

## Best Practices for Hosting a Virtual Dealer Visit

Just as the COVID-19 pandemic has changed the way we live and do business, it has done the same for Congress. Many congressional offices have suspended in-person site visits in their districts until further notice, and instead are meeting virtually with constituents through various technology platforms. If done right, a virtual visit can be just as impactful as an in-person visit.

### Format

Although you can choose to give a “live” virtual tour of your dealership to your Member of Congress, you can also record a video tour of your store in advance, and then share the video during the live Zoom. You can have a staff member take the video as you host/narrate or simply do a walkthrough without sound, and narrate the tour during the live Zoom meeting. This will allow you to have more control over what you share, as well as make sure you are staying within the agreed upon timeframe. To follow are some quick and easy steps you can use to ensure a successful Virtual Dealer Visit.

### In Advance

- Identify a dedicated internet connection for the virtual meeting, if possible.
- Familiarize yourself with and practice using the technology platform agreed upon for meeting.
- Think about your COVID story and jot down notes, if needed:
  - How was your business doing before COVID?
  - How have things changed? The more detail you can share, the better.
  - Did you participate in the Paycheck Protection Program? Discuss impact on your business.
  - How many employees you have and have been able to keep because of the PPP?
  - What have you done to adapt to new safety protocols?
  - What are currently your biggest challenges? Are there opportunities for Congress to help?
  - What have you done in your community during COVID (food banks, PPE donation, complimentary services, etc.) \*See #DealersDoGood on *twitter*
- Consider designating a staff member to snap photos of the virtual meeting, if appropriate.

### During

- Thank the Member of Congress and any participating congressional staff for their time.
- Introduce yourself and any other dealership participants.
- Introduce your business, highlighting number of employees, local economic impact, any local charities or efforts your support, etc.
- Articulate your COVID story (see above). Thank them for PPP if you participated in the program.
- Share your pre-recorded video tour, or do live tour if preferred. If sharing pre-recorded tour, make sure to set audio sharing controls appropriately based on your narration preferences.
- Thank them again for their time. Clarify any follow up items, if applicable.

### After

- Share feedback, any follow-up items, and any photos taken, with AIADA.
- Send a thank you note to the legislator and any staff that participated in the tour.

**AIADA is here to help you every step of the way. Don't hesitate to reach out with any questions or for assistance at [grassroots@aiada.org](mailto:grassroots@aiada.org) or (703) 519-7800.**