

To: Chapter Executives and Chapter Board of Director Presidents
From: Karen Craven and Matt Hickman
Re: Coronavirus Update
Date: February 28, 2020

Overview: Following the acceleration of national exposure of the Corona Virus, the ACG Global Chapter Operations team has fielded a growing number of calls from chapter staff and executives about how to manage communication and how to assess the risk around canceling upcoming ACG events.

Background: We are not aware of any ACG related events being canceled because of the coronavirus. However, we are aware of several chapters fielding calls and proactively assessing risk and event options if the situation becomes more severe.

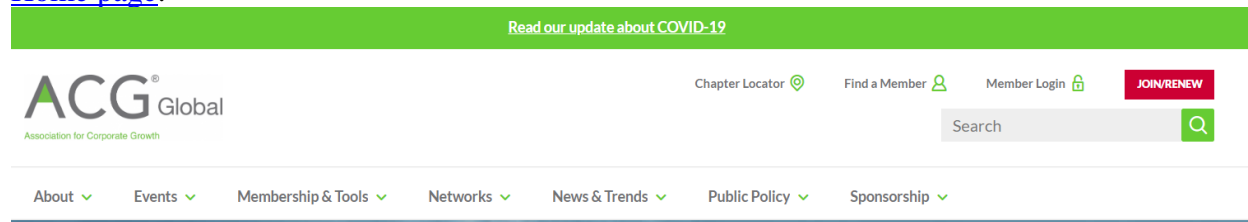
Main Global Contacts:

- Leslie Whittet, Vice President of Chapter Operations, remains your main point of contact on this matter. Leslie will coordinate all incoming inquiries with Global staff. Leslie can be reached at (312) 957-4273 and lwhittet@acg.org.
- Jason Friske, Director of Chapter Operations, will support website, Net Forum and Real Magnet inquiries. Jason can be reached at (312) 957-4284 and jfriske@acg.org.

Purpose: The purpose of this communication is to provide an initial line of communication and provide the chapters with language, guidance and, if needed, personnel support. Second, we will host conference calls as needed to ensure two-way communication about the nature of attendee inquiries and appropriate responses, to address ongoing challenges and manage risks.

This document offers language boilerplate. Global will place a link to this language on the header of the acg.org platform which will link to a news page that we will continue to update. Global has also placed this link (<https://www.acg.org/news-trends/covid-19-update>) on its events page, and recommends that each chapter do the same.

Home page:



[Event page:](#)

[Home](#) > [Event Management](#) > [Events](#)

Events

ACG hosts more than 1,100 events annually for middle-market professionals. ACG events offer something for everyone operating in middle-market M&A, including special networks for corporate development officers, family offices, women, and young professionals.

[Read our COVID-19 Update](#)

[SEARCH EVENTS](#)

[News page \(will continue to be updated\)](#)

COVID-19 Update

Read our update about COVID-19 (February 28, 2020)

ACG is monitoring the public health response to and guidance about the coronavirus disease 2019 (COVID-19). ACG is following the appropriate state and national guidance about managing business events accordingly, which include the [Centers for Disease Control \(CDC\)](#), [World Health Organization](#), [U.S. State Department](#), and the [Canadian Public Health Services](#). ACG recommends that all ACG event attendees follow their respective national health agency travel guidance, including if you become ill to abstain from travel and not participate in public events. If an ACG event cancellation is warranted, ACG will communicate via email to registrants. ACG requests that all attendees ensure their contact information is current to ensure the timely receipt of event updates.

[InterGrowth page:](#)

FAQS

ANSWERS WORTH KNOWING

ACG is monitoring the [Centers for Disease Control and Prevention \(CDC\)](#) public health response to and guidance about the coronavirus disease 2019 (COVID-19). ACG will follow the CDC's guidance about managing business events accordingly. ACG recommends that all ACG event attendees follow the CDC's travel guidance, including if you become ill to abstain from travel and not participate in public events. If an ACG event cancellation is warranted, ACG will communicate via email to registrants via events@acg.org. ACG requests that all attendees ensure their contact information is current to ensure the timely receipt of event updates.

Please contact events@acg.org with any additional questions.

Recommended language:

U.S. Chapters

ACG is monitoring the [Centers for Disease Control and Prevention](#) (CDC) public health response to and guidance about the coronavirus disease 2019 (COVID-19). ACG will follow the CDC's guidance about managing business events accordingly. ACG recommends that all ACG event attendees follow the CDC's travel guidance, including if you become ill to abstain from travel and not participate in public events. If an ACG event cancellation is warranted, ACG will communicate via email to registrants via [\(insert chapter email\)](#). ACG requests that all attendees ensure their contact information is current to ensure the timely receipt of event updates.

For events held outside the United States, ACG will follow guidance from the [U.S. State Department](#) and cancel the event if a level 3 or level 4 travel advisory is issued for the [host country](#).

For Canadian chapters

ACG is monitoring the [Canadian Public Health Services](#) response to and guidance about the coronavirus disease 2019 (COVID-19). ACG will follow the services guidance about managing business events accordingly. ACG recommends that all ACG event attendees follow the CDC's travel guidance, including if you become ill to abstain from travel and not participate in public events. If an ACG event cancellation is warranted, ACG will communicate via email to registrants via [\(insert chapter email\)](#). ACG requests that all attendees ensure their contact information is current to ensure the timely receipt of event updates.

For European chapters

ACG is monitoring the [World Health Organization](#) response to and guidance about the coronavirus disease 2019 (COVID-19). ACG will follow the WHO's services guidance about managing business events accordingly. ACG recommends that all ACG event attendees follow the WHO's travel guidance, including if you become ill to abstain from travel and not participate in public events. If an ACG event cancellation is warranted, ACG will communicate via email to registrants via (insert chapter email). ACG requests that all attendees ensure their contact information is current to ensure the timely receipt of event updates.

InterGrowth cancellation policy language follows and can also be found [here](#):

ACG must receive all cancellations in writing via email at acg@showcare.com.

Cancellations received on or before 5:00 p.m. CST on Tuesday, March 17, 2020, will be refunded in full. No refunds will be granted after that time and no application of registration fees will be applied to future events hosted by ACG chapters or ACG Global. Please note the cancellation deadline for ACG Capital Connection® and ACG DealSource® tables is also Tuesday, March 17, 2020, to receive a full refund. After this date, no refunds will be issued.

Event guidance:

Start with your team: Assemble your crisis management team. Size doesn't matter. Have the right people in place. For example, the team responsible for decisions related to a public health crisis impacting InterGrowth includes a mix of staff and volunteer leaders.

1. Plan:
 - a. Assess Risk:
 - i. Acquire Local Health Resources: Determine those contacts now, sign up for e-alerts and save the contact information so it's handy in event of emergency.
 - ii. Insurance. Call your agent and review your policy. Check your event insurance and determine if a "communicable disease" or "pandemic" is included. Policies vary and may also include if the government issues a warning, or forbids travel. It's likely this type of coverage requires a rider or an add-on. Going forward weigh the addition of this coverage for your events.
 - iii. Venue: Contact your venue and weigh your options. Cancellation versus reschedule? This includes weighing your room night commitment. Be sure to check the contract with your venue to determine if you have an escape clause.
 - b. Operations:
 - i. Cancellation policy: What is it? Is it clearly stated? Refer to InterGrowth language above. Debra Michie mentioned that she also included individual attendee insurance in their policy (cost built into event pricing).

- ii. Communicate proactively: Let your sponsors and vendors know that you are working with global, that we are following the situation, and that the health of our attendees is our foremost concern. That said, we are NOT health experts and are following the guidance of the appropriate government agencies.
 - iii. Develop your crisis communication response: We've attached our InterGrowth plan from last year as an example.
 - c. On-site and advance resources:
 - i. As Global designs and writes communication for InterGrowth attendees, it will share those resources via the marketing drop box.
2. Chapter communication: ACG will host a conference call Monday, March 2, @11 a.m. Central to hear and address concerns on COVID-19. The call will be recorded and shared with chapter representative unable to dial-in. We'll schedule additional calls as the situation warrants.
 - Call in information:
 - By computer: <https://www.uberconference.com/acgglobal>
 - Dial in number (312) 883-0041
 - Outside the US: [International access numbers](#)

Additional resources:

1. Attached: "[Key planning recommendations for Mass Gatherings in the context of the current COVID-19 outbreak](#)"
2. ASAE: <https://www.asaecenter.org/resources/roundup/issue-roundup-coronavirus>
3. Recommendations for an Infectious Disease Outbreak Response Plan: https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/guidance-business-response.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fguidance-business-response.html

Conclusion: Our team will continue to monitor developments and communicate as frequently as needed. Please continue to contact Leslie about event operations, and utilize Jason for website and technical support.