

# The New Look Of Live Events

Producing live events under normal circumstances is a monumental undertaking. Doing so in the wake of the COVID-19 pandemic presents challenges no one could have imagined. The Channel Company's live events division has worked tirelessly to help protect the health, safety, and well-being of the IT professionals who attend our in-person gatherings. Below is an overview of the key event and hotel elements that have changed as a result of COVID-19 and how we have responded to those changes. For each category, we will provide details on the changes to reflect federal and local guidelines along with extra precautions we have taken as the event host. The following applies to all our events, yet some processes and procedures may need to be modified based on the venue and event dates.



## **EVENT COMMUNICATIONS**

Communication is critical when attending a live event in the COVID-19 era. As a result, participants will hear all about our new protocols and updates throughout our pre-event and on-site communications.



## **ARRIVAL EXPERIENCE**

The arrival experience at the hotel and event will be welcoming, with limited contact when possible. Our hotel partners have implemented new procedures for welcoming and checking in our participants. This includes cleaning and disinfecting high-touch surfaces, the use of plexiglass dividers, and mobile check-in options based on hotel availability.



## GUEST ROOMS

Our hotel partners have ramped up cleaning, sanitizing, and daily room maintenance. Nonessential amenities have been removed from guest rooms to limit touch points. Hotel staff will not enter rooms after a guest's arrival and housekeeping will be available by request only. Links to all hotel initiatives will be available on our event websites.



## EVENT REGISTRATION

As you prepare to enter our events, each participant will discover changes to the event check-in process to create a limited contact environment. Signs will be visible to remind participants of physical distancing and temperature scans will be conducted daily at or near the registration area. As always, our staff will be available throughout the event to answer any health and safety questions.



## MEETING ROOMS & EVENT SPACE

Meeting and event space modifications are a high priority given the nature of our events. We have worked with our venues to modify these spaces for limited contact and physical distancing while expanding efforts to maintain a clean and safe environment for all.



## PUBLIC SPACES

Hotel staff will continuously clean and disinfect high-touch points throughout the public spaces and hand sanitizing stations will be placed in high-traffic areas. Please refer to the hotel-specific health and safety document for further details.



## AGENDA

Our agendas will now include more time for participants to safely move between rooms. The agenda is designed to avoid overcrowding and to allow for proper cleaning of meeting rooms including general sessions, boardrooms, breakouts, meal and exhibit areas, and networking spaces.



## BOARDROOMS

The heart and soul of many of our events are boardrooms where groups gather for peer insight and vendor presentations. Our boardrooms have been revamped to allow for physical distancing and extra cleaning of high-touch points such as shared presentation equipment.



## FOOD & BEVERAGE

The hotel has implemented practices and protocols for food and beverage distribution to accommodate physical distancing, reduce overall contact where possible, and maintain the venue's new food service guidelines.



## NETWORKING RECEPTIONS

We want to continue the tradition of relationship building at our receptions. We have redesigned networking receptions to meet physical distancing guidelines and are utilizing outdoor spaces when available.



## TABLETOP EXHIBITS

We have implemented new tabletop exhibit best practices to allow for our sponsors to continue to connect with participants about their products and services, while keeping safe and limiting contact. Larger aisles and greater spaces between tabletop exhibits will provide for better traffic flow for participant comfort.



## ON-SITE ANNOUNCEMENTS & UPDATES

Throughout the event, important announcements will be made to help remind participants to practice physical distancing, wash hands frequently and suggest actions to take if they are not feeling well. These reminders will be made via email, the event app, and by our event hosts on stage.



## RESPONSE & PROTOCOLS

If a conference participant or event staff member is exhibiting symptoms of COVID-19 during the event, they will be directed to the appropriate medical care by hotel staff who will follow the direction of local health authorities.



## MASKS

Masks will be required throughout the course of the event.

\*Subject to Change: The Channel Company will continue to update this document to reflect the most up-to-date health and safety guidelines.