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.
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
• 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.

COVID-19 Task Force Statement of Shared Values
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

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

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

https://covidtaskforce@eventscouncil.org

https://eventscouncil.org/coronavirus