

## Organizer during-event checklist

Designing a safe, successful event in a post-COVID-19 world: physical, digital, or hybrid

### Send the right booth staff Implement pre-event registration

- ✓ Provide the option for attendees to be mailed their badges in advance or allow for print-at-home or hotel option. Eliminate long queues and crowds by enabling convenient locations for check-in and registration such as express check-in and satellite registration, at hotels and airport.

### Enter safety first

- ✓ Require masks for entry to keep everyone safe.
- ✓ Consider requiring temperature checks for all employees and attendees of the event.
- ✓ Provide facilities to care for workers or attendees who may become sick on-site. Assess and refer them to medical professionals as soon as possible, if needed.
- ✓ Schedule tours of the show floor. This could also include scheduling visitors for your exhibitors, so meetings are done by appointment only.
- ✓ Evaluate the screening plan that is right for your show, whether that be temperature checks or even rapid tests.

- ✓ Ask attendees to complete a health questionnaire before entering the event. Attendees should not enter the in-person event if they have experienced flu-like symptoms, have a fever, or have been recently exposed to the coronavirus.
- ✓ Pre-event registration, safety protocols, show site experience, reinventing the classroom, digital adoption, and lessons for hybrid success.

### Design a safe show experience

- ✓ Rethink the layout. Larger lounges with individual seating are a good place to start. Go further. Rethink the rows of 10x10 booths and create more space for your exhibitors to interact safely with attendees.
- ✓ One-way aisles vs. wider aisles? One-way aisles are more cost-effective, as they leverage infrastructure already in place. We recommend adding personnel with signs at aisle openings to help ensure traffic flows smoothly. These individuals can help direct traffic at a safe distance to put attendees at ease.
- ✓ Floor graphics for social distancing — Use graphic indicators as a reminder of how far apart attendees should stand when in line.



- ✓ Enable touch-free doors and entryways.
- ✓ Sanitation stations — Provide touch-free hand sanitizers, hand-washing stations, etc.
- ✓ Mark the locations on signage maps or within your event app.
- ✓ Utilize remote robotics — Enable attendees to explore and interact with spaces via a roaming robot versus physically doing it themselves.
- ✓ Service desk / concierge — Transition away from a physical to a virtual service desk. Provide on-demand response services, but have the first touchpoint be virtual, and follow up through mobile communications or email.

- ✓ Protect workers and attendees with transparent barriers where appropriate.
- ✓ Use sneeze guard protections and other barriers for appropriate areas (information desk, service desk, registration) where technology-based distancing isn't feasible.
- ✓ Networking in the now. Remember, we're still social distancing. Use greenery or transparency screens for collaborative sessions. Provide virtual group networking with video walls.

#### Education

- ✓ Reinventing the classroom. Set up seating to incorporate social distancing, including one-way aisles to minimize contact.

- ✓ Incorporate learning paths and gamification to encourage participation. Create thoughtful experiences that balance competition and collaboration. Engage your audiences to embrace their inner problem solvers.
- ✓ Consider recording all sessions to promote after the in-person event.

#### Let's get digital

- ✓ Apps will be key — Technology providers will continue to integrate new application technology into the fabric of events, but with a 365 mindset. Future apps will go beyond location finding, session schedules, bios, attendee profiles, and matchmaking to seamlessly connect physical and digital worlds.

- ✓ Large touchscreens and wearable tech (VR goggles) will need to take sanitation standards into effect. Enable attendees to use their own devices to drive a digital experience wherever possible.
- ✓ Utilize beacons for crowd control and push notifications. This creates an easy snapshot of where attendees are.
- ✓ Control density. Use measurement technology and heat maps to determine and control capacity levels to ensure areas do not become overly crowded.
- ✓ Identify attendees more easily with facial recognition (FR). This tech is being used extensively for exhibition registration in Asia. The benefits — enhanced ease of touch-free check-

in, increased security, and real-time, actionable insights for show organizers — are undeniable.

### Leaning into hybrid

- ✓ Online audiences were slightly more forgiving of technical glitches; this is no longer the case.
- ✓ Experiment with microlearning. Adults have a 10-minute attention window. It's critical to deliver information in very small amounts quickly. It boosts knowledge retention and enables individuals to quickly pick up concepts.
- ✓ Choose the right tech for your use case. Livestreams, webinars, virtual conferences — each has unique benefits for your attendees and your sponsors.
- ✓ Personalization x10. Audience segmentation and even self-selection can be further leveraged with attendees dispersed throughout the globe.

- ✓ Think about adding more breakouts to discussions with unique focus. This allows each audience to get more of what they need from you.



- ✓ Never underestimate on-demand. Our clients share that nearly 60% of online viewership comes from the on-demand version of their content. Broadcasting live is great, but depending on your content and budget, it's not always necessary.
- ✓ Create communities online. Focus on creating opportunities for discussion and interaction rather than simply

archiving what's happened at an in-person event.

- ✓ Mirror what your audiences already consume online. Give your audience content that is stimulating and fun by using the methods of podcasting, influencer-led forums, and entertainment.
- ✓ Embrace more voices. Integrating digital means bringing more voices into the conversation. Rather than a single speaker, bring in multiple thought-leaders to share varying perspectives. Find speakers and experts who can speak to different levels of audiences.
- ✓ Inject humor, fun, and engagement into content. Understand that your job may have evolved from delivering information to, at times, entertaining your audience. Keep it fresh, fast-moving, and fun.
- ✓ Focus on pre-show content delivery to prepare (and enhance) on-site experience. This sets the tone for what your audience can expect during