

NFDA Cancels In-person International Convention & Expo and Will Unite the Profession During Its First-ever Virtual Convention

Brookfield, Wis. – Out of concern for the well-being of funeral professionals, exhibitors and association staff, the National Funeral Directors Association (NFDA) has canceled its in-person 2020 International Convention & Expo, scheduled for October 18 through 21 in New Orleans. NFDA will instead hold its first-ever virtual convention the week of October 18.

“With the recent spikes in COVID-19 cases in many states, canceling our in-person event was necessary to assure the health and safety of everyone who participates in our convention,” said NFDA CEO Christine Pepper, CAE. “Even if large indoor public gatherings are permitted by state and local officials, ensuring everyone is following best practices, such as physical distancing and wearing masks, is a significant challenge. Moving to a virtual option is the very best way that we can protect the well-being of our funeral service family.”

“My colleagues on the Board of Directors and I are very excited about NFDA’s first-ever virtual convention,” said NFDA President R. Bryant Hightower Jr., CFSP. “Our virtual event will deliver the type of high-quality, dynamic experience our members have come to expect from NFDA, complete with progressive speakers and opportunities for networking with peers. Attendees will also be able to visit our virtual Expo Hall to connect with suppliers. Even though we’re hosting a virtual event this year, the NFDA Convention is still the ‘must-attend’ event of the year for funeral directors throughout the country and around the world.”

Registration for the 2020 NFDA Virtual International Convention & Expo will open August 17, 2020.

NFDA is the world’s leading and largest funeral service association, serving more than 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit www.nfda.org.