

site Midwest USA Presents...

The HOW Series: Part I

How to Handle Crisis In Our Industry

Fighting the Perception and Media Against the Facts,
from Coronavirus to Fires to Just Plain Bad Press

Today's Moderator

James T. Adams
Founder/CRO
Performance Strategies, Inc.



Today's Panelists

Kevin Edmunds

CIS, CIP – Vice President, Meeting & Incentive Sales – AIC Hotel Group

Rajeev Kohli

CIS, CIP, DMCP – Joint Managing Director - Creative Travel

Andres Serrato

CIS – Corporate Director, Sales – Connect DMC

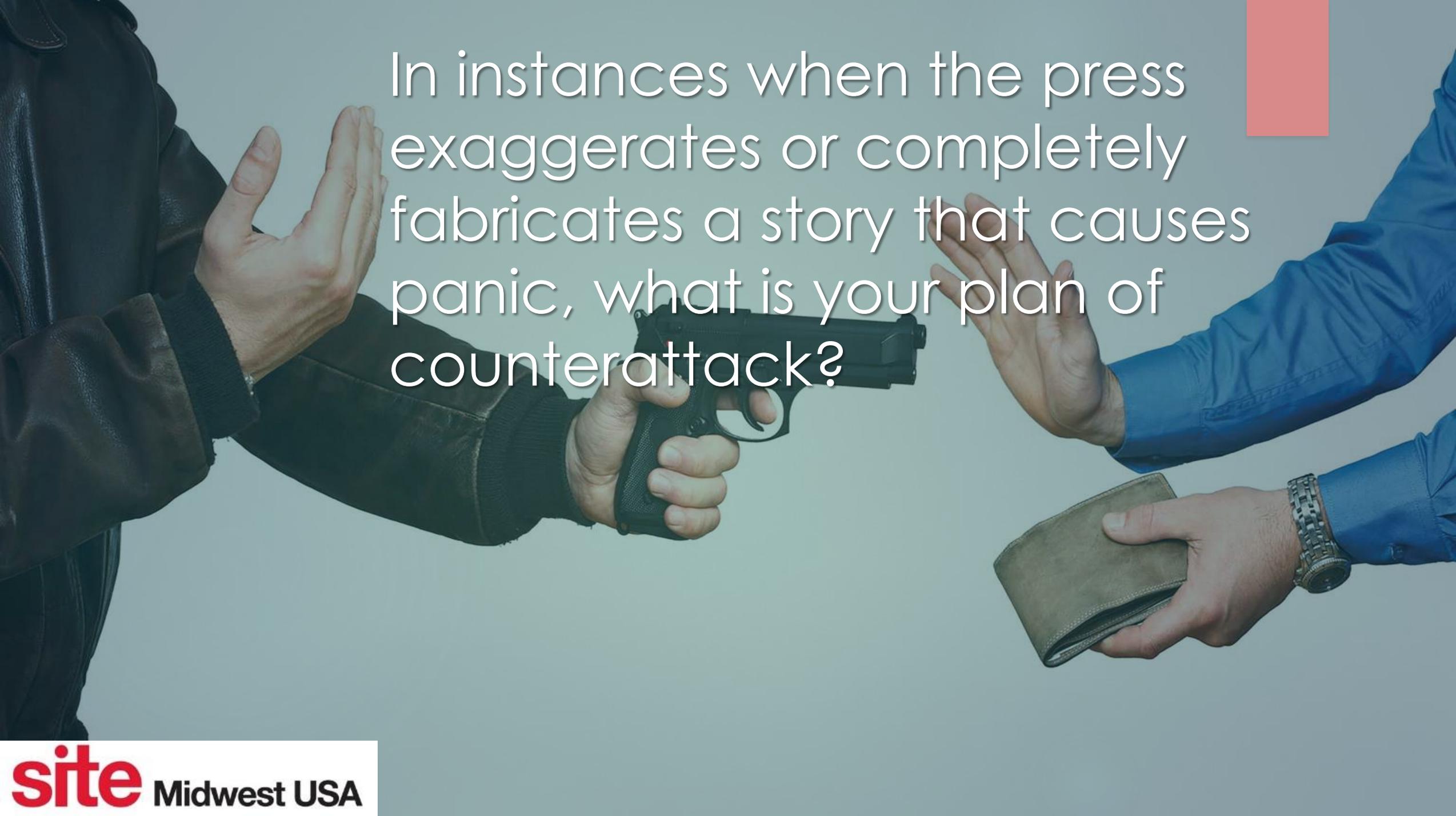




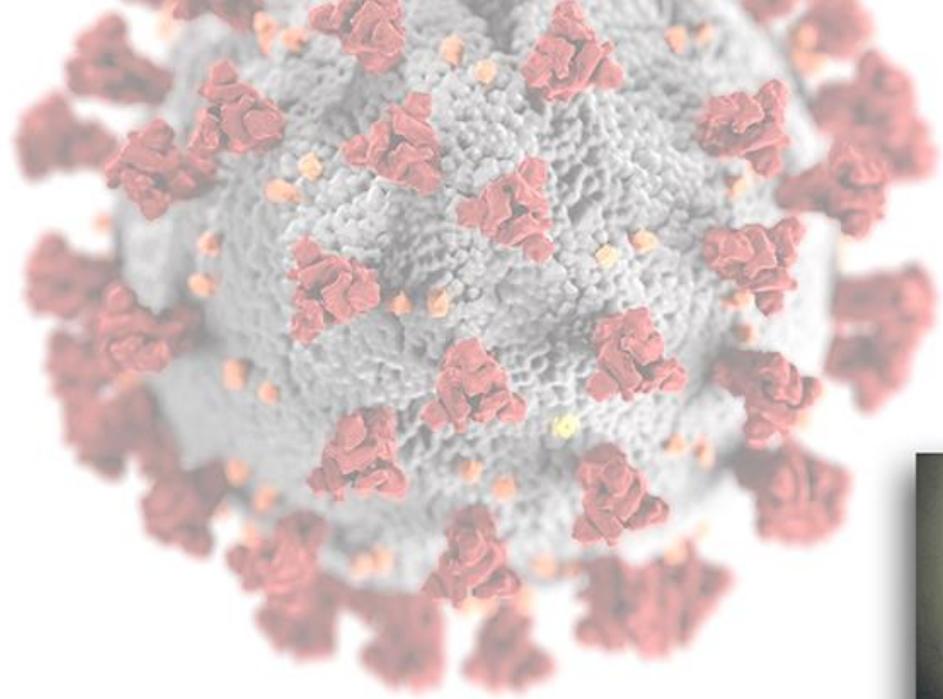
In the example of the Australian wildfires, how do you address the issue without creating panic?



How do we remain fair and factual without risking liability regarding natural disasters?



In instances when the press exaggerates or completely fabricates a story that causes panic, what is your plan of counterattack?



How is your company handling Force Majeure when it comes to Coronavirus?



The World Health Organization reports that travel bans to affected areas or denial of entry to passengers coming from affected areas are usually not effective in preventing the importation of Coronavirus cases but may have a significant economic and social impact.

Markets continue to plunge and clients are starting to cancel their travel programs.

How do you address that?

Latest Update as of: 03/10/2020

ease *your* fears

CORONAVIRUS & TRAVEL

To help in putting your mind at ease, we've gathered some grounding facts from authoritative sources, including Harvard University and the World Health Organization, about the coronavirus.

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SO I SHOULDN'T CANCEL MY TRIP?

According to the World Health Organization (WHO), there shouldn't be any travel or trade restrictions due to the coronavirus.

In response to confirmed cases of the coronavirus, CDC discourages nonessential travel to the following destinations: China, Iran, Italy, and South Korea.

WHAT ABOUT THE AIRPLANE CABIN ENVIRONMENT?

The WHO says an airplane cabin by itself isn't more conducive to spreading infection. The virus is not airborne. It's transmitted by droplets and only lives on surfaces. Airlines have procedures in place that help prevent the spread of illness in the case that anyone on board is infected.



HOW DOES IT COMPARE TO THE FLU?

There are more cases of the flu than COVID-19 worldwide. In most cases, you have a much higher chance of encountering someone with the flu than COVID-19.



COVID-19 vs. FLU

COVID-19

113,672

APPROXIMATE CASES WORLDWIDE*

4,012

APPROXIMATE DEATHS WORLDWIDE*

**As of 03/10/20*

THE FLU

1 BILLION

ESTIMATED CASES WORLDWIDE*

646,000

ESTIMATED DEATHS WORLDWIDE*

**Annually*

Most cases are in China with a majority of those in the Hubei Province



HOW DOES IT COMPARE TO PAST OUTBREAKS?

The mortality rate for the coronavirus is very low compared to some past outbreaks.

Mortality rate for the coronavirus globally: **3%***

*3.5% as of 03/10/20

vs.

SARS in 2003: **10%**

MERS in 2012: **34%**

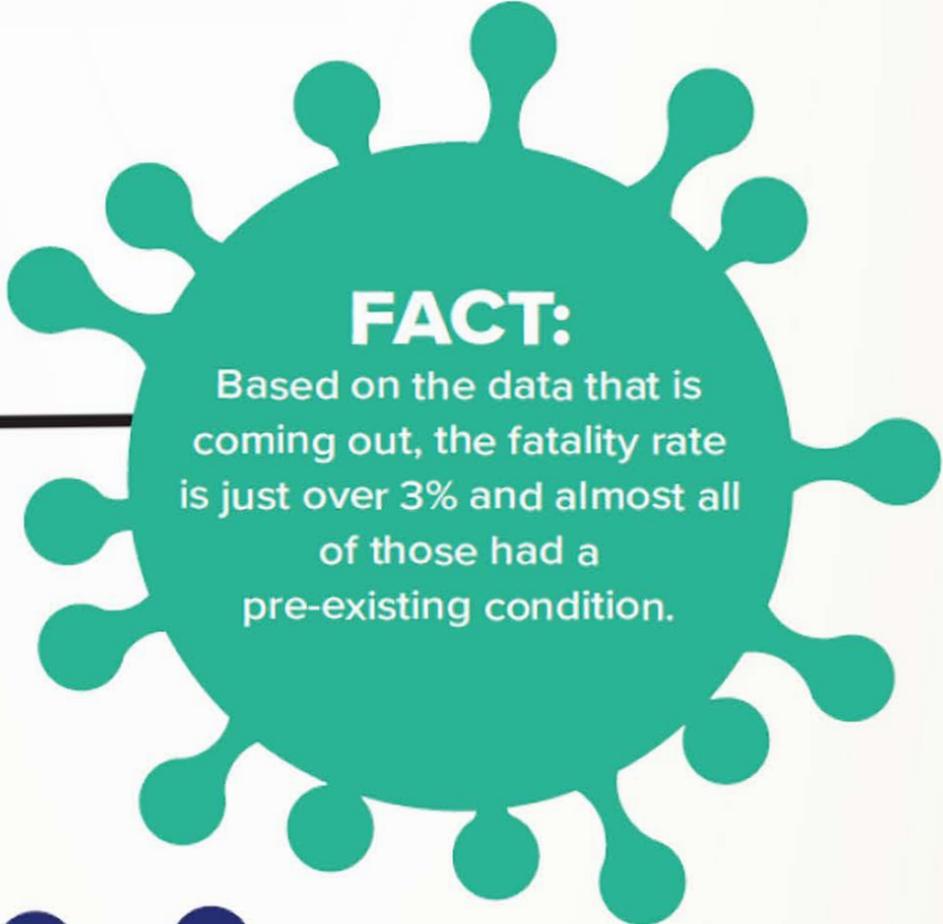
MYTH

vs.

FACT



MYTH:
Getting the
virus is a
death
sentence

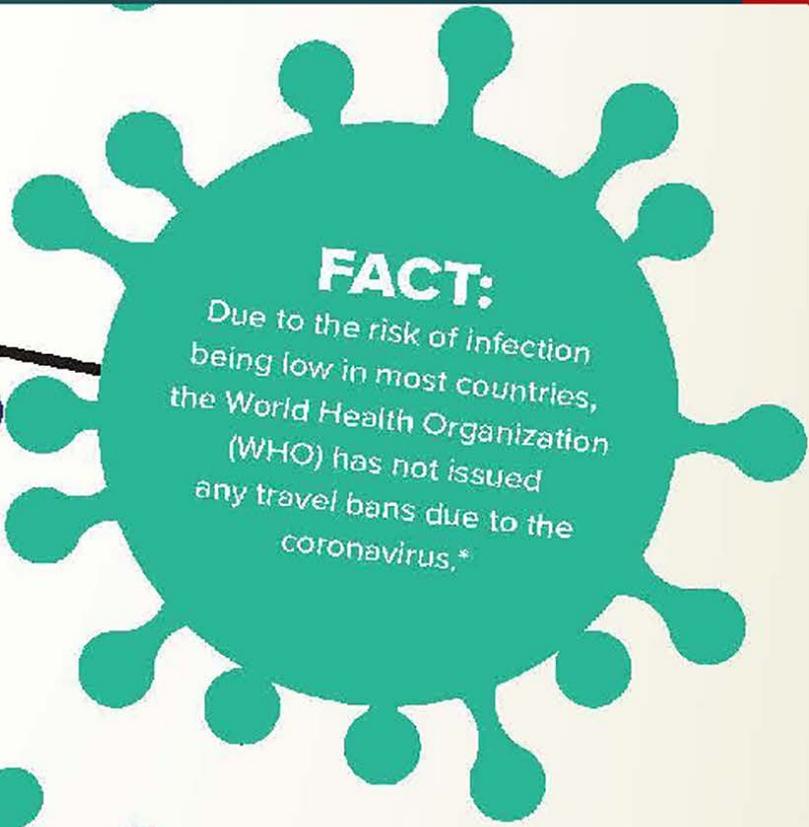


FACT:

Based on the data that is coming out, the fatality rate is just over 3% and almost all of those had a pre-existing condition.



MYTH:
Traveling
internationally
is dangerous.



FACT:

Due to the risk of infection being low in most countries, the World Health Organization (WHO) has not issued any travel bans due to the coronavirus.*



MYTH:
Receiving mail
from China
puts you
at risk



FACT:

According to the WHO, coronaviruses do not survive long on objects, such as letters or packages.

HOW TO PROTECT YOURSELF

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Wash hands at least 20 seconds



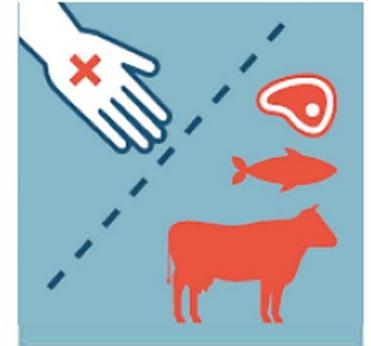
Avoid contact with infected people



Don't touch eyes, nose or mouth



Thoroughly cook meat and eggs



Avoid contact with animals



VOLUNTEER CARD

www.volunteercard.com

OUR SOURCES



World Health Organization



JOHNS HOPKINS UNIVERSITY



HARVARD MEDICAL SCHOOL



CENTERS FOR DISEASE CONTROL AND PREVENTION



#Terrified



DOOM & GLOOM REGISTER

★★ March 11, 2020 ★★

COULD THE END BE NEAR?

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How is social media affecting people's perceptions of Coronavirus?



#SITEFactsOverFear

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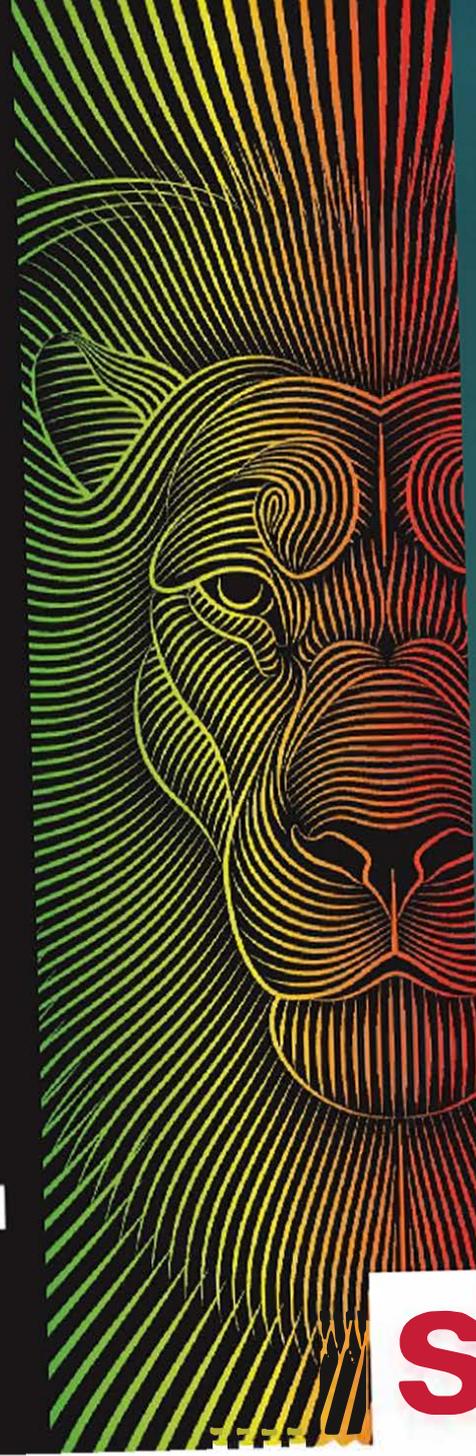


SAVE THE DATE:

June 25 - 28, 2020

Secrets Wild Orchid

Montego Bay
Jamaica



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Helpful Links

John Hopkins Real-Time Updated Map

<https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6>

Worldometer Real-Time Update Stats and Figures

<https://www.worldometers.info/coronavirus/>

CDC Updates

<https://www.cdc.gov/coronavirus/2019-ncov/>

World Health Organization Updates

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/>

European Centre for Disease Prevention and Control

<https://www.ecdc.europa.eu/en/novel-coronavirus-china>

Volunteer Card – “Ease Your Fears” and other useful information

www.volunteercard.com

Additional Information Post-Webinar

<https://padraicino.com/coronavirus-5-things-to-keep-in-mind/>
(Thank you Tahira!)

Rajeev Kohli Statement on Coronavirus

<https://www.whereabouts.in/a-statement-from-the-president-of-euromic-on-the-corona-virus-situation/>

Michael Dominguez Article on the Facts

<https://www.meetingstoday.com/newsevents/industrynews/industrynewsdetails/articleid/34225/title/coronavirus-facts-michael-dominguez>

David Sand Video on Coronavirus

<https://www.whereabouts.in/a-statement-from-the-president-of-euromic-on-the-corona-virus-situation/>

Kevin V Edmunds, CIS, CITP

Kevin Edmunds currently serves as the Vice President of Meetings & Incentive Sales for the AIC Hotel Group. In 2006 handled the West Coast region for Palace Resorts in the MICE market and in 2012 Kevin was hired by the All Inclusive Collection, which owns and operates Hard Rock All Inclusive properties in the Caribbean and Mexico. Soon after transferring to the All Inclusive Collection, he became the Vice President, in which he oversees regional directors throughout the US and Canada in the group, meeting, and incentive markets. In May 2016, the All Inclusive Collection became the AIC Hotel Group, which now is the sales and marketing arm for not only the all-inclusive Hard Rock Hotels, but the Nobu Hotels in Miami & Los Cabos, as well as the Eden Roc Miami Beach and UNICO 20° 87° Hotel Riviera Maya.

The Society for Incentive Travel Excellence awarded the 2011 Kevin Forde Spirit Award to Kevin in recognition of his leadership in the SITE community, particularly for his role in the SITE Young Leaders Program. As the 2011 program chair, he was instrumental in bringing young professionals together from more than 20 countries for education and networking at the Site Academy for Young Leaders, held in Cancun, Mexico, a destination he represents. Kevin has also served as the Co-Chair for SITE's Global Conference in New Delhi, India in 2015, Panama in 2016, as well as the Chair for the Incentive Summit Americas event in 2018 and 2019. He currently serves on the SITE International Board of Directors as the VP of Sponsorship and Business Development. Kevin has been honored with some of the industry's top recognition, which includes Connect Corporate 40 Under 40 in 2016, Smart Meetings 2017 Supplier of the year and BizBash's Top Event Industry Leadership in 2018 & 2019. Hospitality is such a passion that he has joined the Board of Directors for the Above and Beyond Foundation, a charitable organization that gives back to individuals that take their service to the next level in the hospitality industry.

Kevin earned a Bachelors Degree in Communication Studies from Chapman University and a Masters Degree in Global Leadership from the University of San Diego. When he isn't working, Kevin loves to spend time with his family, play sports and of course... travel the globe.

Andres Serrato, CIS – Corporate Director, Sales – Connect DMC

With studies in International Hospitality Management by Anahuac University and Le Cordon Bleu, Andres Serrato has a career focused in Latin-America and Caribbean region. He has experience in different areas in the Industry which started back in his native Cancun working for a Tour Operator; continuing his career at a DMC working in meetings and events before acquiring cross-training in sales at some upscale hotels in Mexico. He is currently in charge of leading the sales teams for an award-winning DMC in Mexico and the Dominican Republic.

About Rajeev Kohli, CIS, CITP, DMCP



Rajeev Kohli, CIS, CITP, DMCP was born into the industry and has a passion for travel and showing India to the world. With over 25+ years of industry experience, today he is Joint Managing Director of [Creative Travel](#), a family legacy of two generations that has showcased this part of the world for over 44 years. Creative has grown to become a prominent, respected and independent DMC offering the finest of cultural experiences, personal immersions and natural wonders all over India and South Asia. At Creative, he focuses on marketing and strategy initiatives. He also has also

contributed in making Creative the most globally awarded DMC in South Asia winning over 80 global and nationals awards & recognitions for our service and creativity. Rajeev is also passionate about incentive travel and has taken his team to win 7 SITE Crystal awards for excellence in incentive travel programs, the most of any company in all of Asia.

Following his strong family tradition, Rajeev too has significantly contributed to the development of the tourism industry at different levels. He currently is the President 2020-2022 of the global DMC group, EUROMIC, the oldest DMC alliance in the industry (www.euromic.com). He was the first Asian to ever take the leadership position of global President of the Society for Incentive Travel Excellence (SITE; www.siteglobal.com), completing two terms in 2016 & 2017. He is the past Senior Vice President of the Indian Association of Tour Operators (IATO; www.iato.in), India's apex body for the incoming tourism industry and was on the IATO Executive Committee for 6 years. Rajeev has been the Vice Chairman of the India Convention Promotion Bureau (ICPB) and past President of the India Chapter of the American Society of Travel Agents. Rajeev also speaks at various industry forums across the world and has many articles and thought papers under his name. He feels that his upbringing has taught him to respect people, to uphold and value integrity and to spread happiness.

In 2017, Rajeev was recognised as a thought leader as one of the '25 Most Influential People in the global Incentive industry' (<http://www.incentivemag.com/News/Industry/Incentive-Industry-25-Most-Influential-People-2017/>).

In 2015, Rajeev was awarded the prestigious "IMEX Academy Award", a highly prestigious recognition for contribution to a chosen profession. (<https://www.smartmeetings.com/news/70293/imex-academy-awards-2015-honor-industry-pros>)

Rajeev has a Master's in Business from the University of Southern California with specializations in Marketing and Entrepreneurship and an undergraduate honours degree in Economics from the University of Delhi. Rajeev is professionally certified as a Certified Incentive Specialist ([CIS](#)), Certified Incentive Travel Professional ([CITP](#)) and Destination Management Certified Professional ([DMCP](#)).

Rajeev often writes for trade publications and is commonly quoted as an expert source in the media. Rajeev lives in Delhi with his wife and two teenage sons who are currently studying overseas.

- Media Images: www.dropbox.com/s/umf0f7mg1spfqa8/Rajeev_Kohli_Media_Images.zip?dl=0
- L: www.linkedin.com/in/rajeevkohli/
- T: +91 98100 47777 E: engage@creative.travel

About Creative Travel



On April 21, 1977, out of a home garage, Ram Kohli founded Creative Travel with a vision to showcase the best India had to offer. Today, 41 years later, Creative has grown to be amongst India's largest and most respected family owned Indian travel companies. This has most certainly been an interesting journey. We have seen some of the best of times and some of the worst of times. The world has changed a lot since the journey started. And we have adapted to those changes. But one thing has remained constant – Ram's vision on how we are to run our business. Every organisation needs a soul, a mission, a foundation. To us, business is about building relationships. Our partners are our family, not numbers. Our travellers are guests not clients. We hold close to our hearts the values of integrity, of partnership, of quality and of trust - trust of our employees, of our partners, of our travellers. We would give credit for our success to over 150 team members across our system who strive to deliver a flawless, world class destination experience all over India, Nepal, Sri Lanka, Bhutan, Tibet & the Maldives.

Working in a family company can give you a very different perspective on life. For 43 years and over two generations, our family legacy has showcased India and her region in ways like no other. From very humble beginnings, our team persevered to make us amongst the region's most prominent and respected travel brand. Our team has toiled endlessly to bring home 22 prestigious 'World Travel Awards'; 7 'SITE Crystal Awards' for Incentive Travel and to even being named as 'India's Most Preferred Travel & Tourism Brand' for incoming tourism. Just a few of the 79 global and national recognitions presented to us for our services and testament of the work that the men and women at Creative do for our partners like you.

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www.creative.travel

Some Articles written by or mentioning Rajeev Kohli :

BITT (Business of Travel Trade) – January 2020 – “Dear Mr, Prime Minister”

http://www.bottindia.com/2019/12/31/dear-mr-prime-minister/?fbclid=IwAR3WITa91eTd_VmGMciq_SLF0Eab5f0Rmd2n_2YcJ6Am8YbCJvige5MnW9U

Whereabouts – September 2019 - “All Things Indian”

<https://www.whereabouts.in/all-things-indian/>

Travel Trends Journal – August 2019 - “Size Doesn't Matter”

<http://www.traveltradejournal.com/size-doesnt-matter/>

Travel Trends Journal – January 2019 - “Let me show you the gym”

<http://www.traveltradejournal.com/let-me-show-you-the-gym/>

Whereabouts – September 2018 – “When Price is the Weapon of Choice”

<http://www.whereabouts.in/when-price-is-the-weapon-of-choice/>

MICE Insider – May 2018 – “Daring to be Different” - Page 12 of the Magazine

<http://travelscapeonline.com/mice-march-2018.pdf>

MICE Insider – March 2018 – “Mice is not tourism, but Business Events” - Page 18 of the Magazine

<http://travelscapeonline.com/mice/mice-march-18.pdf>

Travel Trends Journal – January 2018 - “The light at the end of the tunnel”

<http://www.traveltradejournal.com/the-light-at-the-end-of-the-tunnel/>

Incentive Magazine – Nov/Dec 2017 – “25 Most Influential People in the Incentive Travel Industry for 2017”

<http://www.incentivemag.com/News/Industry/Incentive-Industry-25-Most-Influential-People-2017/>

MeetMe – Nov/Dec 2017 – “A Bright Future for Incentive Travel”

<https://content.yudu.com/libraryHtml/A432g3/meetmenovdec2017/reader.html?page=28>

TTG Mice – Nov 2017 – “Incentive spend rises at cost of fewer participants”

<https://www.ttg mice.com/2017/11/02/incentive-spend-rises-at-cost-of-fewer-participants/>

Mix – Oct/Nov 2017 – “Meet to Motivate”

<https://www.magzter.com/reader/5618/244966#page/51>

TravelMail – Jan 2017 – “Personality of the Month: Rajeev Kohli”

<http://www.travelmail.in/rajeev-kohli-joint-managing-director-creative-travel/>

MeetMe – Sept/Oct 2017 – “As the World Changes, So Does Incentive Travel”

<https://content.yudu.com/libraryHtml/A430it/meetmeseptoct2017/reader.html?page=34>

Mix – Sept 2017 – “How To Use Business Events to Motivate & Engage”

<http://mixmeetings.com/ideas/how-to-use-business-events-to-motivate-and-engage-2007>

Whereabouts – Sept 2017 – “We are bringing the audience to the forefront”

Page 15 - https://issuu.com/whereabouts24/docs/september_2017/14

Incentive Magazine – Jul/Aug 2017 – “Incentive Travel Stays Current”

http://incentive.texterity.com/incentive/july_august_2017/?pm=2&u1=friend&pg=16#pg16

Travel and Hospitality – Feb 2017 - “The New Year is a time for New Beginnings”

Page 14 - https://issuu.com/lightprem/docs/travel_and_hospitality_tnh_februa

Eventoplus – Nov 2016 – “Rajeev Kohli talks about the incentive trip”

<https://www.eventoplus.com/en/articulos/rajeev-kohli-talks-about-the-incentive-trip/>

Incentive Magazine – Sept 2016 – “Incentive Planning is an Art”

<http://www.incentivemag.com/Strategy/Management/Incentive-Travel-Experiences-Vital-SITE-Rajeev-Kohli/>

PCMA Convene – Jul 2016 – “Off the beaten track”

http://www.convene-digital.org/convene/july_2016?pg=71#pg71

SITE Blog – May 2016 – “SITE Young Leaders are “In the Know” with Rajeev Kohli”

<http://www.siteglobal.com/blog/site-young-leaders-are-in-the-know-with-rajeev-kohli,-site-president-2016>

MeetMe – May 2016 – “How emerging destinations can grow their Incentive travel”

<http://www.meetmiddleeast.com/how-emerging-destinations-can-grow-their-incentive-travel/>

Kongres Magazine – April 2016 - Interview

<http://kongres-magazine.eu/2016/04/exclusive-interview-rajeev-kohli-joint-managing-director-creative-travel/>

April 2016 – “Emerging Destinations Look to the Future”

<https://www.facebook.com/intoursmice/photos/pcb.966419066740886/966417406741052/?type=3&theater>

Incentive Magazine – Mar 2016 – “Incentive Travel Works”

<http://www.incentivemag.com/Strategy/Engagement/Incentive-Travel-Engagement-Strategy/>

TTG Mice – Aug 2015 – “Over Coffee with Rajeev Kohli”

<https://www.ttg mice.com/2015/08/04/rajeev-kohli/>

TravelBiz Monitor July 2014 – “A day in the life of”

<http://www.travelbizmonitor.com/A-Day-in-the-Life-of/rajeev-kohli-joint-managing-director-creative-travel-24520>

TTG India – Apr 2014 – “To Charge or Not to Charge”

http://www.ttgindia.travel/article.php?article_id=22993