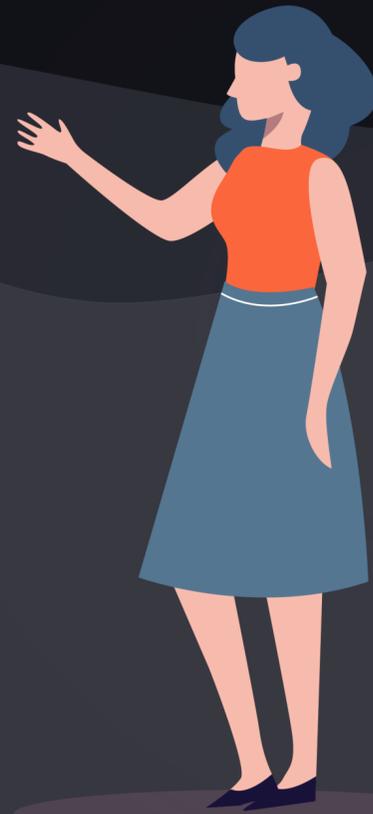


BEST PRACTICES FOR IN-PERSON EVENTS IN A SOCIALLY DISTANT WORLD





INTRODUCTION

by Unbridled Solutions

As we welcome back in-person events, planners need a tactical approach to prevent the spread of illness among attendees and staff. Being mindful of guests' health and wellbeing during a conference isn't new territory for planners, but there are new federal and state regulations to consider. As an extension of your planning team, Unbridled is here to help you navigate this rapidly evolving territory with some of our best practices.

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OVERVIEW

- 1 Hotel and Venue Sourcing and Contracting
- 2 Communication
- 3 Registration
- 4 Air Travel
- 5 On-Site Transportation
- 6 Security and Health Standards
- 7 On-Site Signage
- 8 On-Site Registration
- 9 Mobile App
- 10 Gifting
- 11 Food and Beverage
- 12 Meetings
- 13 Production
- 14 Hybrid Events

Hotel and Venue Sourcing and Contracting



If you've recently begun the process of sourcing or contracting a location for an event, you know there are new clauses, regulations, and hotel rules that reflect current federal and state guidelines. Be on the lookout for items that may affect your plan and budget. Protect your company by including cancellation clauses for pandemics and epidemics, and be sure to ask for current copies of social distancing guidelines. You'll also want to confirm the hotel's IT infrastructure is equipped to handle a remote attendee experience.



Updated
Seating Chart



Social Distancing
Diagrams



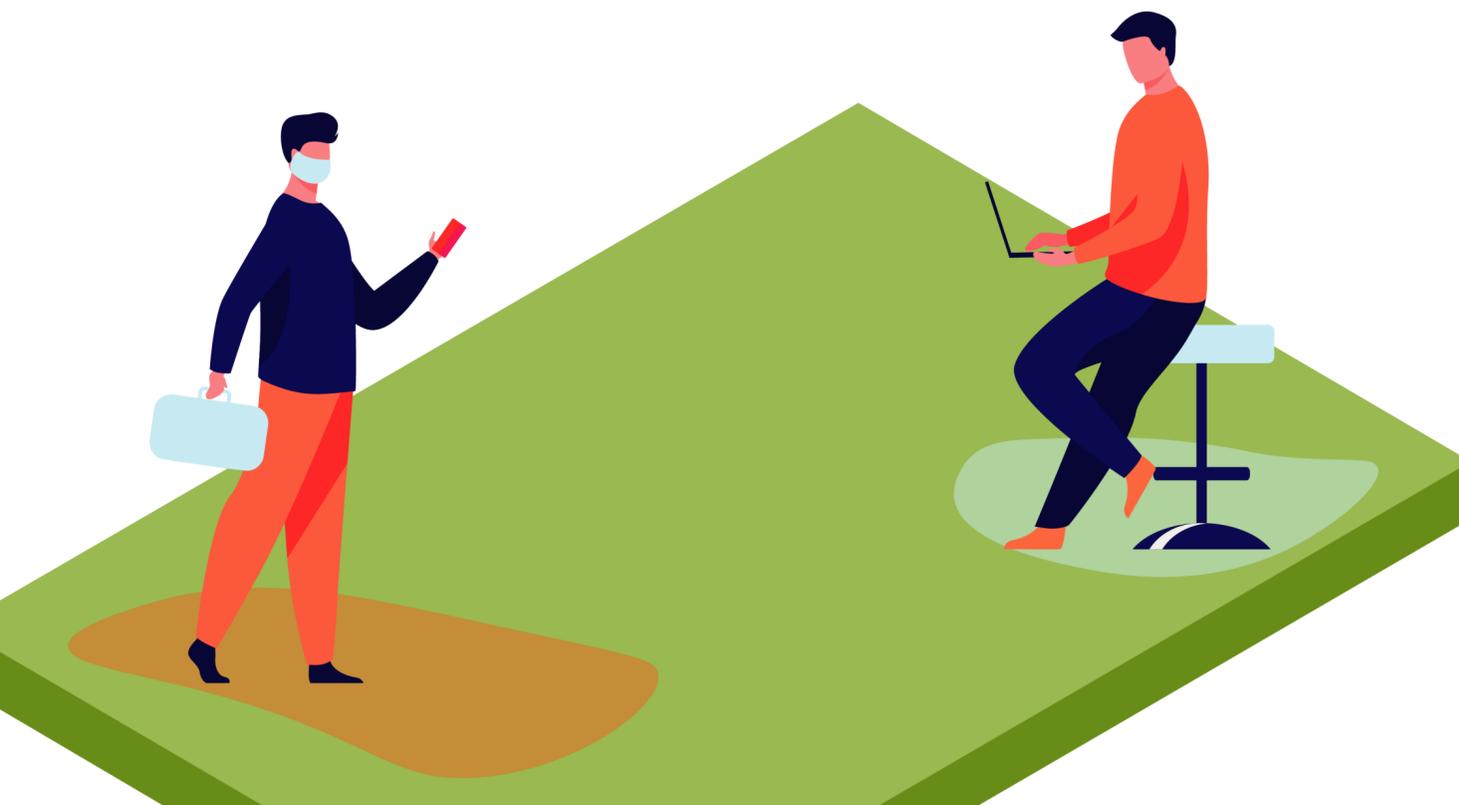
Hotel Cleaning
Requirements



Staff to Attendee
Ratio per Function



Stair Access to
Meeting Rooms and
Sleeping Rooms



Before you sign that contract, make sure your company is equally protected and find out what the location will provide. Some items to consider include...

- Higher room attrition
- Include pandemic/epidemic in the cancellation policy
- Extended rebooking clauses and force majeure clauses. Include partial attendance due to travel restrictions.
- Decrease F&B minimum
- Adjust deposits to require less upfront
- Complimentary signage for hotel policies
- Mobile check-in option
- Complimentary PPE supplies
- Request health and safety protocol documents

CHECKLIST

Communication



Communication is key to hosting a successful event and even more critical when promoting health and safety. Learn which standards will be in place and let your attendees know what to expect. This will allow them to be prepared and comfortable with the environment well before they arrive. In the weeks leading up to the event, communicate the importance of health and safety guidelines to attendees.

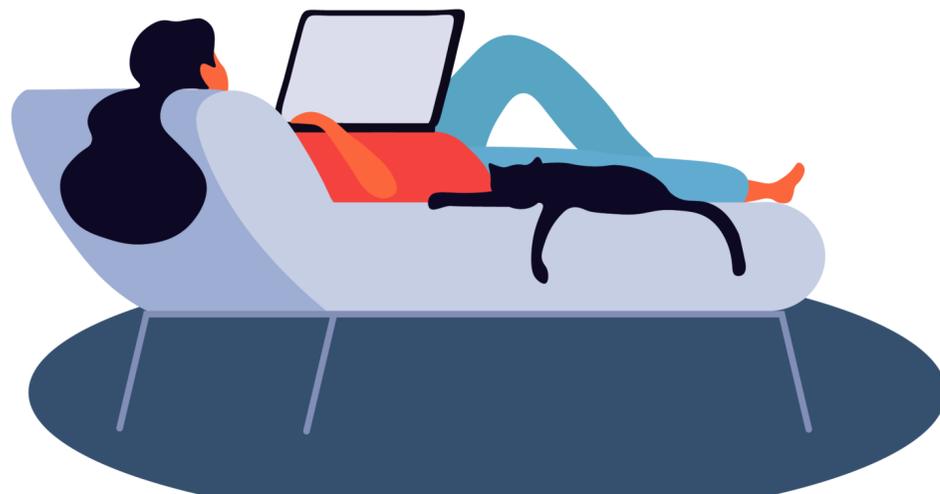
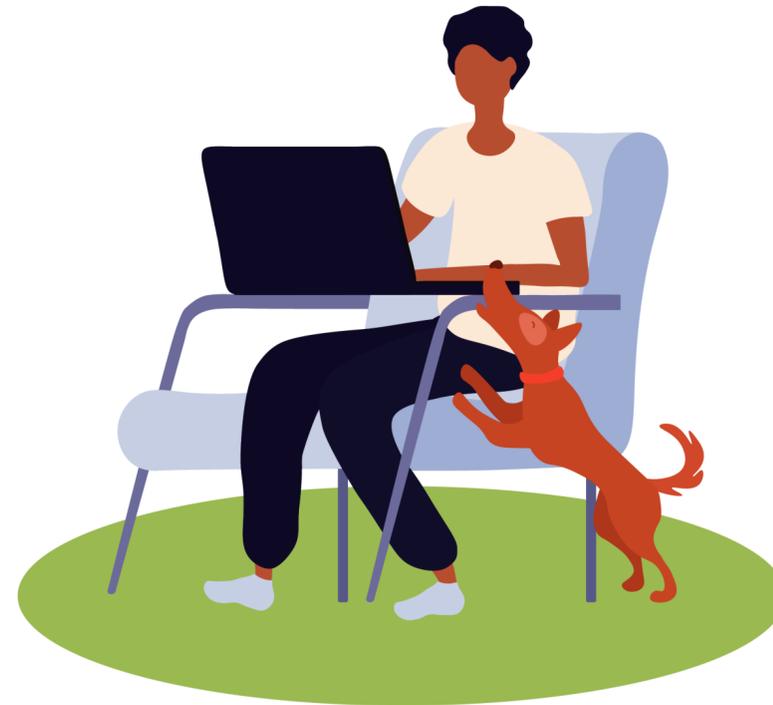
These policies constantly change, so it is best to communicate final health and safety standards 4-5 weeks before the arrival date. Send out state and county guidelines early so attendees can follow updates on their own.



CHECKLIST

Registration

Registration is your first touchpoint with the attendees. It is an optimal time to outline protocols and safety measures. Your registration website is the main source for updates and recommendations for staying safe and healthy on-site, as well as in transit to the event.



Registration Revamped



- Provide liability waiver and code of conduct in registration
- Send registration packets by mail
- Include travel history questions (2 weeks out)
- Offer air travel alternatives
- Include links to state and county guidelines
- Conduct pre-event headcount for both in-person and remote attendees
- Be clear on stance with overall health and safety at the conference
- Include any special considerations for vaccinated attendees
- Create a location to upload vaccination card

CHECKLIST

Air Travel



Air travel restrictions are ever-changing, and all airlines are different. The registration site should be the communication hub for attendee travel FAQs. The site should include up-to-date policies and procedures so your attendees have all the knowledge necessary for a comfortable travel experience. Use your registration site to communicate changes to airline policies and procedures to your attendees, as well as host current travel FAQs specific to traveling for your event.

Items in to Consider

Reduced
Routes & More
Connections

Take
Advantage
of No Change
Fees

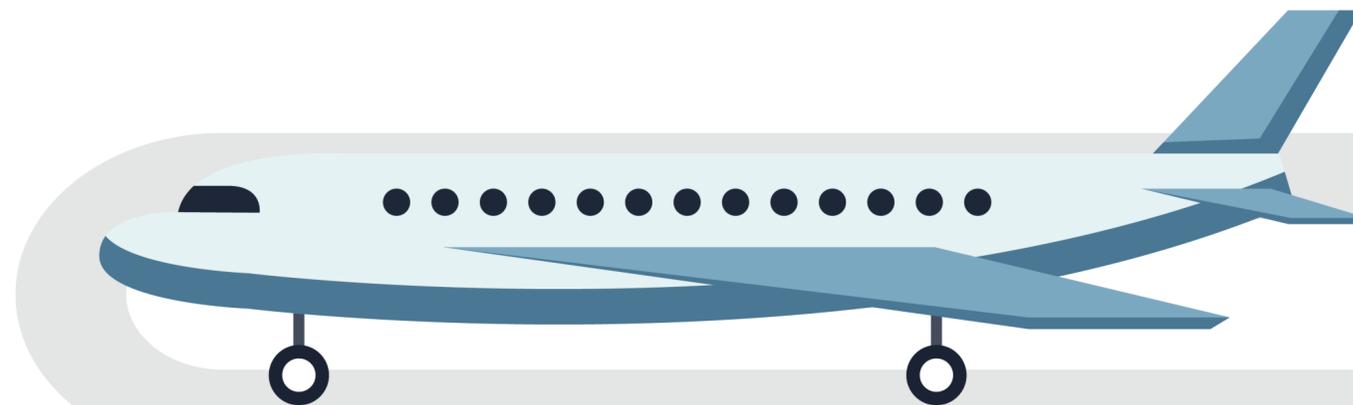
Limited
In-flight
Service

Face
Coverings
Required

Modified
Boarding
Procedures

Increased Cleaning
Procedures, Longer
Turnaround Time

TSA
Increased
Screening



CHECKLIST

On-Site Transportation

Your attendees are starting to land! This is an exciting moment, but you want to make sure everyone feels relaxed, comfortable in their surroundings, and safe. The transportation team will set the tone for the rest of the meeting.

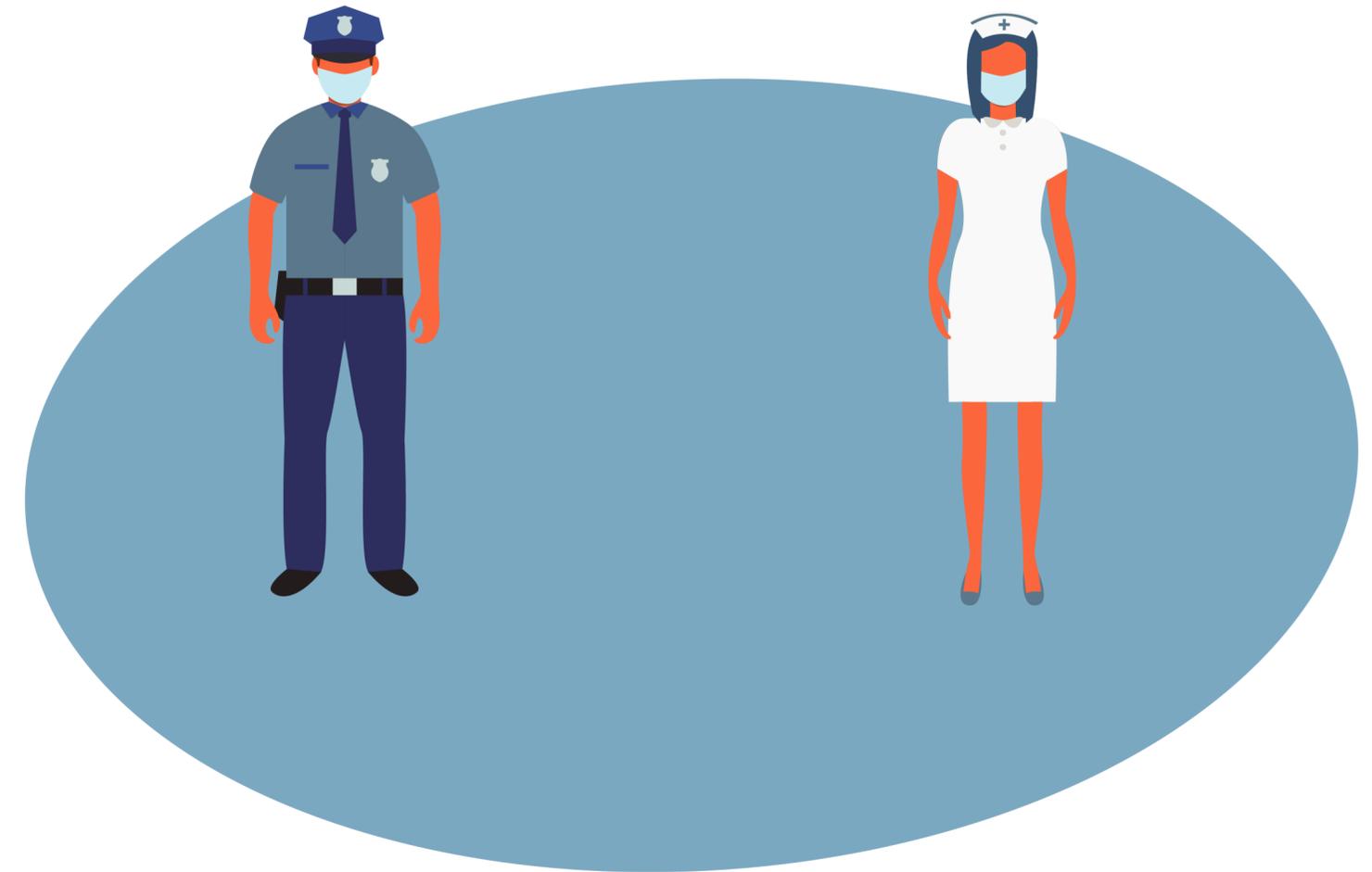
Items to consider for transportation

- Book high-capacity vehicles to allow for distancing
- Review staffing guidelines per airport
- Ensure drivers sterilize vehicles after each trip
- Require drivers to wear face coverings
- Remove all print materials from seatback pockets
- Individual hand sanitizers in vehicles for all trips
- Bottled water upon request
- Limit number of attendees in transfer areas at the airport and hotel/venue
- Details regarding luggage handlers/handling of attendee luggage



Security and Health Standards

As a planner, you'll need to create an on-site plan that clearly outlines standards and procedures to ensure peace of mind for everyone. Unbridled recommends consulting with a third-party security specialist and a medical professional to develop a plan tailored to your event.



Security and Health Standard Items

Work with health partner to create a conference health & safety plan and standards

Consider thermal screening upon arrival and have available throughout the conference

Additional space set aside for additional screenings and privacy of patients

Security on-site for F&B functions to enforce social distancing

Coordinate security plan and emergency action plan (EAP), include quarantine process

On-site nurse or physician to prescribe medication

On-site standards plan for on-site staff

Plan for contact tracing

Understand standards for vaccinated attendees

Assign internal team member as health & safety contact to give updates at each planning meeting



CHECKLIST



On-Site Signage

When plotting your signage plan, consider adding various signs and clings specifically designed to enforce your established health and safety guidelines. Your signage can also help limit the exposure between staff and attendees in high-contact areas.



Marked entrance and exit doors for flow of traffic



Mirror clings and bathroom door signs reminding people to wash their hands



Floor decals that direct people to stay six feet apart



"Face Coverings Required" signage throughout venue



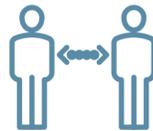
Health and safety standards

On-Site Registration

The registration and hospitality desks are typically high-traffic areas that have the potential for crowding and close contact. Transform your registration and hospitality desks into individual kiosks to limit person-to-person contact.



Facial recognition and on-site badge printing using QR code, touchless activity



Detail social distancing regulations



Install plastic shield at registration desk



Offer multiple registration areas and pre-assign attendees



Include monitors with meeting updates and information



Attendees can utilize the meeting app for contactless help, questions, etc.



Floor markers, creative signage, and branding



CHECKLIST



Mobile App

The mobile app will be your primary tool for communicating with attendees. Use the app to convey health and safety standards and to house all event-related emails, notifications, and collateral.

- Create a concierge icon that allows attendees to submit questions and requests privately
- Include general session and F&B layouts
- Include health and safety icon that contains standards, guidelines, contacts, etc.
- Include daily health survey
- Include all previous email communication on health and safety for attendees to reference
- Include testing information and process
- Moderate photos daily to ensure they don't contradict health and safety

CHECKLIST





Gifting

As you plan your on-site gifting experience, take a moment to consider each gift item, as well as how your attendees will receive them. How can gifts be sanitarly packaged and delivered to guest rooms? How can you use these gifts to promote social distancing, encourage limited physical contact, and reinforce the event's theme?

Providing guests with a Safety "Swag Bag" that includes must-have items like branded masks, hand sanitizer, pens, water bottles, and sanitizing wipes is a thoughtful way to tick all of these boxes.

Food and Beverage



Planning your attendees' meals and snacks takes creativity and consideration. Following the local and federal guidelines adds a layer of complexity, so we encourage you to study hotel guidelines that may not have been covered at the time of contracting. Implement the most stringent policies based on those standards. Social distancing rules can make an already intricate process even more daunting, but the following suggestions will make the task more manageable.



Utilize Disposable Cups and Individually Wrapped Utensils and Napkins



Provide Bottled Water



Pre-packaged Meals and Snacks



Plated Meals instead of Buffet



Individually Packaged Condiments, Salt, and Pepper

- Utilize chef attendants and set up serving shields
- 72" rounds of 4-6 in meal room and increase spacing between tables
- Stagger mealtimes to reduce the number of people in eating areas
- Plan breaks in larger spaces with spaced seating, rather than hallways/foyers
- Consider keeping evening events on-property, to minimize outside contact
- Utilize outdoor venues and space for meals whenever possible
- Have a hotel attendant pour coffee/tea or have a make-your-own option in each room
- Be aware of increased F&B costs for packaging and extra labor
- Have 2-3 layout options per F&B function in case the state of the pandemic changes
- Have PPE supplies available at all F&B functions
- Include a bag for a mask at each seat

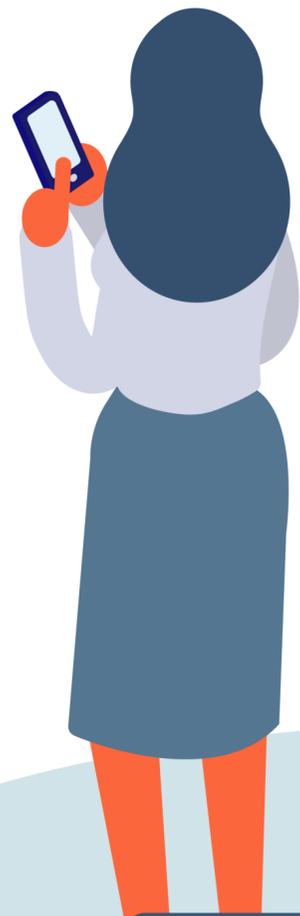


Meetings

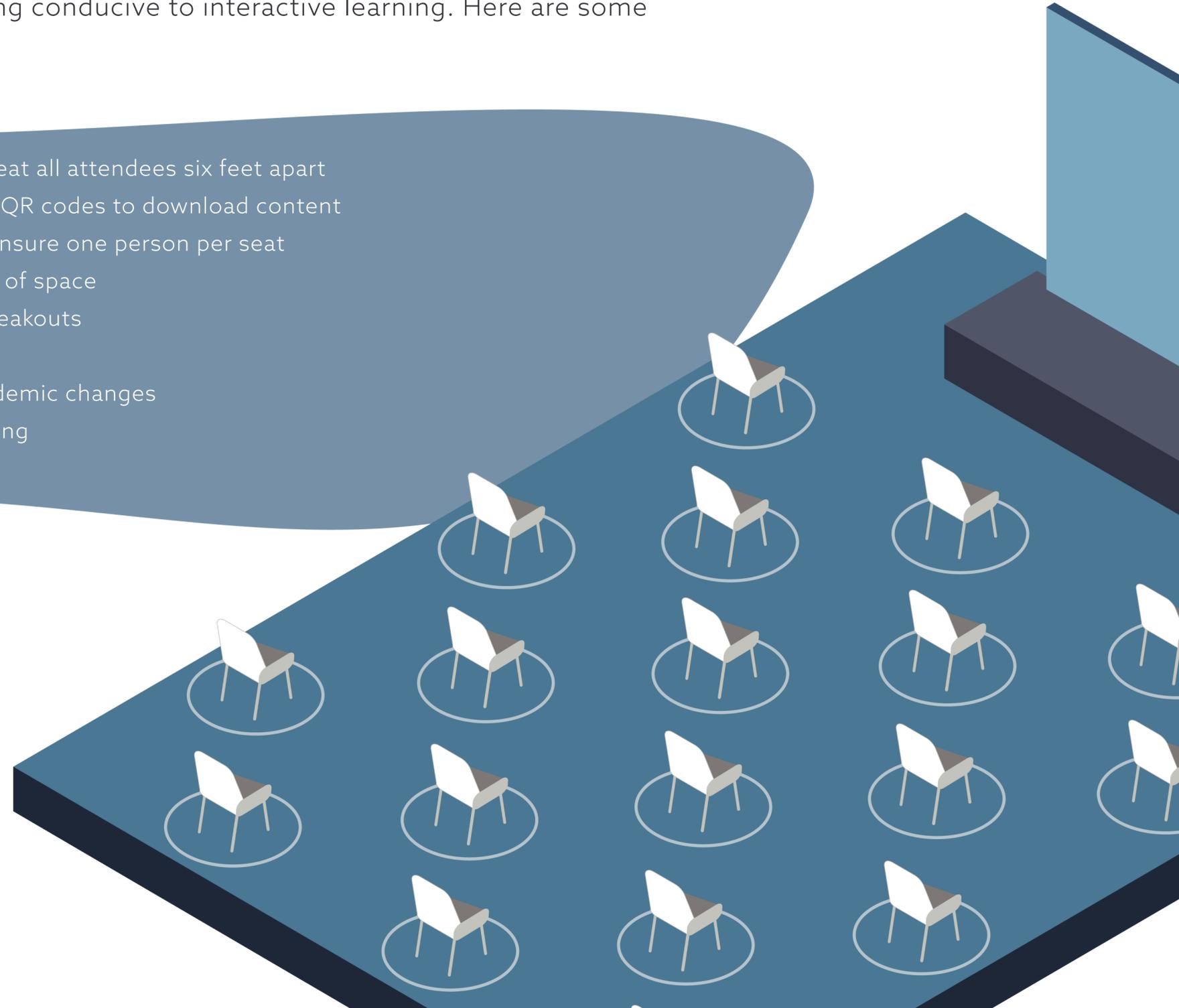


Your meeting space needs to strike a balance between being safe and being conducive to interactive learning. Here are some meeting prep tips that will provide the best of both worlds.

- Mix general session's theater and classroom setup to seat all attendees six feet apart
- Make printed collateral digital, utilize an event app and QR codes to download content
- Leave name cards on seats during meals or breaks to ensure one person per seat
- Increase allotted time for breaks to allow for sanitation of space
- Have attendees stay in the same group each day for breakouts
- Keep doors open for increased ventilation
- Have a plan for different layouts if the state of the pandemic changes
- Confirm health and safety protocols for proper distancing
- Have PPE supplies available in each room



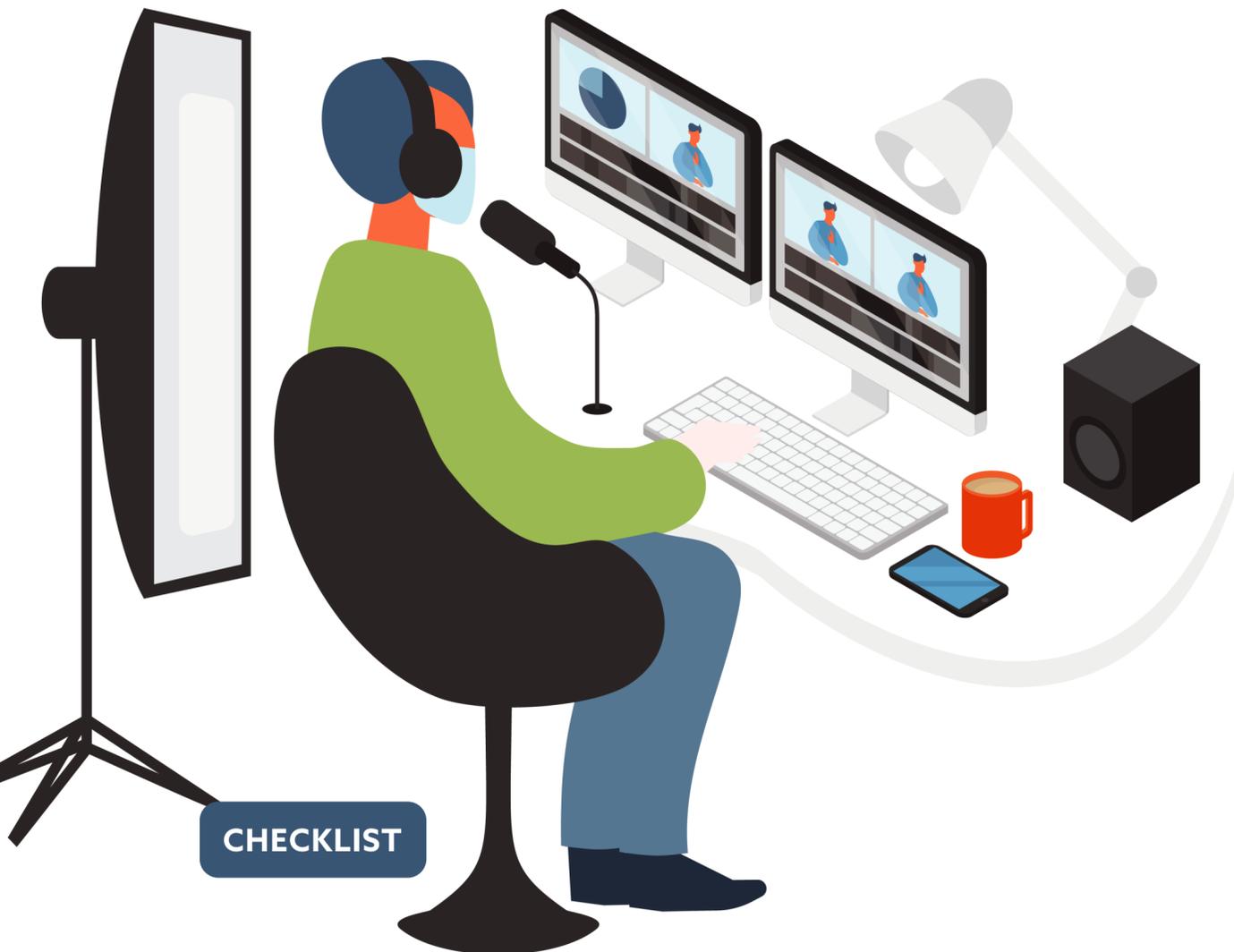
CHECKLIST



Production



Ensuring the health, safety, and comfort of both your production crew and speakers is vital to hosting a great show. Here are just a few things to consider when producing general sessions and breakouts.



Stream general session in adjacent ballrooms, mobile app, or sleeping room to accommodate for overflow due to social distancing

Individual microphones, slide advancers and remotes for each speaker and/or facilitator

Stream general session and/or breakouts to create a hybrid event model

Keep the same techs in breakout rooms or general session

Limit the number of speakers on stage together

Hybrid Events



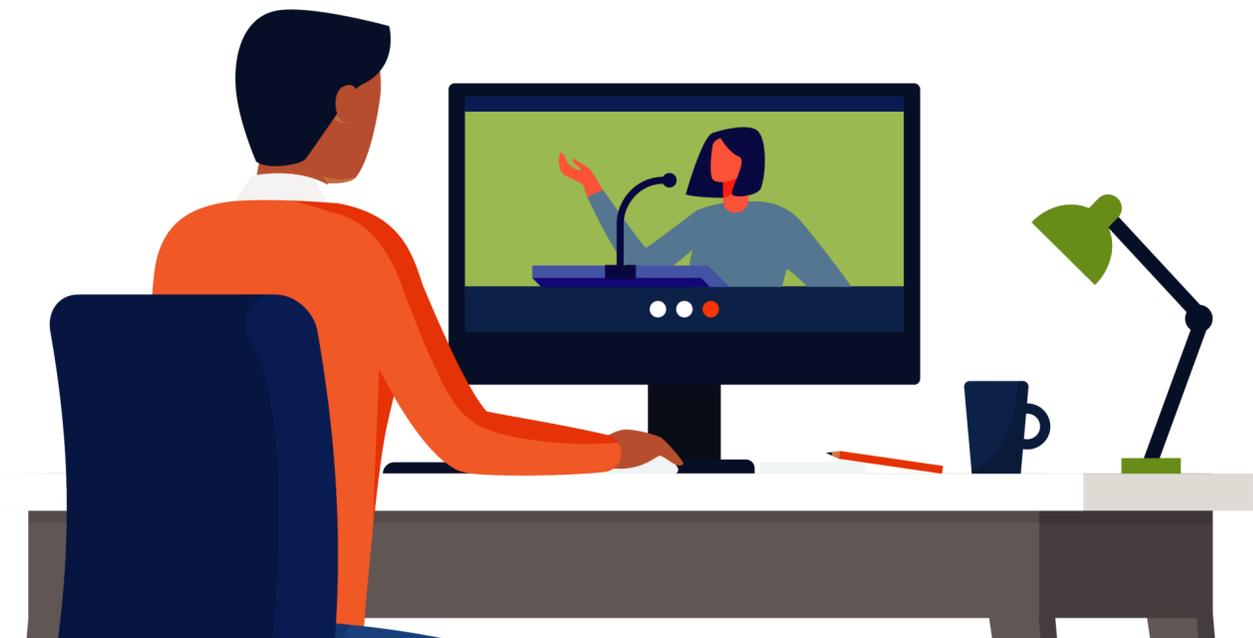
Hybrid events provide maximum accessibility by combining in-person meetings with online content. If you're already planning to broadcast your general session or breakouts into different parts of the venue, consider taking things a step further by offering a remote viewing experience for attendees who can't travel for the event. An on-site editing team can stream videos of the conference and archive content for later viewing. You can also pre-record presenters to create an even more robust slate of content. This method allows you to play the video on-site and online both during and after the event.



Master your Hybrid Event

Check out our blog on mastering your hybrid event.

[Open in Browser](#)

A dark blue circular callout box containing a white globe icon, the title 'Master your Hybrid Event', a line of text 'Check out our blog on mastering your hybrid event.', and a rounded rectangular button with the text 'Open in Browser'.



Unlimited possibilities

WEBINARS

Times change. Technology advances. Events evolve. While we adapt our production methods to match the challenges of a dynamic world, our ability to bring companies closer to their people remains stronger than ever.

Contact sales@unbridled.com with any questions.

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Hotel Requests



- Socially distanced hotel capacity charts
- Hotel cleaning requirements to health and safety standards
- Staff to attendee ratio
- Stair access to sleeping rooms and meeting space
- Outdoor access to meeting space when possible
- Room service options and delivery details
- Request recycling standards due to the use of more disposable items
- Request social distancing layouts from in-house production team
- Other groups in-house that could impact flow and social distancing
- F&B menus - new buffet / meal guidelines / labor
- History of Covid-19 illnesses among hotel employees
- Hotel training implemented for new health & safety standards
- Quarantine plan (Can attendee stay in room, and is there a discounted rate?)
- Review PPE supplies that are complimentary

[BACK TO INFORMATION](#)





Contract Inclusions

- Increased room attrition
- Include pandemic/epidemic in cancellation policy (contact Unbridled for suggestions)
- Extended rebooking clause, force majeure clause, including partial attendance due to travel restrictions
- Decreased F&B minimum
- Adjust deposits to require less upfront
- Complimentary signage for hotel policies
- Complimentary hand sanitizer in high traffic areas
- Mobile check-in option
- Waived fees for the use of outdoor space
- Waived fees for additional cleaning
- Confirm back-up for outdoor space, ensure the indoor area is spacious enough for social distancing
- Decreased individual water bottle cost on menus as water stations/bubblers will not be as sanitary to use
- Quarantine plan

Registration

[BACK TO INFORMATION](#)

- Liability waiver (contact Unbridled for a sample)
- Travel history questions (contact Unbridled for a sample)
- Request current mailing address
- Include link to state and county guidelines
- Include link to CDC travel guidelines
- Pre-event survey to assess the percentage of in-person v. virtual
- Offer air travel alternatives
- Include list of what to bring (masks, hand sanitizer, etc.)
- Determine cancellation policy for reimbursements due to illness, etc.
- Pre-mail registration packets

Air Travel

[BACK TO INFORMATION](#)

- Check airlift before opening registration
- Collect links to all airline websites for current restrictions, etc.
- Inform clients of decreased flight schedules across the country
- attendees will have more layovers. Include this in registration as well
- Review countries with restrictions for attendees traveling inbound

Transportation

[BACK TO INFORMATION](#)

- Book high-capacity vehicles to allow for distancing
- Review staffing guidelines per airport
- Ensure drivers sterilize vehicles after each trip
- Require drivers to wear face coverings
- Remove all print materials from seatback pockets
- Individual hand sanitizers in vehicles for all trips
- Bottled water upon request
- Limit number of attendees in transfer areas at the airport and hotel/venue
- Details regarding luggage handlers/handling of attendee luggage





Security and Health Standards

- Have on-site standards plan, work with health partner to create the plan (ask Unbridled for suggestions)
- On-site nurse or physician to diagnose and prescribe medication
- Additional space set aside for additional screenings and privacy of patients
- Coordinate security plan and emergency action plan (EAP)
 - Secure a plan if attendee falls ill on-site
- Security on-site for F&B functions to enforce social distancing
- Consider thermal screening upon arrival and throughout the conference
- On-site standards playbook for operations staff
- Create contingency plan for a sick attendee and staff member
- Always have measuring tape on hand to measure 6ft and distancing
- On-site safety kit for staff
- Assign internal team member as health & safety contact to give updates at each planning meeting

[BACK TO INFORMATION](#)

Signage

[BACK TO INFORMATION](#)



- Floor markers for social distancing
- Digital signage for agendas throughout
- Place cards in badges to put on chair if attendee leaves the room for bathroom break, etc.
- Mirror clings and bathroom door signs reminding people to wash their hands
- Promote on-site health & safety standards

On-site Registration

[BACK TO INFORMATION](#)

- On-site waiver, utilize computer or iPad to fill out form if not filled out in registration
- Facial recognition and on-site badge printing using QR code, touchless activity
- Install plastic shield at registration desk with small opening at bottom for materials
- Include monitors with meeting updates and information
- Detailed social distancing regulations
- Offer multiple registration areas and pre-assign registration times
- Utilize the meeting app or What's App for contactless help, questions, agendas, etc.
- Wearable Bluetooth technology for tracing and assist people in keeping distance to put on name badges
- Have disposable face coverings on hand for attendees that did not bring their own or if you are not providing as gifts

Gifting/Amenities



- Safety swag bag to include: logo face coverings, sanitizer, and necklace pen. (Reach out to Unbridled for other ideas.)
- Mail gifts to home before and/or after event
- Deliver all gifts to room on one night, instead of multiple nights
- Consider putting gifts on sleeping room door knobs
- Snack pack amenity for participant to use for duration of conference

[BACK TO INFORMATION](#)



Food and Beverage



- Utilize disposable cups & individually wrapped utensils and napkins
 - Consider compostable items for destinations that allow it
- Consider gloves when serving
- Provide bottled water
- Pre-package meals and snacks
- Individually packaged condiments
- Individually wrapped utensils
- Consider plated meals rather than buffet
- Shields over cocktail trays for drinks and food
- Utilize chef attendants and serving shields
- 72" rounds of 4-6 in meal room and increased spacing between tables
- Stagger mealtimes and breaks to reduce number of people in eating space
- Plan breaks in larger spaces with spaced seating or outdoors, rather than hallways / foyers
- Increase number of break locations to spread out attendees
- Consider keeping evening events on-property, to minimize outside contact
- Utilize outdoor venues and spaces for meals whenever possible
- Request a hotel attendant to pour coffee / tea
- Request individual coffee makers in each sleeping room
- Consider people in pods for meals
- Have PPE supplies available at all F&B functions
- Plan for more labor fees
- Have 2 - 3 options for each F&B function if current state of pandemic changes

[BACK TO INFORMATION](#)

Meetings



- Mix general session's theater and classroom setup to seat all attendees six feet apart
- Limit printed collateral in meeting rooms
- Convert printed collateral to digital, utilize an event app or QR codes
- Assign attendees to stay in the same group each day for breakouts
- Increase allotted time for breaks to allow for sanitation of space
- Encourage app and live polling for Q&A
- Consider doing breakouts outside if space allows
- Consider separate enter and exit doors to assist with flow
- Open doors to the general session earlier to avoid attendees gathering in large groups
- Request clutter-free and linen-free meeting rooms when possible
- Keep meeting room doors unlocked and push bars engaged – so attendees can open doors with their arm, elbow, or foot instead of touching push bar each time
- Include PPE supplies at all meetings
- Have a plan for different setups if the state of the pandemic changes

[BACK TO INFORMATION](#)

Production



- Keep same techs in breakout rooms or general session
- Individual microphones for each speaker
- Individual slide advancers and remotes for all speakers/facilitators
- Limit the number of speakers on stage together
 - Allow for stage sets that let presenters social distance on stage
- Stream general session and/or breakouts to create a hybrid event model
- Stream general session in adjacent ballrooms to accommodate for overflow due to social distancing
- Allow for adequate space in green room and back of house for speaker
- Possible use of plastic shields on tech tables in the back of rooms

[BACK TO INFORMATION](#)

Communication

[BACK TO INFORMATION](#)



- Create communication plan to include health and safety
- Early communication of the importance of health and safety
- Be clear on the what the protocol is for vaccinated and non-vaccinated attendees
- Share county and state guideline links to attendees so they can review them on their own
- Review health and safety standards 4-5 weeks out of arrival date
- Include videos to review any new on-site processes

Mobile App

[BACK TO INFORMATION](#)

- Create a concierge icon that allows attendees to submit questions and requests privately
- Include general session and F&B layouts
- Include health and safety icon that contains standards, guidelines, contacts, etc.
- Include daily health survey
- Include all previous email communication on health & safety for attendees to reference
- Include testing information and process
- Moderate photos daily to ensure they don't contradict health and safety standards

Timeline



6-12 MONTHS OUT

- Contract hotel and include health & safety protocols and concessions
- Review stance on health and safety for the conference
- Assign an internal person to be a health and safety member to give updates at each planning meeting
- Confirm state and local links to review health and safety protocols
- Set a deadline date to decide if the program is to be canceled

3 MONTHS OUT

- Finalize liability waiver and code of conduct
- Plan site inspection to review standards and backup plans

1 MONTH OUT

- Finalize signage plan with health & safety signage
- Finalize all backup plans and layouts in case of change in the state of the pandemic
- Buy PPE Supplies for on-site

4-6 MONTHS OUT

- Finalize conference communication plan
- Review all vendor health and safety protocols
- Finalize health partner

2 MONTHS OUT

- Finalize conference health and safety standards
- Finalize emergency plan and quarantine on-site plan
- Begin communication plan on health and safety

2 WEEKS OUT

- Launch Mobile App
- Review health & safety standards with all vendors and on-site staff