry should request.

**Relationship Building:** Development of “champions” – policymakers who are closest to the industry and know and understand its importance to the economy – who will proactively think of the coalition when legislative proposals are formulated and work to ensure the interests of the industry are considered.

**Political Programming Management:** Building interest in education efforts for coalition executives on the importance of political activities which will advance short- and long-term policy goals.

**Content Creation:** Development of core messaging framework and supporting materials (Q&A, backgrounders, etc.) for use in educating coalition members and stakeholders on the industry story, challenges ahead and the importance of increasing the profile of Live Events Coalition as a thought leader.

**Messaging Development:** Creating a common message platform that can be used by all coalition members to guide engagement with policymakers, the media, the public.

**Media & Message Training:** Conduct virtual training exercises with key coalition spokespeople to build comfort with message in advance of news media interviews or other stakeholder one-on-ones.

**Media Outreach:** Development of a targeted media outreach plan that will reach policymakers.

**Social Media Strategy:** Development of a targeted social media plan focused on tapping into the huge number of live events attendees across the country.
Government Relations & Communications Efforts
FAQ

• Who is the Live Events Coalition?
  o The coalition is a 501c6 organization created in response to the Covid-19 pandemic and its devastating impact on the live events industry. The Live Events Coalition exists to provide advocacy, resources and a network that connects and supports all of the businesses, contractors and our workforce – the lifeblood of every event.
  o We advocate for and support the many voices that make up the live events industry. We are hospitality, planners, caterers, talent, musicians, producers, technicians, general contractors, engineers, suppliers, manufacturers and so much more. We are the live events industry.
  o An organization that is actively lobbying on behalf of the industry on Capitol Hill to provide relief specifically to the live events industry based on our unique challenges – 1st closed | last to reopen | no revenue during shut down.

• What is the money raised being used for?
  o All funds raised will be used to:
    ▪ Cover fees for engaging our Government Relations & Communications firm
    ▪ Cover costs for execution of the communications plan

• What are the asks to be included?
  o PPP Changes
    ▪ Usage
    ▪ Repayment Period
    ▪ Ability to reapply (on top of funds already received)
  o Expand PPP types of federal programs to provide long term support for small business
  o Improved EIDL program
    ▪ Lower interest rate
    ▪ Forbearance for 90 days post specific state opening
    ▪ Ability to reapply for additional funds depending on when states reopen
  o Extension of PUA program

• Will I be able to write off my contribution?
  o As a 501c6 we are not a charitable nonprofit. The Live Events Coalition is an application in process, 501(c)6 organization. 30% of your payment will be used for our government affairs efforts and may be a non-deductible expense. Please consult your CPA for guidance on your particular situation.

• Will I receive recognition for my contribution?
  o Depending upon your level of contribution you will either be listed with your logo or listing on the Live Events coalition website www.liveeventscoalition.org

• Who is managing the funds received?
  o Coalition board member, Nancy Shaffer will be ensuring all funds are distributed properly.

Should you have additional questions please contact Nancy Shaffer at 202-262-7166 or nancy@aboutbravo.com