**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): September 10, 2020**



**Viad Corp**

**(Exact name of registrant as specified in its charter)**

|  |  |  |
| --- | --- | --- |
| **Delaware** | **001-11015** | **36-1169950** |
| **(State or other jurisdiction** |  | **(IRS Employer** |
| **of incorporation)** | **(Commission File Number)** | **Identification No.)** |
| **1850 North Central Avenue, Suite 1900,** |  |  |
| **Phoenix, Arizona** |  | **85004-4565** |
| **(Address of principal executive offices)** |  | **(Zip Code)** |

**Registrant’s telephone number, including area code: (602) 207-1000**

**Not Applicable**

**(Former name or former address, if changed since last report)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

* Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
* Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
* Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
* Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

|  |  |  |  |
| --- | --- | --- | --- |
| **Title of each class** | **Trading** | **Name of each exchange on which registered** |  |
| **Symbol(s)** |  |
| **Common Stock, $1.50 Par Value** |  | **VVI** |  | **New York Stock Exchange** |  |
| **Preferred Stock Purchase Rights** | **\_\_** |  | **New York Stock Exchange** |  |
|  |  |  |  |

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐



**Item 7.01 Regulation FD Disclosure.**

We will post an updated investor presentation on our website at www.viad.com at 7:00 a.m. Eastern Time on September 16, 2020. The presentation will be used during meetings with investors and will include information regarding Management’s response to the COVID-19 pandemic and business performance. The presentation will also include forward-looking statements and cautionary statements identifying important factors that could cause actual results to differ materially from those anticipated, as well as certain non-GAAP financial measures and a reconciliation of those measures to applicable GAAP financial measures.

The information in this report will not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section and it will not be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

1



**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

|  |  |
| --- | --- |
|  | Viad Corp |
|  | (Registrant) |
| September 10, 2020 | By: /s/ Derek P. Linde |
|  |  | Derek P. Linde |
|  |  | General Counsel and Corporate Secretary |
|  | 2 |  |