

PRESS RELEASE
For immediate release

Business Events Montréal Launches *Our 720° Safety Protocol* to Simplify Event Planning

Montréal, August 19, 2020 – Business Events Montréal, Tourisme Montréal’s meetings and conventions team, is making it easy for event professionals to understand the new landscape of planning meetings and conventions in Montréal, the number one city in the Americas for international events¹. The CVB and its partners have done twice a 360° sweep of every step of a delegate’s journey in the city, and have subsequently created and implemented a list of health protocols that streamline important information regarding events in Montréal. The list of measures and regulations includes details about the Montréal-Trudeau International Airport (YUL), safety standards at the Palais des congrès de Montréal, sanitary procedures at hotels, the latest measures adopted on public gatherings, and more. Located on Business Events Montréal’s website, [Our 720° Safety Protocol](#) is a one-stop place for planning a safe and smooth event.

“Safety and health are our top priorities, and we understand how they have now become the uppermost qualities on the list of evaluated criteria when it comes to selecting a destination to host a meeting or event,” mentioned Yves Lalumière, CEO of Tourisme Montréal. *Our 720° Safety Protocol* is our way of getting succinct, accurate information about sanitary measures and procedures put in place in Montréal, into the hands of event professionals.”

Our 720° Safety Protocol marks an important step in moving forward. Business Events Montréal is aware that large events and meetings are more limited considering the temporary social distancing measures and border regulations adopted by governments in respect to international health recommendations. Notwithstanding this reality, BEM is focusing on the future. While events—such as conventions, board meetings, product launches, and sporting competitions—might be facing changes that impact the core of their format, Business Events Montréal, along with its partners, continues to work on developing creative and innovative solutions to answer the remaining needs of hosting meetings and events.

¹ International Meetings Statistics Report for 2019 (Union of International Associations)



Our 720° Safety Protocol
We've double-checked everything.

BUSINESS
events /
MONTREAL

About Tourisme Montréal

Tourisme Montréal is a private, non-profit organization that has been positioning Montréal as a world-class leisure and business travel destination for over 100 years. The organization leads innovative tourism strategies that have a twofold objective: to ensure visitors enjoy a quality experience and to balance economic growth with the city's long-term interests. Tourisme Montréal plays a leading role in the management and development of Montréal's tourism industry, and advises on issues related to the city's economic, urban and cultural development. It brings together more than 1,000 tourism professionals. For more information, go to www.mtl.org.

– 30 –

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