

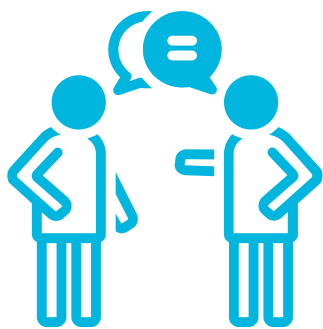
EVENT DESIGN 2.0

TALK SERIES TAKEAWAYS WITH INDUSTRY EXPERTS:

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COMMUNICATE MORE

Throughout the planning process, continue to ask yourself and challenge your partners with the question: "What are we trying to accomplish and why?" These types of courageous conversations with your suppliers keep the focus on the big picture and enable greater solutions that meet your event objectives AND help ensure the comfort level of all stakeholders.

CREATIVE USE OF SPACE

Based on social distancing requirements, consider utilizing the perimeter and height to address the illusion of an empty meeting space. Take advantage of rigging points to hang items (hello branding opportunities!) and increase lighting to make an impact. Embrace shrubbery and greenery to add warmth. Take advantage of building in "Instagramable" moments - as business returns let's encourage attendees to share the "live" experience for confidence building.



VIRTUAL CONSIDERATIONS



Start with the in-person experience in mind. If tech is already integrated in your live event, taking the experience virtual will be one step easier. Ask your suppliers how their existing technology can be elevated to support your new hybrid needs - broadband and production elements are already in-place in many instances, they may just need to be utilized differently to fulfill your new need. Also, consider having an emcee at the entrance of the meeting space broadcasting to virtual attendees for an "in room" experience with your live guests.

STRATEGIC DESIGN

New event layouts based on social distancing requirements shouldn't be a hurdle for interaction. We can still find ways to emphasize networking, engagement, entertainment and WOW our attendees. Incorporate audience response technology for real-time engagement with live and virtual attendees. Consider creative floor plans to ensure guests aren't focused on the need to spread out - assigned seating may help. Talk with your hotel/convention partners regarding how to use space in unconventional ways to maximize social distancing. Above all else, always lead with your event design goals, not just decor.



STAY FLEXIBLE



For the moment, FOMO has been replaced with FOGO. We don't know what the "new normal" looks like yet, but we do know event design needs to be inclusive of all comfort levels. So, how do we move forward? Plan a decision matrix regarding live, virtual and hybrid attendance levels, set benchmarks for decision making and work closely with suppliers so you are empowered at every stage.