

LMA Northeast v.1 COVID-19 Poll Results

43 Total Responses

Date Created: Friday, March 06, 2020
Results reported: Sunday, March 15, 2020



CORONAVIRUS FOCUS GROUP

Key Insights



LMA Northeast Region COVID-19 Poll

v.1 Date created: Friday, 3.6.2020
Results reported: Sunday, 3.15.2020

RESPONSE TEAM



Over half of the respondents indicated their organizations were forming a task force or response team.

MARKETING INVOLVEMENT



Only half of those teams included a marketing member.

TRAVEL RESTRICTIONS



A third had no travel restrictions in place. Half discouraged unnecessary travel.

INTERNAL EVENTS



Nearly half reported no cancellations or postponement of internal events.

EXTERNAL EVENTS



Nearly half had no external cancellations / postponements; regional, national, and international cancellations were less than 17%, while local cancellations / postponements were ~35%.

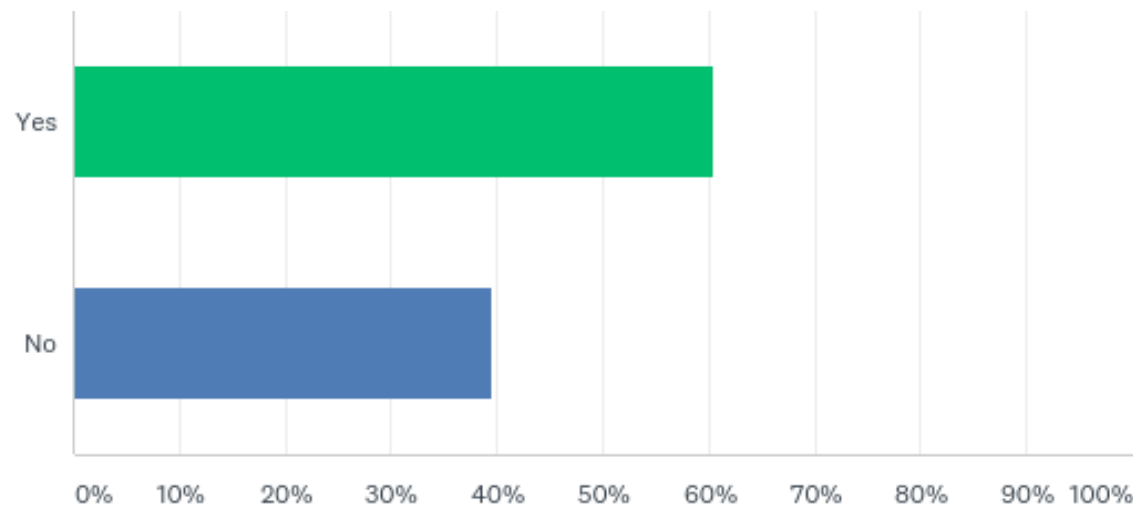
WORKING REMOTELY



More than half had not moved to an online, remote, or virtual event format in lieu of an in person-meeting. A third did.

Q1: Has your organization established a COVID-19 task force or response team?

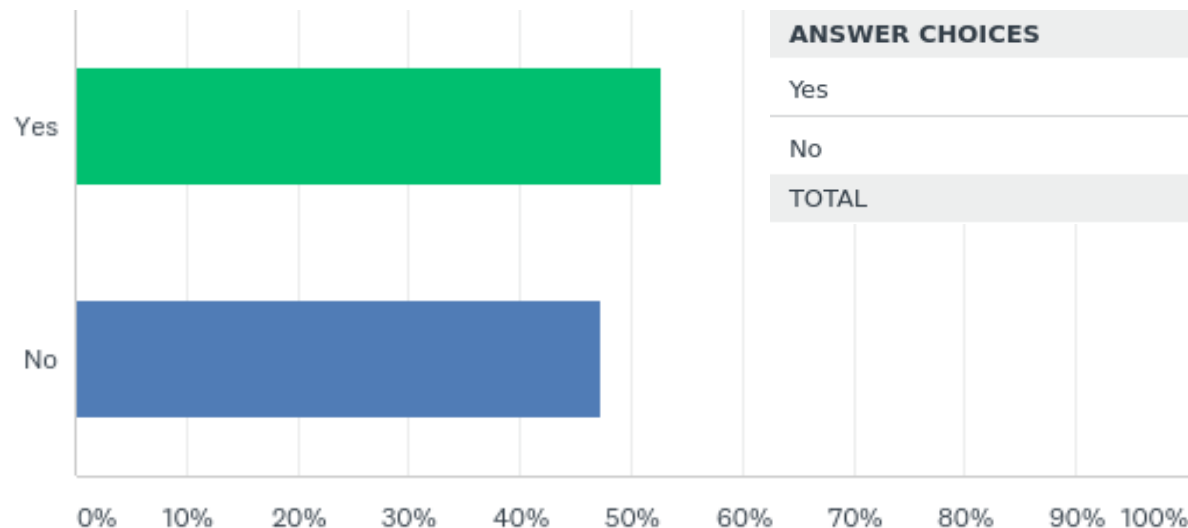
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.47%	26
No	39.53%	17
TOTAL		43

Q2: Is there a marketing member on the team?

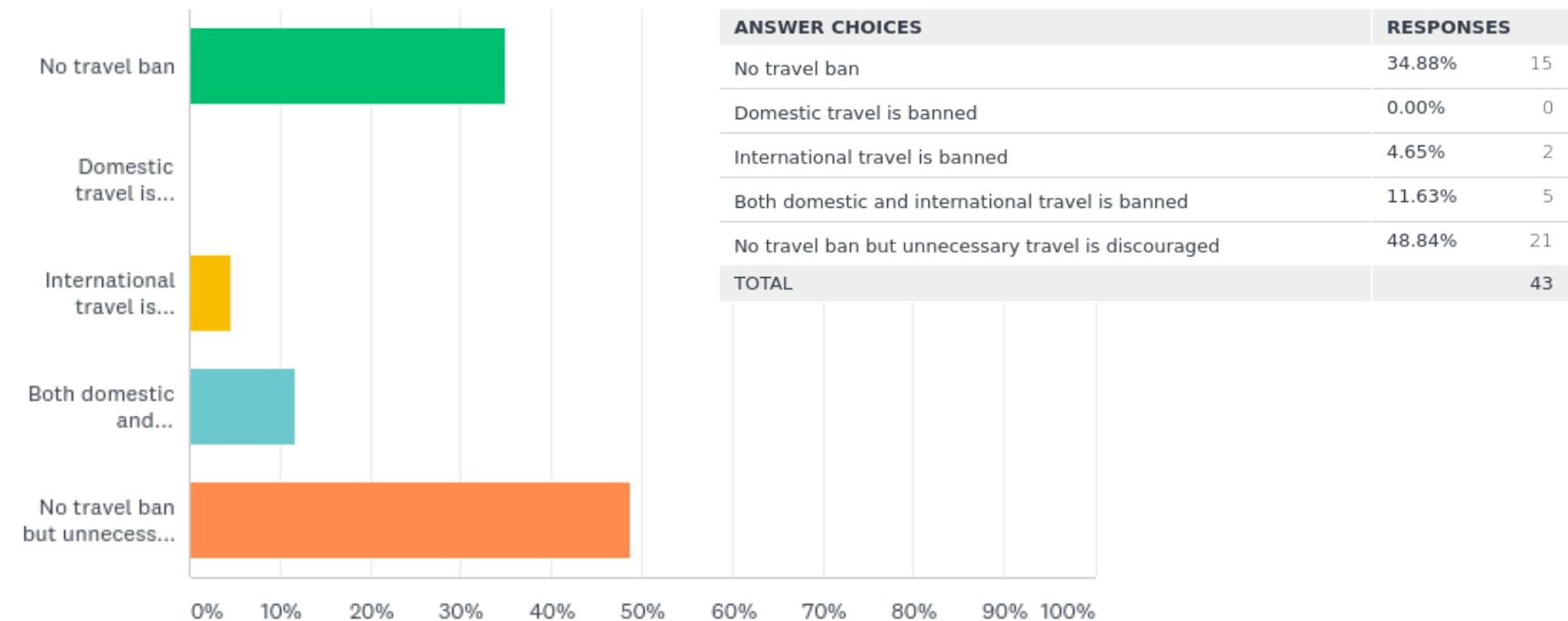
Answered: 36 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	52.78%	19
No	47.22%	17
TOTAL		36

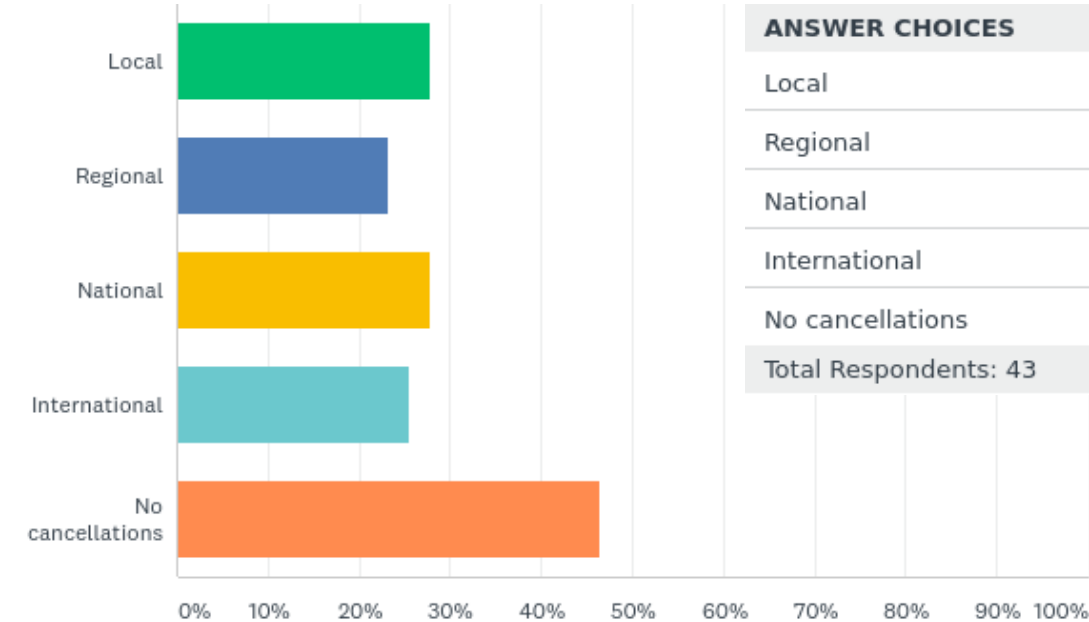
Q3: Has your organization implemented travel restrictions:

Answered: 43 Skipped: 0



Q4: Has your organization postponed or cancelled any external events? (select all that apply)

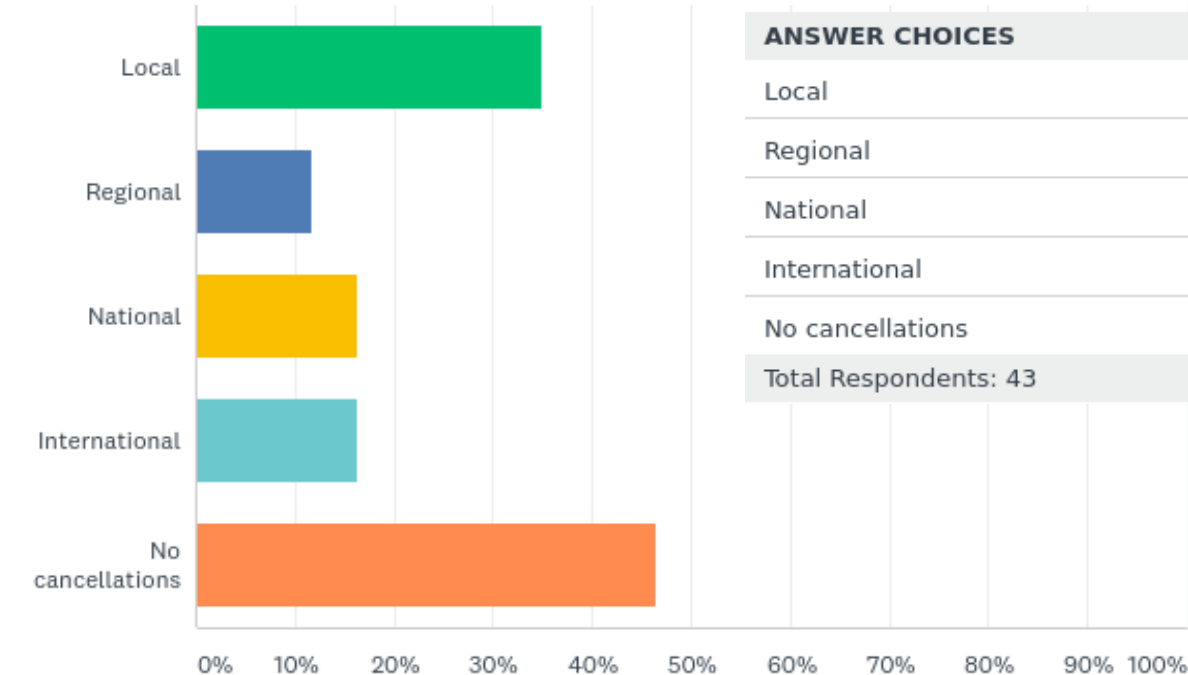
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Local	27.91%	12
Regional	23.26%	10
National	27.91%	12
International	25.58%	11
No cancellations	46.51%	20
Total Respondents: 43		

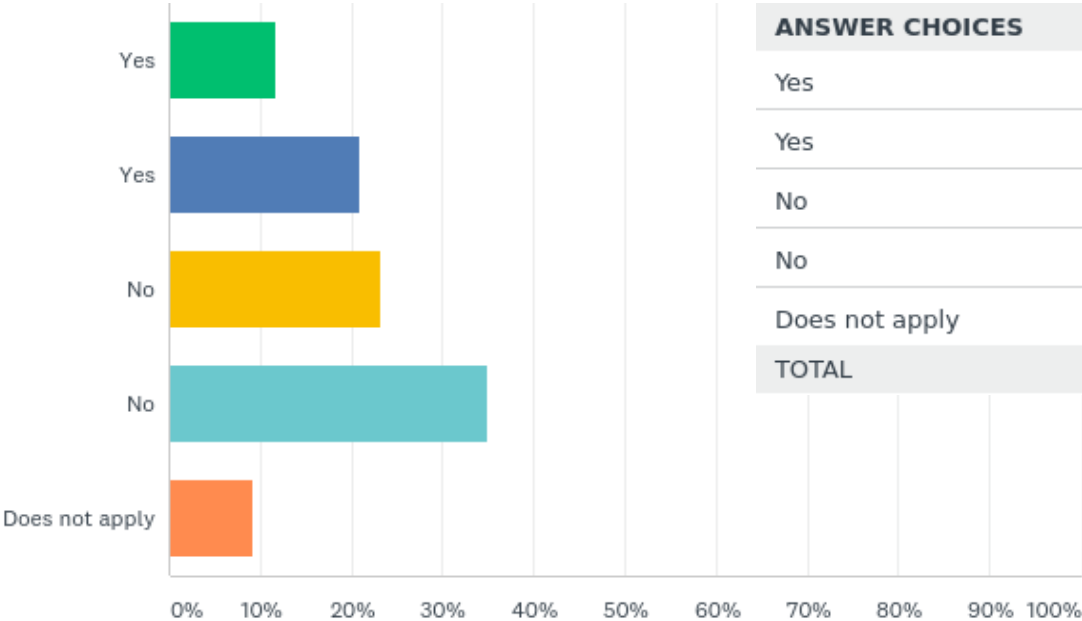
Q5: Has your organization postponed or cancelled any internal events? (select all that apply)

Answered: 43 Skipped: 0



Q6: Have you moved to an online, remote, or virtual event format in lieu of an in person-meeting?

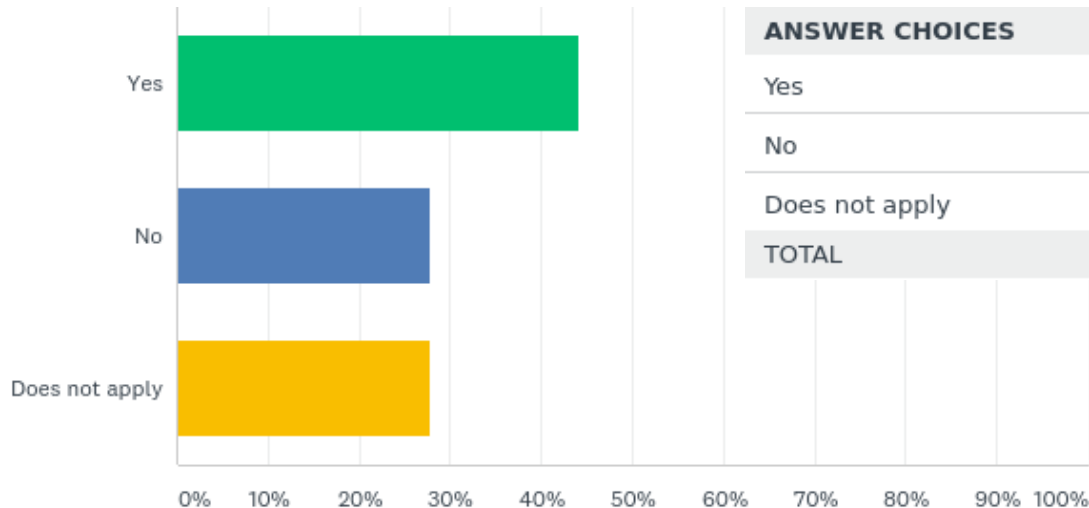
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	11.63%5
Yes	20.93%9
No	23.26%10
No	34.88%15
Does not apply	9.30%4
TOTAL	43

Q7: Would you be willing to share your response team’s policies, plans and/or communications with your peers? If yes, please provide your contact info below.

Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	44.19% 19
No	27.91% 12
Does not apply	27.91% 12
TOTAL	43

Thank you... Next!

Pease help us collect current information by taking v.2 of this poll by March 29, 2020.
We will continue sharing results, benchmarks, and insights.



Scan this QR code to participate or go to
<https://www.surveymonkey.com/r/COVID19v2>

Thanks to all who are sharing within and outside of the LMA NE community



<https://www.facebook.com/groups/LMANECOV19/>

This group is a short-term, dedicated channel originally established for LMA Northeast members to share processes, policies, protocols, updates and communications with regard to their organization's COVID-19 response.

It is a centralized hub of information with regard to legal operations and communication plans. It is open to the legal ecosystem as a service to colleagues and coworkers who value this resource and information exchange.

Idea? Comment or feedback? Contact us! LMA Northeast Board: <https://www.legalmarketing.org/page/northeast-regional-board>

[Legalmarketing.org/page/northeast-region](https://www.legalmarketing.org/page/northeast-region)