How have you observed businesses adapting to the COVID-19 outbreak?

1. The hospitality industry saw some increase in summer activity – a small resurgence in demand for exterior corridor hotel rooms, rather than the full-service hotels. Exterior corridor design limits interaction with others while maintaining private living/workspace.

2. Many companies have experienced the COVID-19 outbreak as a tailwind, not a headwind to business, with entrepreneurial companies and success being born as a result.

3. A virtual meeting platform allows us to lean into the social experience with cross chapter and international events, bringing more students and alumni together.

How are companies adjusting their products and services to meet customer needs?

1. Overnight hotel services are being streamlined to limit face-to-face contact. Rooms are being repurposed to provide a dedicated office space, offered at a daily rate.

2. Supply chains are changing in business. Companies are realizing fragility of supply chains as illustrated in the need for PPE. This may increase the trend to re-patriate manufacturing or diversify the countries where US-based companies made products.

3. Disruption, while it may arise in painful ways like an outbreak, is an opportunity for entrepreneurs to figure out how to do things better or differently.

What are the opportunities for organizations like AKPsi to grow during this time?

1. A virtual meeting platform allows us to lean into the social experience with cross chapter and international events, bringing more students and alumni together.

2. Leveraging technology and content virtually provides an opportunity to bring a bureau of talented alumni speakers to students directly at their local chapter.

2020-21 Members

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