

RISK/REWARD, OUR NEW ROLES

TALK SERIES TAKEAWAYS WITH INDUSTRY EXPERTS:

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STANDARDS OF EXECUTION

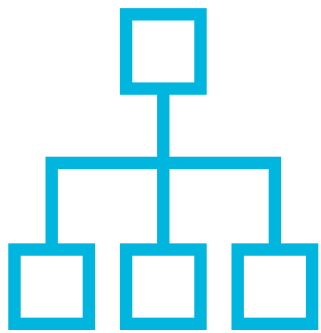
It's complicated to plan for risk while balancing reward, overwhelming actually. Start with what we know - what's recommended, allowed, governed (i.e. size of groups, social distancing, PPE, etc.), then expand to ensure you are exceeding standards of execution to ensure the best for your attendees, staff and partners.

CONSULTATIVE APPROACH

Lean on your destination partners for solutions beyond the minimum safety requirements. Local experts are focused on delivering THE BEST for their clients in terms of safety, ROI and overall guest experience. If a partner isn't asking or sharing WHY alternative solutions are the best fit for group needs - nudge or seek answers elsewhere.



DECISION MATRIX



Meeting and event planners are resilient. We bob, weave and plan for various scenarios - today is no different. We need multiple contingency plans so we aren't stalled and can empower decision-making. How? Build your decision matrix for live, virtual and hybrid events (see Event Design 2.0). What is most critical to ensuring all 3 plans are scalable to meet destination restrictions? This is where your local partners can provide tremendous value.

IT'S ALL IN THE DETAILS

Talk with your supplier partners - find out HOW their operations have changed and WHY their new procedures matter... details that you may want to carry into different elements of your planning. Current local efforts to improve safety outcomes include:

- Step-by-step protocols for sanitation
- Bio-screening and medical presence to ensure safety
- Efforts to manage contact tracing (i.e. mobilization in pods, assigned seating, QR codes for identification, etc.)

Once details are in place - communicate them. End-to-end safety communication establishes confidence at every turn.



EST. TRUST FROM THE START



- With partners - local experts are doing their due diligence; ensure you understand and are comfortable with the solutions and all proactive measures they recommend.
- With stakeholders & attendees - over-communicate at every stage to ensure they show up and take in the experience, regardless of platform.

We're in this together. We can achieve optimal safety AND meeting and event goals. Let's do this!