

## MEETING GUIDE & TIPS

### Meeting Outline

The following outline is a suggested approach for the meeting. Be prepared to adapt, for example, if the candidate begins with questions.

- Open your meeting(s) by thanking the candidate for having taken the time from his/her busy schedule to meet with you and discuss these important issues.
- Introduce yourself:
  - Where you live
  - Your profession & how long you've worked there
  - Give an overview of the sector and the kinds of people you work with within the community
- Say a few words about the purpose and aim of your meeting:
  - Canada's hotel industry is an important part of our community and across Canada
  - We are facing a near-certain financial crisis that will hit the hotel sector especially hard this fall and winter.
  - In order to ensure the survival of my business, continued and tailored support will be necessary for those who need it most.
- Utilize **talking points** to guide the discussion.
- Discussing HAC's priority issues of concern in a local context is a strategic direction to achieve success and will create a more interesting and relevant dialogue
- Share personal anecdotes. They can be very receptive to pieces of information that have a personal touch and in which you may have been directly involved. You can mention that you will be providing an update on your meeting to HAC.
- Pay attention to the time you have been allotted. They will appreciate your understanding that he/she has many commitments that must be kept.
- At the end of the meeting, briefly summarize the key points discussed. Make sure to add that if he/she has any questions, to not hesitate to either personally contact you, or HAC directly.

### Meeting Tips:

- It is very important to thank the candidate for taking time out of their busy day to speak with you.
- If you are meeting with a Liberal candidate, it is also very important to thank and acknowledge how hard the Liberal government has been working for Canadians during this time.
- Transition to how hotels are unique and don't fit the one size fits all approach the government has (understandably) taken.

- Emphasize the impact that the pandemic has had on YOUR hotel. The hotel is part of the candidate's community, and you employ their constituents. They will care about the local angle more than the national numbers. Stress the fact that the termination of CEWS will have a significant impact on your employees and you're worried about having to lay employees off.
- Emphasize that you were doing well before the pandemic, and will recover strongly ONLY IF the sector continues to receive support from the government.
- Include any local stories of contributions to the community, jobs, pandemic support, etc.

**After the Meeting:**

- Please complete this form. It is very important to receive this information for tracking purposes.
- At any time, feel free to contact **Aaron Haddish, HAC's Policy Analyst**, if you have questions or concerns, or to report good news. If the candidate asked for additional information, please follow up with HAC.

Aaron Haddish  
Policy Analyst

T: 416-993-7020  
E: ahaddish@hotelassociation.ca