

# My Customer's Event Was Cancelled...Now What?

*From tradeshows and music festivals to weddings and professional conferences, the spread of COVID-19 has forced the cancellation of events far and wide. The impact on the promotional product industry is profound, with companies large and small feeling the economic and emotional impact.*

It's nothing any of us have dealt with on this scale before and it's difficult to know what to do with cancelled orders and shuttered shops. Our advice? Get creative...be proactive and more than anything, do what you can to help your customers. Think of ways to help your customers use promotional products in innovative ways that will not only bring in revenue but also generate good will (and we could all do with some happiness these days).

ASI's Promogram found some great examples of some industry colleagues who are thinking outside the box and are truly making the best of these challenging situations. Their ingenuity can be an inspiration for us to move forward – even though many of are sitting still while working from home.

## **GIVE EVENT PRODUCTS A NEW LIFE**

A nonprofit in Atlanta had ordered bottles of hand sanitizer with their company's logo, website and phone number imprinted on them for an event that they then had to cancel. Nina Shatz, Business Development Director at BAMKO, advised the company to do some good with the now much needed hand sanitizer by donating it to those in their community who really need it, like senior citizen centers and those helping other high-risk groups. Not only is it a way to help their neighbors, but it's a way to create some positive publicity and good will for their nonprofit.

## **ENGAGE WITH REGISTERED EVENT-GOERS**

So, what if an event, like a business marketing conference, already had products created and delivered for their event.... which is now cancelled or postponed. There's no need to let those items go to waste. Instead, send a personalized package to those who registered for the event. Include the logoed items along with a note thanking them for their understanding, filling them in on the details



of the re-scheduled event and letting them know how excited you are to have them join the next event once all of this is over. Making a personal connection and engaging with them can make all the difference.

### **CREATE STAFF SPIRIT PACKS**

While the events may be cancelled, the teams and companies behind them are still at work, and are most likely working from home. Help keep those teams' spirits high by creating a kit for working from home with both fun and practical logoed items. These efforts can combat the challenge of keeping teams connected with the company and helping them stay positive and motivated while working from home under ever-changing circumstances.

### **ASK HOW YOU CAN HELP**

There's no better time than in a crisis to really strengthen the relationships that you've built with customers and colleagues. Whether you've worked with them for days, weeks or years, one of the most impactful things you can do right now is ask your customers how they and their businesses are doing. Don't try to sell them anything. Show compassion and empathy and listen to what they have to say. Do what you can to help them. You'd be amazed at what an impact even the smallest act of kindness can have. Those positive acts, whether big or small, won't be forgotten.

Source: <https://www.asicentral.com/news/newsletters/promogram/march-2020/how-to-navigate-event-cancellations/>