

Exploring Accepted Practices for In-Person Events During and After COVID-19

Moderator:

Amy Ledoux, CAE, CMP, chief learning and meetings officer, ASAE: The Center for Association Leadership

Panelists:

Amy Calvert, CEO, Events Industry Council

Michael Dominguez, president and CEO, Associated Luxury Hotels International; cochair, APEX COVID-19 Business Recovery Task Force



Navigating Events During and Post-Covid: What Should We Be Considering?

- Health & Safety of attendees and staff - How do we communicate appropriate protocols are in place to gain participant trust?
- Understanding venue health and safety protocols – what should you be looking for? (protocols, communications plan, liability)
- Meeting and event design considerations necessary for social distancing – what should we be re- thinking (attendance numbers, room sets, registration processes, meal service, trade show design)
- Meeting management considerations – what do we need to be thinking about when on-site? (audio visual best practices for speakers and Q&A, networking events, trade show viability)
- Transportation best practices – what are they and how do I communicate those to our attendees?
- Risk Management - Roles & Responsibilities of organization, suppliers and attendees?



Events Industry Council Member Organisations



100,000+ individuals, 19,500 firms, nearly 100 countries

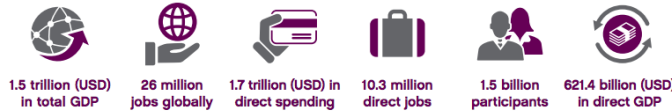
Advocacy Resources

- Visit our website to find regional and global tools related to the economic significance of the events industry

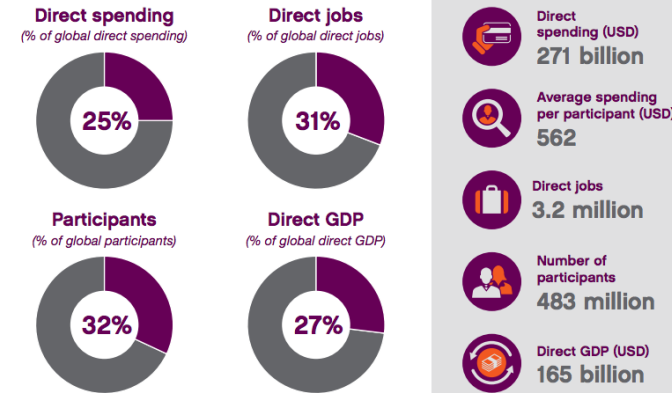
The power of the global events industry



The Events Industry Council's 30+ member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. Face-to-face events make a significant contribution to the global economy. The Global Economic Significance of Business Events study, commissioned by the Events Industry Council and conducted by Oxford Economics, revealed some powerful statistics.



Business events — Asia



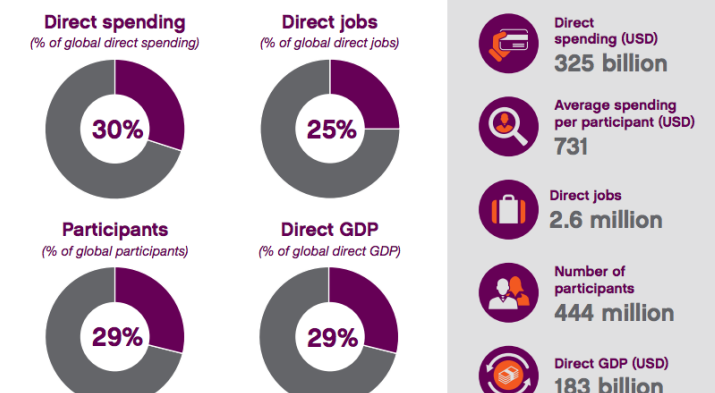
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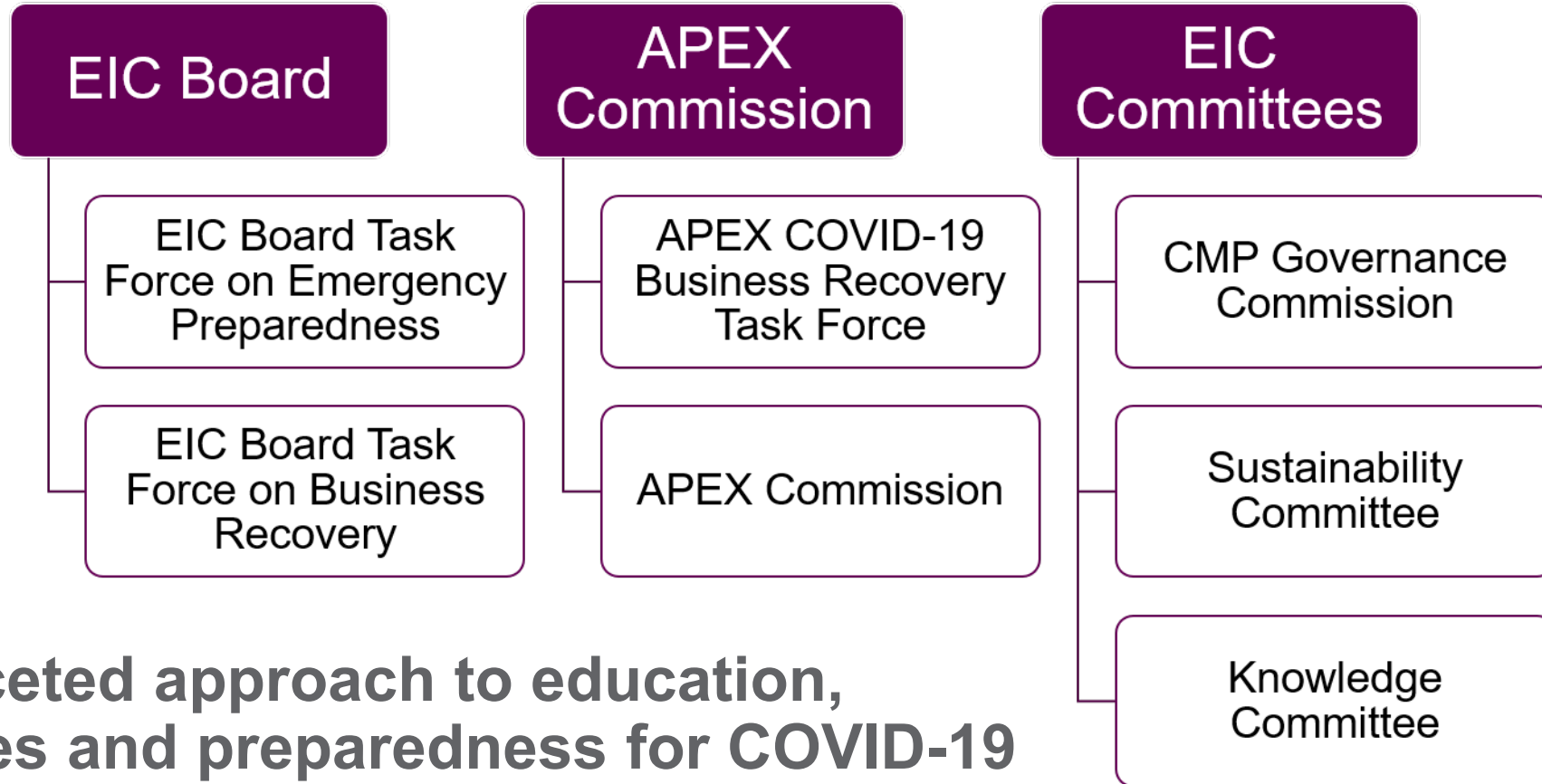
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Business events — Western Europe



EIC Structure



Multi-faceted approach to education, resources and preparedness for COVID-19

APEX COVID-19 Business Recovery Task Force Work Streams

- This task force will curate industry, regional and complementary sector resources
- Will include regional review and adaptation groups and work streams dedicated to:



Accommodation



Venues



Transportation



Risk
Management



Workforce



Meeting and
Event Design



Advocacy



Trade Shows and
Exhibitions



Business
Continuity



Communication



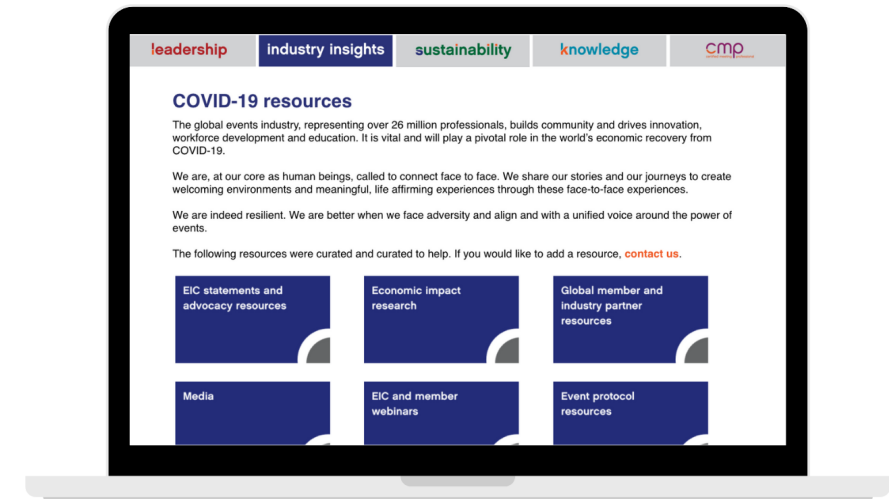
Wellness



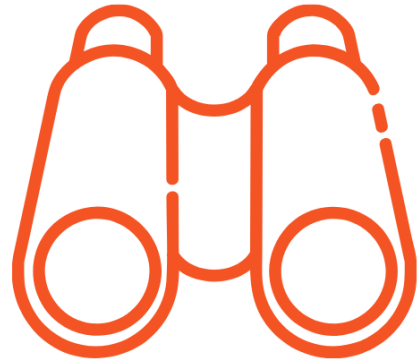
COVID-19 Business Recovery Task Force



- This task force will curate industry, regional and complementary sector *resources*
- The task force will include regional review and adaptation groups (EMEA, LatAm, APAC, NorAm)
- The task force will also have work streams dedicated to specific areas, including accommodation, venue, travel, advocacy and meeting design
- Rolling releases of materials produced by the task force are planned



Vision and Values



We share a common belief in the value of live events, and support our industry's global work force and all the communities that depend on the business of human connections by curating, cultivating and communicating the programmes and practices that will enhance health and safety for in-person gatherings.



TRUST

We earn trust in event safety through transparent communications, guidelines and practices that are grounded in verified scientific data.



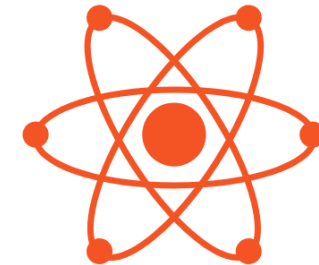
EQUITY

We advocate for equitable social, environmental and economic conditions for our workforce, our organisations and the communities we serve.



COMMUNITY

We celebrate and champion our global event community and advocate its relevance through collaboration and safe human connections.



INNOVATION

We act as an innovation incubator for the ideas, technologies and practices that will fell the most pressing challenges facing our industry and our society.

Methods



HEALTH AND
SAFETY



COMMUNITY



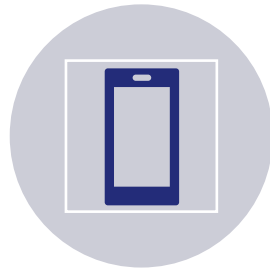
GLOBAL
ECOSYSTEM



RESKILLING THE
INDUSTRY



INNOVATION



DIGITAL
TRANSFORMATION



ADVOCACY



RISK MITIGATION

Obstacles



GOVERNMENT
REGULATIONS



VARIED REGULATIONS
AROUND THE WORLD

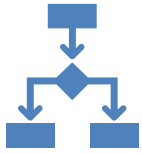


UNCERTAINTY UNTIL A
VACCINE IS CREATED



FEAR VS DATA

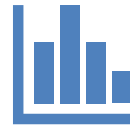
Meeting and Event Design



Meeting and event
decision grid



Attendee
guidelines and
code of conduct



Meeting and event
metrics



Communications
considerations



Meeting and event
design resource
glossary

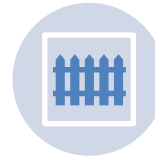
Task force members:

Chair: Liz Warwick, Liberty Mutual

Members: Allison Kinsley, CMM, CMP, CED, Kinsley Meetings, Cathy Schlosberg, PSAV

Hotels Work Stream Participants

- Stephanie Glanzer, CMP, MGM Resorts International
- Juli Jones, Hotel Sales and Marketing Association International
- Mary Kreins, CSAE, Disney
- Frank Passanante, Hilton Worldwide Sales
- Tammy Routh, Marriott Global
- Peter Scialla, Delos



Create transmission barriers



Enhanced cleaning



Promoting health screening



Food and beverage guidelines

We have learned that innovations to drive future growth are at their highest during periods such as this. The response has by the lodging community has been rapid, fluid and most importantly has been a collaborative endeavor.

Where to go for more information:

@Events_Council #APEXTaskForce
covidtaskforce@eventscouncil.org
eventscouncil.org/coronavirus

