

## DESIGNING FOR SAFE EVENTS with Lilian Shen, Director of Marketing, CORT Events

### Early Stage of Events Coming Back - Stringent Design Concepts

- Conservative sets.
- Sanctuary sitting gives each attendee their own space with a separate seat and table.
- Cabaret style dining clusters still feel like a group setting but with 6 ft. distancing.

### Toward Latter Half of 2020 - Adapting More Protocols

- Incorporated more sponsorship opportunities with branded cocktail tables with sponsor decals, QR code or collateral material.
- Keep 6 ft distance seating but also add in 3 ½ ft distancing of seating to allow attendees to make the decision on where and how they wanted to be spaced.
- Utilize more décor to create the illusion of a filled space.
- Provide options for seating to allow everyone to feel comfortable throughout the event.

### The Current State – Lingering Behaviors as States Lift Restrictions...People are Congregating in Smaller Groups with a conscious effort to come face-to-face but giving attendees more room to talk.

#### Create modularity

- Offering a variety of options for attendees allows everyone to feel included; tiered seating offered as a variety starting with shoulder to shoulder, 3ft distanced and 6 ft distanced options. This allows attendees to make the appropriate decision for themselves.
- Offer breakout sessions with smaller #'s but more groups.
- Create common areas for relaxation that incorporates "something for all."
- On the show floor, ensure that attendees have options for visiting booths, education (small theater style), lounge areas so people feel comfortable flowing through the hall safely.
- If you have a hosted buyer element to your show, include a few options for meeting. Have a table with two seats with a divider and also an area for those that feel comfortable can meet with just a table and two chairs, like pre-pandemic.
- Have bar top / counter top dividers for bars, food & beverage and even registration areas.

#### Sponsorships

- Offer hosted buyer branded tables for meetings. This can be an upsell opportunity. The sponsor can include a QR code for materials.
- Offer branding opportunities for bars and food & beverage stations.
- Have lounge seating brand or co-branded.
- During breakout sessions, have the sponsor include a QR code on the table for materials. Consider including a fun engagement piece like a branded crossword puzzle.
- Sponsored sanitizing stations.

## OTHER CONSIDERATIONS

### How should you handle large events?

- Provide a variety of options for attendees to choose from. Gradual move from shoulder to shoulder to loveseat sofas to sanctuary seating with more space in between.
- Provide smaller theaters on the show floor for smaller groups
- Have the speaker move rooms or theaters and let attendees stay seated where they are
- Attendance counts aren't predictable right now. You may see some empty seats and that's OK. People are trending back.

### How do you police the show floor?

- Most stated that attendees will police themselves. If they feel comfortable, they will stay where they are and if not, they will move to a less crowded booth or space.

*People are feeling more comfortable about making these types of choices.*

### How are shows doing health checks?

- Temperature checks upon entrance.
- Thermal scans.
- Health screening through a QR code.
- Ask for proof of vaccine or negative test to be submitted prior to attending.
  - Consider bands for those who are vaccinated.
- Bands can be worn for those that want to stay distanced, want to elbow bump, and those that want to hug and shake hands close up.



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