



# COVID-19

Across Canada and  
The United States

## COVID-19 Across Canada and the United States

North America was hit by the first wave of COVID-19 in March 2020. Life came to a standstill as public health emergencies were declared in every province and territory. Public gatherings were banned, non-essential businesses closed, and the Canadian federal government invoked the Quarantine Act, banning non-essential travel. Those returning to the country had to self-isolate for 14-days.

### Challenge

Government agencies and municipalities needed to engage with stakeholders, public employees, and citizens to provide vital health and safety information that was changing hourly. Residents had numerous questions and concerns that needed to be addressed, rumours dispelled and misinformation mitigated in real time. Many clients wanted to avoid streaming platforms, which present security concerns, as well as accessibility challenges for rural and indigenous communities with limited internet access and older residents.

### Solution

The Motion Meetings team, working as Converso at the time, was retained by government bodies and elected officials across the US and Canada to facilitate critical conversations.

In Canada – Motion conducted over 100 sessions for the Government of Alberta, including calls with senior political leaders and health officials, and worked with the Alberta Emergency Management Agency to update emergency managers across the province. The Regional Municipality of Wood-Buffalo, encompassing Fort McMurray and much of northeastern Alberta, held 9 stakeholder sessions. Amid COVID, the Municipality was also hit by a catastrophic flood for which Motion facilitated additional events with local officials and disaster relief agencies to assist affected communities.

In the US – Motion assisted a number of clients with public engagement promoting vaccination, such as Immunize Nevada, University of Nevada Las Vegas, and the City of Corpus Christi.

### Result

Over 100 COVID-related virtual town halls across North America reaching over 1 million individuals.

To learn more and book a demo visit [www.motionmeetings.co](http://www.motionmeetings.co)

SCAN HERE!



## Outcomes



100+

Virtual Town Halls



1M+

Over 1 million participants



15K+

15,000+ raised hands



65 Mins

Average participant on for 65 mins