



Events During a Pandemic:

Creating Impactful and Effective Virtual Experiences

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Events During a Pandemic:

How to Create Impactful & Effective Virtual Experiences



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Research Recovery & Reskill

WEBINAR SERIES



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Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA



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Help put millions of people back to work
and drive the U.S. economic recovery!

6,640,000 JOBS RELY ON LIVE EVENTS

EVENTS DRIVE LOCAL ECONOMIES!

\$419

BILLION
DIRECT
SPENDING

\$1.1

TRILLION
GROSS
PRODUCTION

EVENTS DRIVE GROWTH!

\$55
BILLION

HOTELS

\$32
BILLION

AIRLINES

\$30
BILLION

RESTAURANTS &
RETAIL

\$29
BILLION

GROUND
TRANSPORTATION

\$419
BILLION

EVENTS

EVENT-RELATED ECONOMIC IMPACTS

EVENTS DRIVE TAX REVENUES!

\$130

BILLION TOTAL TAXES

\$51

BILLION
HOTEL & TRAVEL TAXES

\$79

BILLION
GROSS & LOCAL TAXES

EVENTS DRIVE INNOVATION!

1,700,000*

EXHIBITORS RELY ON EVENTS
TO DRIVE REVENUES

*BOTH OF THESE ARE ESTIMATED FIGURES

\$700 - \$970

BILLION IN VALUE
GENERATED AT EVENTS



1.6 MILLION
EXHIBITORS IMPACTED

*80 PERCENT
OF EXHIBITORS
ARE SMALL
BUSINESSES

80% OF MARKETERS BELIEVE THAT LIVE EVENTS ARE
CRITICAL TO THEIR COMPANY'S SUCCESS

885
BILLION

IN TOTAL IMPACT

117
BILLION

LOSS OF STATE AND LOCAL TAXES



366
BILLION

IN DIRECT BUSINESS
EVENTS SPENDING

6,600,000 JOBS LOST

DIRECT BUSINESS EVENTS

2,800,000 JOBS LOST

2020 BUSINESS EVENTS INDUSTRY

**IMPACTS FROM
COVID-19**



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*The pandemic has presented a
once-in-a-lifetime opportunity
to **reinvent** events*

Key Insights

(PCMA Business
Events Compass,
October 2020)

- Demand for **F2F dropped** overall
- **Local events** gain favor
- In-person demand is growing for **small, impeccably executed events**
- **Digital** is evolving
- The future of business events is **omnichannel** and increasingly digital



New Considerations

- Objectives
- Flexibility
- Duty of Care
- Cleaning & Sanitization
- Code of Conduct
- Emotional Intelligence
- Communication!!!



Starting from scratch...

- Key – BE ADAPTABLE!
- Triad of considerations:
 - Government
 - Client (host)
 - Attendee
- Decide: virtual, hybrid (hub & spoke), omnichannel
- Flatten the risk curve by eliminating the things that don't need to be done at a LIVE event
- Attendee sentiment has changed!

Online vs. In-Person Advantages

Online Advantages

Speed

Accuracy

Scalability

Inclusivity

Customization

Consistency

Data

Cost

Agility

Shareability

Availability

In-Person Advantages

Physical
Exchange (#1)

Body
Language

Emotion

Eye Contact

Attention

Energy

Trust

Serendipity

Vanity

Senses

Memory

Project Management

- Time frame – shorten your production timeline and it will lengthen your decision-making timeline
 - Give yourself a shorter cancellation timeframe
 - Trend is moving toward under 30 days to make changes
- New production costs
 - Staff time, more staff on-site, new roles, materials on-site, dedicated spaces, communication...
- #1 Priority – Mitigating RISK
 - Accept consequences, transfer risk, cancel if risk is too high, reduce risk's negative effects

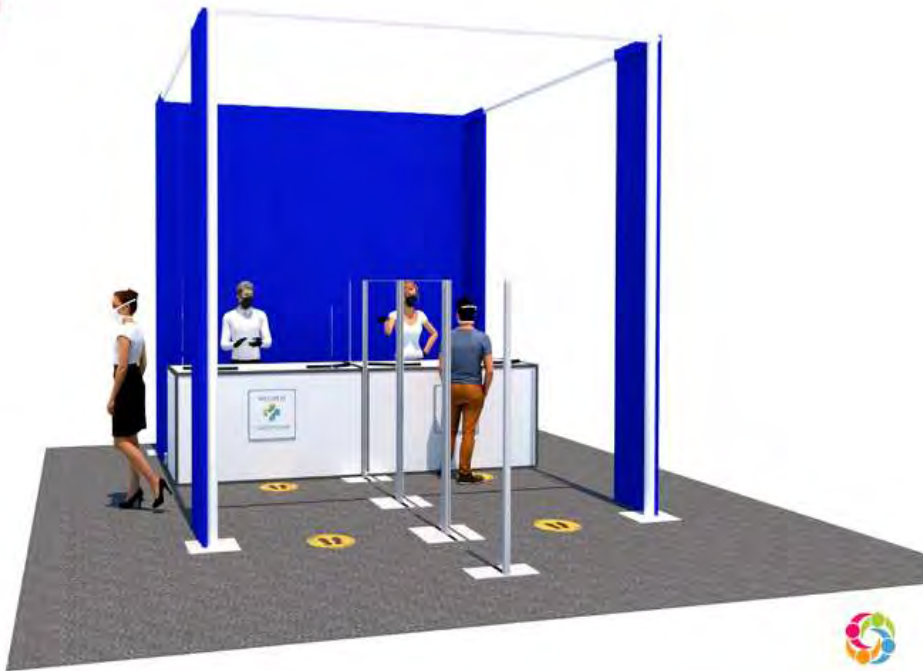
Risk Management

- Resources used to assess risk:
 - www.covidexitstrategy.org
 - Covid Risk Assessment Tool
 - Esri COVIDPulse (John's Hopkins)
 - WHO
 - Risk assessment tool:
 - Step 1 – understand current situation on the ground
 - Step 2 – ability to mitigate
 - Step 3 – decision tree
 - Step 4 – commit to decision
- Duty of Care
 - Make it part of your mission/vision
 - Statement should include:
 - Declaration of intent
 - Who is involved
 - Steps taken

Viral Suppression & Crowd Flow

Educate	Prepare	Direct	Correct
<ul style="list-style-type: none">• Expectation• Purpose• Buy-In	<ul style="list-style-type: none">• Train• For everyone	<ul style="list-style-type: none">• Static• Motion• Human	<ul style="list-style-type: none">• Monitor• Adjust• Temperament

On-Site Considerations



- Expand egress points
- Leverage the outdoors
- Move people in bubbles between sessions
- Social Tables – built in considerations for COVID
- Minimize surface areas
- Make cleaning VISIBLE
- Screening areas
- F&B

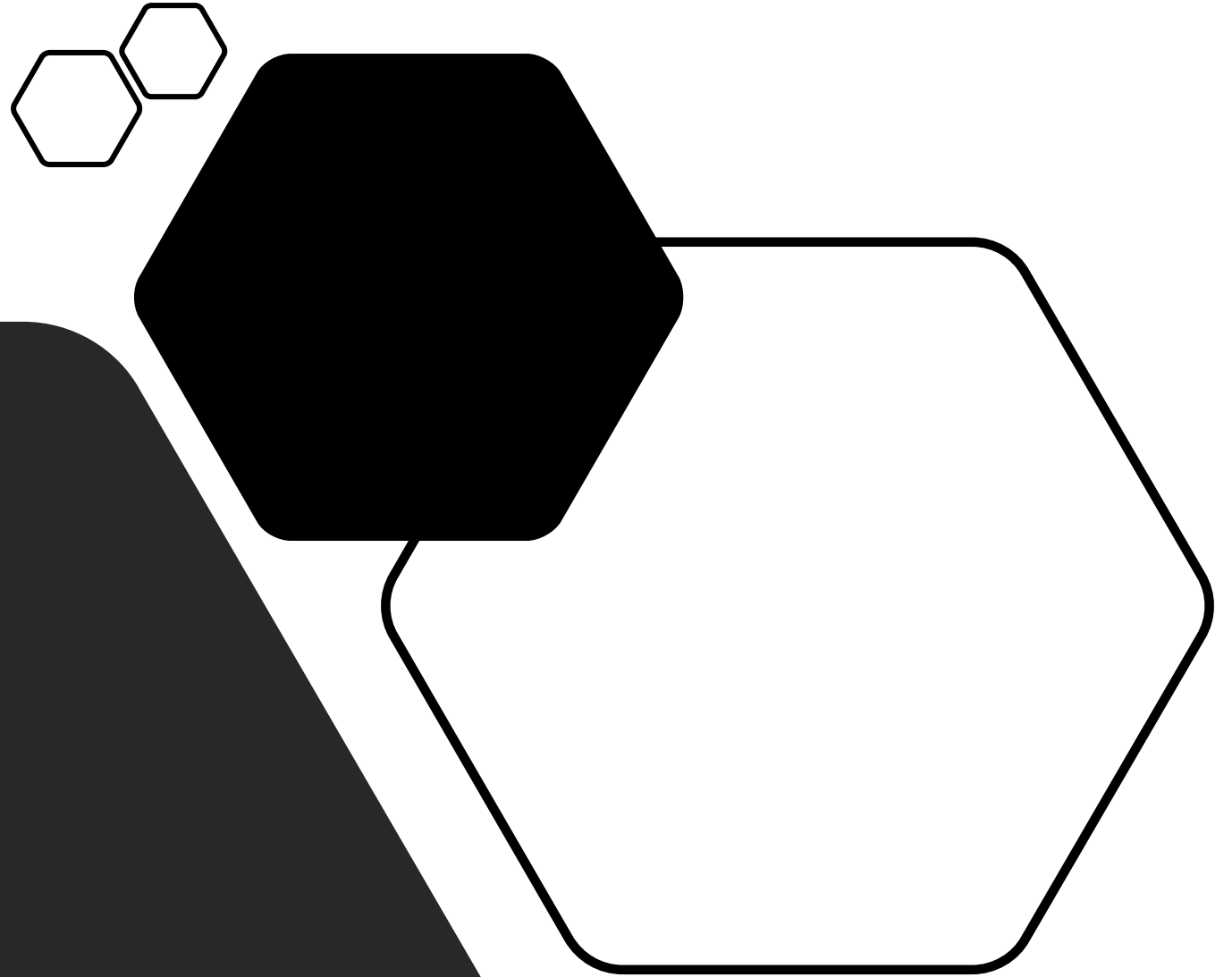


The Social Contract

- Attendee level of comfort is linked to identity
 - Skeptics vs. Cautious
- Goal = create unity
 - "We are all in this together"
- Communication
 - Early, frequent, and in many forms
- Health department representation
- Team on-site
- De-escalation & diffusing conflict



RESOURCES



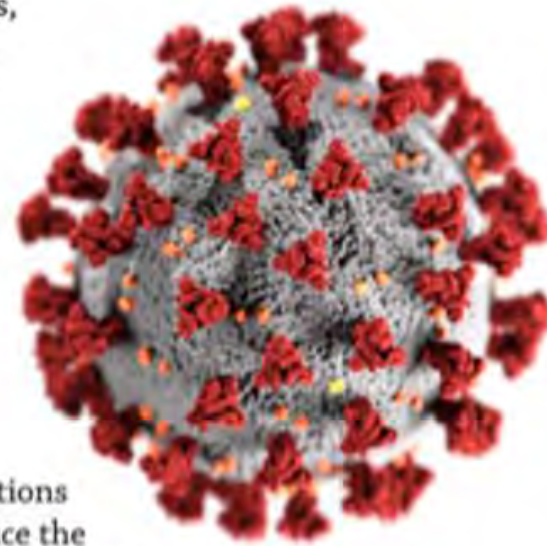
Events and Gatherings: Readiness and Planning Tool

CDC Readiness and Planning Tool to Prevent the Spread of COVID-19 at Events and Gatherings

As some communities in the United States begin to plan and hold events and gatherings, CDC offers the following readiness and planning tool to share ways event planners and administrators can help protect staff, volunteers, and attendees and slow the spread of COVID-19. This tool aligns with the [Considerations for Events and Gatherings](#) and includes the following:

- General Readiness Assessment
- Preparing for If Someone Gets Sick
- Daily/Weekly Readiness Assessment
- End-of-Day Actions and Resources

Event planners and administrators may review and complete the general readiness assessment while working with state and local officials as part of making initial preparations before the event to promote healthy behaviors, environments, and operations that reduce the spread of COVID-19. The daily/weekly readiness assessment may be used to monitor and maintain recommended practices. Planning tools are also included to help event planners and administrators prepare for if someone gets sick, plan after-event actions, and address the specific needs and circumstances of the local community. Implementation should be guided by what is feasible, practical, acceptable, and tailored to the needs and context of each community.



Guiding Principles to Keep in Mind

A gathering refers to a planned or spontaneous event, indoors or outdoors, with a small number of people participating, or a large number of people in attendance. Examples of gatherings, small or large, include a community event, concert, festival, conference, parade, wedding, or sporting event.

- The more people an individual interacts with at a gathering and the longer that interaction lasts, the higher the individual's potential risk of becoming infected with COVID-19 and then spreading COVID-19 to others.
- The [higher the level of community transmission](#) in the area where the gathering is held, the higher the risk of COVID-19 spreading at the gathering.
- The size (attendance) of an event or gathering should be determined based on state, local, territorial, or tribal safety laws and regulations.

The risk of COVID-19 spreading at events and gatherings increases as follows:

- **Lowest risk:** Virtual-only activities, events, and gatherings.
- **More risk:** Smaller outdoor gatherings in which individuals from different households remain spaced at least 6 feet apart, wear cloth face coverings, do not share objects, and come from the same local area (e.g., a community, town, city, or county).
- **Higher risk:** Medium-sized in-person gatherings that are organized/laid out to allow individuals to remain spaced at least 6 feet apart, some wear cloth face coverings and come from outside the local area (e.g., a community, town, city, or county).
- **Highest risk:** Large in-person gatherings where it is difficult for individuals to remain spaced at least 6 feet apart, do not wear cloth face coverings and travel from outside the local area.



cdc.gov/coronavirus

CS 117934-A July 6, 2020 7:51 AM

Facilities and Supplies

Point Person(s):

Obtain supplies including:

- soap
- water for hand hygiene
- hand sanitizer (at least 60% alcohol)
- paper towels
- tissues
- cleaning supplies
- EPA approved disinfection supplies
- cloth face coverings
- no-touch/foot pedal trash cans
- no-touch soap/hand sanitizer dispensers
- gloves
- disposable food service items
- other:

Develop a schedule for increased routine [cleaning and disinfection](#).

Close shared spaces (e.g., a lounge); otherwise develop a plan for staggered use of these spaces and [cleaning and disinfecting](#).

Develop a plan for the [safe and correct use](#) and storage of [cleaners and disinfectants](#), including storing products away from children.



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Events Industry Council APEX COVID-19 Business Recovery Task Force Resources

Accepted Practices Guidance



Additional Resources



To date, EIC and the taskforce have curated and aggregated:

On-demand Webinars: COVID-19



On-demand Webinars: Workforce and Wellness



- 3 guidance documents
- 4 additional resources
- 7 regional economic impact summaries
- 10 educational webinars

HTML Code available to integrate these into your course sites

Meeting and Event Decision Grid (EIC)

RISK LEVEL DESCRIPTION	VENUE/HOTEL MEETING AND EVENT PROTOCOL SUGGESTIONS
LEVEL 4	NO MEETINGS AND EVENTS IN VENUES/HOTELS
Peak Sustained Transmission <ul style="list-style-type: none"> • Restrictions on mass gatherings • Social distancing and face mask wearing mandatory • Other health and safety protocols may be enforced by local, province/state or country governments • 'Stay-At-Home' order active in the jurisdiction where the event will be held • Travel restrictions active by jurisdiction or organisation 	<ul style="list-style-type: none"> • Virtual meetings and events strongly recommended
LEVEL 3	NO MEETINGS AND EVENTS IN VENUES/HOTELS
Initial De-Escalation <ul style="list-style-type: none"> • Restrictions on mass gatherings • Social distancing and mask wearing highly encouraged • Other health and safety protocols may be highly encouraged by local, province/state or country govts • Government business occupancy restrictions are >30% • Temperature check requirements (local, province/state, country) may be in place • Airports and rail stations have safety protocols in place • Travel by air, rail, and other methods of public transportation increasing with safety protocols 	<ul style="list-style-type: none"> • Virtual meetings and events strongly recommended
LEVEL 2	LIMITED MEETINGS AND EVENTS IN VENUE/HOTELS
De-Escalation with Caution <ul style="list-style-type: none"> • Mass gatherings are allowed but limited by space of venue/hotel to accommodate social distancing • Social distancing and mask wearing highly encouraged • Government business occupancy restrictions are >50% • Temperature check requirements (local, province/state, or country) • Airports have safety protocols in place • Use of air, rail travel and other methods of public transportation continues to increase, with safety protocols in place • Safety guidelines can be met by hosting venue/hotel and organisation 	<ul style="list-style-type: none"> • Hotel or venue to provide temperature screening front of house and back of house (FOH/BOH) • Hotel or venue health and safety protocols to be reviewed and approved by hosting organisations (province/state/federal guidelines) • Cap on maximum attendance to provide social distancing • Social distancing required (6+ feet/1.8+ metres) • Hotel/venue health and safety food and beverage protocols in place • Local medical facilities vetted for possible use • Tours/activities reviewed case by case • No group ground transportation • Attendees agree to code of conduct
LEVEL 1	UNLIMITED MEETINGS AND EVENT IN VENUES/HOTELS
Business as Usual (BAU) <ul style="list-style-type: none"> • Risks are limited, but several could still remain, and exposure is minimal • No travel restrictions • No company/organisation restrictions 	<ul style="list-style-type: none"> • Same protocols as Level 2, however some protocols may be relaxed depending on the current situation

Meeting and Event Code of Conduct

Personal actions supporting the collective wellbeing

A code of conduct is a collection of rules and regulations that include what is and is not acceptable or expected behaviour.

The Events Industry Council, through its member organisations, has offered guidelines outlining steps that can be implemented to provide as safe an environment as possible when meeting in-person. Responsibility is shared equally among event organisers, the event venues and the event attendees – all have a role to play.

Based on our common set of beliefs in the value of live event experiences we know to be true, as stakeholders we all have a role to play in the mitigation of risk. The code of conduct below is meant to serve as a reminder and inspiration to know that if we all collectively respect the significance of this contribution, we are by definition advocating for the well-being of our fellow global citizens and our industry.

Code of Conduct

Before Leaving Home

- Follow relevant guidance provided by the [World Health Organization \(WHO\)](#), or your local health authority.
- Adhere to government issued travel restrictions and guidance issued by the region you will be travelling to and the region you are travelling from.
- Evaluate your own health and that of people you are in close contact with; contact the meeting/event organisers if you have concerns.
- Stay home if you feel sick.

On-site During the Event

- Follow guidance from your local health authority, for everyday preventive actions to help prevent the spread of respiratory viruses including:
 - Washing hands often with soap and water for at least 20 seconds, or an alcohol-based sanitiser with at least 60% alcohol.
 - Avoiding touching eyes, nose, and mouth with unwashed hands.
 - Covering your nose and mouth when coughing or sneezing. Throw used tissues in the trash.
 - Cleaning and disinfecting frequently touched objects and surfaces using a regular household cleaning spray or wipe.
- Agree to have your temperature taken before entering the meeting/event venue, if required by the event organisers.
- Agree to wear a mask or facial covering, if required by the event organisers.
- Adhere to social distance protocols put in place by the event organisers and respect others' personal space.
- Go to the event First Aid office (or equivalent) at any time, if you feel unwell or are experiencing flu-like symptoms.

Post-event

Based on current contact tracing advice from many health authorities, if you test positive for COVID-19 up to 14 days after returning home, please contact the meeting/event organisers to advise them.

<https://www.eventscouncil.org/Industry-Insights/Code-of-Conduct>

Where Can You Hold Events? Here's the State-by-State Reopening Status

Connecticut, Maine and Massachusetts introduced new restrictions on restaurants and group gatherings this week.



By Amy Palmer



By Elise Gutierrez

November 8, 2020



<https://www.northstarmeetingsgroup.com/News/Industry/Coronavirus-states-cities-reopening-COVID-19-new-cases>



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Florida

On Sept. 14, bars were permitted to reopen at 50 percent capacity. The same day, **Miami-Dade County** entered phase 2 of the "Safe. Smart. Step-by-Step" plan, along with the rest of the state. This allows gyms and stores to operate at full capacity. Restaurants and movie theaters can operate at 50 percent capacity. Florida's Department of Health has [advised limiting gatherings](#) to fewer than 50 people and masks are mandated in a number of cities.

Current meeting limits: Gatherings of more than 50 are discouraged.



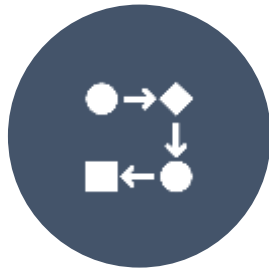
<https://www.golivetgether.com/>
#GoLIVetogether



Closing thoughts...



EVENTS ARE COMING BACK!



DON'T BE AFRAID TO
PIVOT/SHIFT/CHANGE



WORK ON PROFESSIONAL
DEVELOPMENT OR NEW
SKILLS (E.G., DIGITAL, SAFETY)



STAY POSITIVE!

Questions?

Additional reskill resources:

- Degree programs
 - <https://hospitality.ucf.edu/degree-programs/>
- Graduate certificates:
 - [Hospitality and Tourism Technologies Graduate Certificate](#)
 - [Destination Marketing & Management Graduate Certificate](#)
 - [Event Management Graduate Certificate](#)

Today's Presenters:

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SERIES



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Thank You!



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