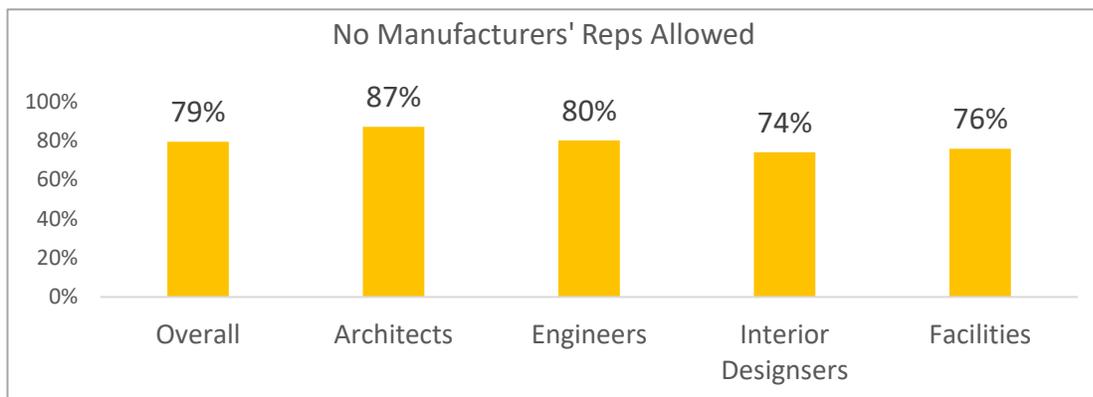
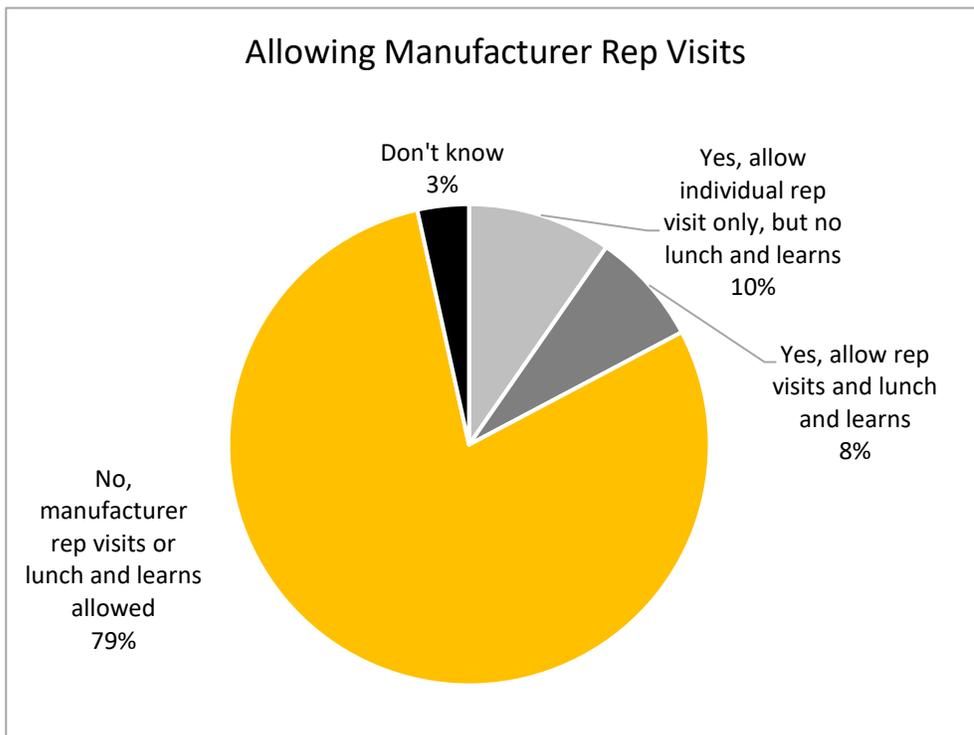


Due to the COVID-19 pandemic, the majority of companies or firms are not allowing product manufacturers to visit or present a CEU lunch and learn.

Are you or your company currently allowing manufacturer's reps to visit or present a lunch and learn or other group meeting?



TAKE AWAY: Due to COVID, the majority of firms and buildings are currently not allowing manufacturers reps to visit. Product manufacturers and their reps will need to rely on other communication channels to reach the building professionals including; online resources, phone and email.



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Purpose:

To find out if firms/companies are allowing manufactures reps to visit the office or present group CEU lunch and learn programs.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 145 completed surveys.

Conclusion:

Due to the COVID-19 pandemic the majority (79%) of building professionals' companies are not allowing any manufacturer rep visits. Those that are allowing rep visits require an appointment and only when there is a specific need to have access to detailed product information. Some of this maybe because many building professionals have not yet returned to spending 100% of their time in the office. In addition, to help protect employees, many companies have implemented very strict visitation requirements which may include, limiting the number/type of visitors, social distancing, health checks and mask requirements. Since reps are not allowed to make CEU or groups presentations, some have created new channels such as outside or on-line virtual meetings. Typically building professionals met regularly with manufacturers' reps to stay up to date on new products and to get more detailed information about how a specific product could help meet project objectives. Since most building professionals do not know when their companies may return to allowing rep visits, product manufacturers need to make sure they are using all types of channels to get their product information to key decision makers and influencers.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=156. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.