

Client: Site

Projects: Site ISA 2021

Attendees: 75 Attendees

Format: In-person Event

Date: April 8 - 11, 2021

Peak performance

Incentive Summit Americas (ISA) is an annual event hosted by the **Society for Incentive Travel Excellence**. ISA 2021 invited **leaders from across the incentive travel industry** to visit Aspen, Colorado for a chance to make connections, grow their businesses, and – most importantly – experience a return to live events following the COVID-19 pandemic.

ISA was the first in-person event SITE had hosted in over a year.

The conference served to demonstrate that **incentive events could be conducted safely** in the final days of the pandemic. Thanks to our careful attention to safety precautions and creative messaging tactics, **not a single infection occurred during this multi-day summit**. ISA stands as proof positive of our ability to host secure and successful live events in a post-pandemic world.

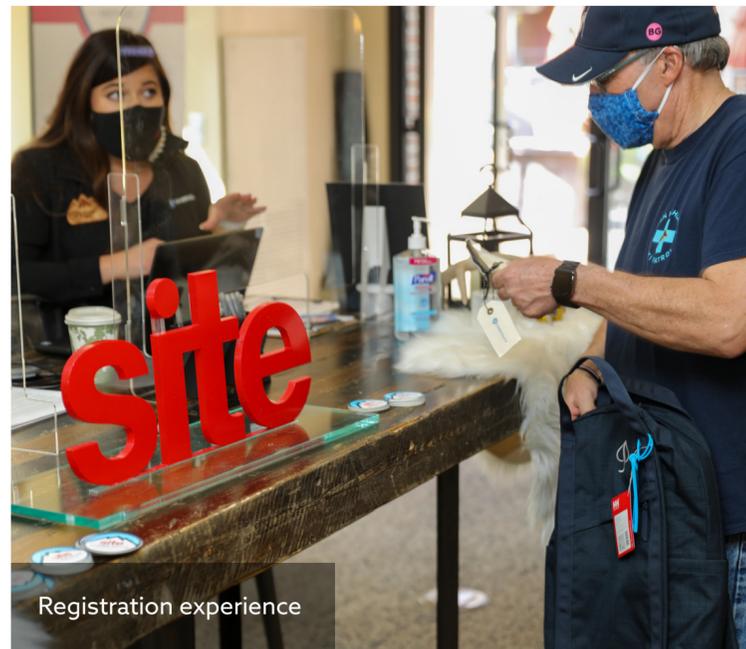
Services: Logistics, Registration, Creative, Custom App, Air Travel, Media.



Outdoor events



“What a treat! I am grateful that we could all meet face to face (or mask to mask). Excited for next year!”



Registration experience



General session panel

A return to live events

We spared no effort to ensure ISA remained both safe and fun. In accordance with local county guidelines, we kept attendees masked and distanced, but we also added our own twist on the event's presentation to keep our pandemic-fatigued guests in high spirits. Branded PPE, humorous decorations, and beautiful outdoor venues provided a welcome sense of delight to the day's activities.

Setting the standards

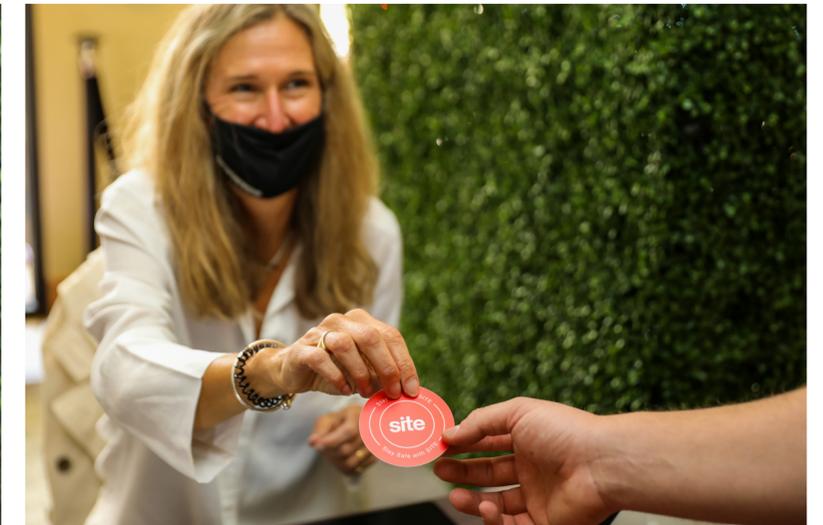
We also created a set of SITE safety standards, which we distributed via custom-designed and strategically placed signage. Our volunteer force of "fun police" roamed the crowds to check on guests. Rather than receiving a not-so-fun ticket, rule-breakers were simply given a red card reminding them to follow the guidelines. We enforced protocols with positivity, which attendees took in stride.

Full-service safety

- On-site covid tests (Arrival & Departure)
- Branded PPE
- SITE standards signage
- Fun police badges & cards
- Temperature check stations
- Outdoor events & activities
- Post-event checkup (72 Hrs. Later)
- Streamed general session to attendee hotel rooms
- Complimentary PPE supplies available at all events
- COVID-19 testing at the beginning & end of the event
- Daily health survey in the app



On-site testing



Stay Safe with SITE bags



Self service name badge pick-up



Stay Safe with SITE station



Live connections

Planning ahead

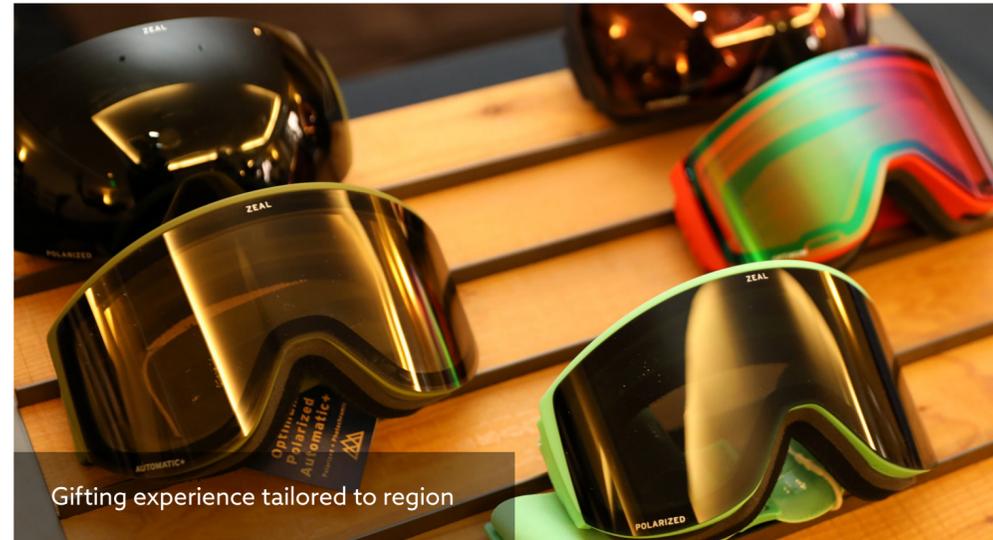
Attendees received several health and safety notices in the weeks leading up to ISA. These materials described the COVID testing process, outlined local regulations, and conveyed the importance of following safety standards. By letting guests know what to expect, we made sure they felt comfortable before they ever set foot in Aspen. Our on-site staff also provided testing during arrival and departure from the resort to ensure attendees remained healthy throughout the event.

Safety in numbers

- 4/08/2021 - 78 Antigen Tests
- 4/10/2021 - 67 PCR Tests
- All results were negative

Countries attended

- USA: 72
- Mexico: 2
- Bahamas: 1



Gifting experience tailored to region



Temperature check station

