

**Meeting Planners at Top Healthcare Associations –  
Moving Forward Now and Post COVID-19**

**Doylestown, PA:** Poretta & Orr, a leader in experiential marketing, hosted a focus group with meeting planners from six top healthcare associations in May 2020 to discuss the continued value of face-to-face engagements now and in a post COVID-19 world. Discussion centered around providing strategies and tools and sharing information with industry peers and reinforced the notion that there is no substitute for face-to-face convention marketing.

Poretta & Orr provided a forum to discuss not only the challenges that meeting planners at associations face today in the COVID-19 environment, but also the strategies for solution-driven tactics that can be implemented to safely move forward and get back to business. While it was acknowledged there are a number of outside factors affecting the meeting planning process that cannot be controlled, for instance government regulations, airline capacity and hotel availability, discussion focused on those factors that could be managed and planned for.



Randy Bauler, CEM, Corporate Relations & Exhibits Director at American Association of Critical-Care Nurses shared, “The focus group discussion moderated by Poretta & Orr was an opportunity to discuss challenges and solutions with industry peers and reinforce the value of face-to-face live events. I found the focus group discussion useful and took away valuable information.”

Incorporating safety protocols to create peace of mind for attendees and exhibitors, was top-of-mind for participants. Providing resources that continue to demonstrate the value of face-to-face interactions as an integral part of successful trade shows was discussed at length, and participants also explored what they felt were top considerations when evaluating virtual platforms. In the current environment, utilizing a hybrid approach and incorporating a virtual component was considered a way to enhance the face-to-face experience.

The focus group included associations representing many different specialties, sizes and industry sectors. In addition, a separate focus group comprised of healthcare exhibitors was held on May 20, 2020.

For a copy of Poretta & Orr’s Healthcare Association Focus Group report please click [here](#). The Healthcare Exhibitor Focus Group report will be available soon.

**About Poretta & Orr:**

For over 30 years Poretta & Orr, a full-service exhibit and event marketing company, has provided our clients a truly strategic approach for their convention and event marketing programs for both live and virtual engagements. We are passionate about designing and building impactful exhibit booths, as well as executing the perfect events for our clients. Poretta & Orr has a global reach and is proud to be known for transformative creativity, high quality production, and superior customer service and excellence.

[www.porettaorr.com](http://www.porettaorr.com)

####

**Contact:** Jacqueline Beaulieu, HMCC | 404.509.4248 | [beaulieuj@porettaorr.com](mailto:beaulieuj@porettaorr.com) | [www.porettaorr.com](http://www.porettaorr.com)