

Lessons Learned from Organizers with Recent Shows



WORKING WITH CONVENTION CENTERS/HOTELS AND CVBS

- Coordinate frequent calls with your CVB, Convention Center and Hotels to stay on top of any changes to restrictions in the specific city/county.
- Establish expectations up front. Ask questions often.
 - Will you have staff for hotel room cleanings – how frequent? What should be communicated to the attendee?
 - Will all hotel bars/restaurants be open? If so, what time will bars/restaurants open and close?
 - Will there be concierge level service for executive level attendees? Are there any limitations to the services provided?
 - Will you have transportation such as taxis available outside the hotel for attendee transportation?
 - Will there be transportation such as taxis/rideshares from the convention center?

BUDGETS

- If masks are required in your protocols, build in security to monitor attendee masking. This eliminates your staff/team to have the heavy burden of asking their attendees/members to mask up. This could be awkward for staff and future member relations.
- Add in additional cleaning as necessary to supplement what the convention center/hotel is doing during breaks to ensure your stated safety and health protocols are met.



ONSITE OPERATIONS

- Create a lounge area on the show floor for individuals to go to in case they don't feel comfortable in crowds. This keeps individuals on the show floor and in a safe environment.
- Give attendees an option for seating; normal seating, pods and even 2 or 3 seats together. This give attendees choices based on their comfort level.
- Have a process for speaker cancellation. Consider having alternate sessions ready to go in case this happens.
- Track all shipments you send and stay on top of when they arrive.
- Be flexible and open to change.



COMMUNICATIONS

- Direct attendees to the host city website for updates on local protocols.
- Managing expectations of attendees with regard to local restaurants, bars and hotel concierge. Prepare your attendees and share local restaurants that are open. Encourage your attendees to make reservations in advance.
- Create a general health and safety email address for attendees to share any questions or concerns. Direct this email to 3 or 4 staff members to ensure questions and or concerns are handled in a timely manner.
- Spend a considerable amount of time prepping your staff to anticipate additional needs of attendees.
- You cannot over communicate to event stakeholders!



WORKING WITH GENERAL SERVICE CONTRACTORS

- Build a good rapport with your GSC.
- Establish timelines up front for all printing of signage. Also look at moving up deadlines for signage to ensure you have everything you need onsite.
- Make sure GSC has local resources for printing.
- Use TV monitors for signage. The information can be changed onsite as needed.



Join us on the 3rd Friday of each month!