

Organizer pre-event checklist

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

☑ **Be prepared**

For any event, a crisis communication plan should be in place. Be transparent with your attendees about how you will protect their health and safety.

☑ **Strategize your show approach**

Analyze the show's demographics and think through how you can still reach your audience even if they can't be in attendance in person. You may decide that digital plays a much bigger role in your event strategy than in past shows. Local restrictions may require that you host a more intimate event. Savvy event organizers should be adding virtual components to future events.

☑ **Adjust KPIs**

Foot traffic may very well no longer be the best indicator of success. Think quality over quantity and educate your exhibitors on this shift.

☑ **Adapt marketing and communication strategy**

Ensure your tone and message are authentic, honest, open, and transparent. Shift your focus from the size of the event to the smaller, more intimate connections that are made. Let your audience know what your on-site preparedness/sanitation plan is.

☑ **Reconsider registration**

Registration can become entirely digital: Use an eco-friendly alternative to printed programs and handouts — give your attendees the option to register in advance by using their laptop, tablet, or smartphone. Some tools feature tracking and do-it-yourself options where you can share contact information and enable contactless pay.

☑ **Reimagine your show design**

Create a safe space for attendees everywhere from the education sessions to the show floor.

☑ **Rethink sponsorship opportunities**

Consider your sponsorship opportunities and amplify them to include pre-event communications, online elements, and on-site experiences. Carefully make available promotional items and sponsorships that keep attendees safe, such as hand sanitizer, face masks, or hand-washing stations.