

The High 5 Times

2020 & Beyond

As we are at the end of another busy year, we are increasingly looking ahead and wondering what the next few years holds for the ever-changing Meeting and Events Industry.

Demanding project briefs require that the High 5 Team have a veritable passion for events of all sizes, locations & diversity! Continuous innovation and change mean that we never 'rest on our laurels' and why I personally love this industry! At High 5, we regularly attend global travel shows, giving us the opportunity to meet colleagues and friends, old and new, but also to see 'what's new' and trending to ensure that our service delivery is always 'fresh' and ahead of the game. It goes without saying that as your events partner, we pride ourselves on being thorough, creative and of course, organised (we love our lists!), but where we can truly add value is in our **experience and ability to predict and meet your needs in the future**. Meetings and events can often take months (sometimes years!) to plan so High 5 are always 'living in the future' **so here are some of our insights into developing meeting trends**.

Technology continues to be in the forefront of our industry. Event Apps are becoming increasingly used to co-ordinate events, encourage delegate communication, venue way-finder plus interactive boards. Live polls let us instantly see if a speaker is sparking interest, allowing us to (almost!) instantly adjust the event for what attendees are responding to. We

can therefore monitor and share any relevant findings through digital signage, keeping the flow of the event heading towards your highest-rated content. Tracking systems can change queues at popular locations, workshops and exhibitions, giving us valuable data for ongoing improvement of services



An increasing trend for 2020 is an **expectation for meetings to have a 'purpose' and to be more 'socially responsible'**. At High 5, our team spend significant time on research and negotiations, as the meeting is often linked to an environmental statement. We are seeing an increased focus on creating memories, well-being, and bringing people together. CSR is a misunderstood concept by a lot of people, and to really embrace it, an organisation needs to make significant changes. It's not simply about environmental matters, solar power & banning plastic straws. Our team is increasingly asked to deliver CSR events, so our aim is always to offer opportunities that allow participants to connect to the host community and inspire them to seek similar opportunities in their home communities, so that the business CSR event has left a legacy.

Sustainable meetings continue to increase as more of our clients see it as part and parcel of their Corporate Social Responsibility. We have to always consider the **carbon footprint** during programme discussions, will we be providing re-useable coffee containers, avoid one-use plastic water bottles in meeting

rooms, bio-degradable badges, meeting apps replacing welcome packs and so on. Food waste is also a prominent topic and where possible, more meetings and venues will be looking to pledge zero food waste into landfills. There is still a, continual drive for face to face meetings, despite the damage caused by worldwide flight travel.

Budgets continue to be under pressure and subsequently, we are seeing an increased number of larger events and a consolidation of company activities.

Much of our experience has previously been in highly regulated healthcare events. Mental health is one area regularly in the news, as we are increasingly aware of the **stresses of today's modern working life**. We value being part of the client steering committees and discussing how we can encourage social interaction between people, perhaps over fun refreshment breaks; have you enjoyed refreshments at a vintage Italian Coffee van or Japanese tea at a High 5 supported meeting?

Inter-active experience and team-building continue to be great fun (**we love these briefs!**). We've been involved in adaption of the Thriller movie, to clients re-enacting Dragons Den as part of their Marketing Strategy to the Greatest Showman being the theme for one memorable and successful Sales Conference.

We are excited about the trends for the coming decade. As attendees become more aware, expectations for engaging and providing **personalised events** will continue to rise, meaning that each and every delegate attends a memorable meeting, suited to their needs and preferences.

Finally, we are currently looking forward to a prosperous 2020 so **thank you** again to all of our valued clients, suppliers, friends

and colleagues, and last but certainly not least, our hard-working team ... High 5 would be nothing without YOU and I am incredibly proud of our on-going achievements.

DID YOU KNOW?

Based on new research from the Experience Institute, a huge 71% of people consider the destination in their decision to attend a meeting. Beyond that, 20-30% say it's the deciding factor.



Sue Turner
Director

Sustainability in Meetings and Events

Our logo maybe multi-coloured, however we are green at heart at High 5 Events.

Why?
There is a growing trend by our clients and suppliers to be more responsible when planning meetings and events. With increased media attention and awareness on sustainability we are all keen to reduce our carbon footprint and to share best practices in being more environmentally responsible.

For example, Starwood Hotels and Resorts have put together their Sustainable Meetings Overview which integrates environmental and social responsibility into the meeting process. The principles cover the use of paper and other resources in the planning of meetings and events, and the route it is taking to reduce these impacts.

So why is it important to look at the environmental impact of your meeting and why should you consider making your meeting more green?

The most obvious answer is that it is good for the environment.

If a five-day meeting serves 2,200 people breakfasts,

lunches and reception events using china instead of plastic disposables, it prevents 860kg of plastic from going into a landfill, according to figures taken from the 2018 Meetings Strategies Worldwide report. The report also calculated that by not pre-filling water glasses at tables during three days of served lunches for 2,200 attendees, 2,000 litres of water could be saved.

However it also improves your reputation

Green meetings demonstrate your company's commitment to sustainability in a very public way.

How?

Here are a range of approaches to consider when making your meeting more sustainable:

Online and Digital:

High 5 can help you to present your meeting information electronically and digitally. This includes a comprehensive website, email updates, online registration and onsite apps facilities.

Transport:

High 5 can help you select a venue that's easy to access by public transport with accommodation within walking distance. Where this is not possible, co-ordinating transport to and from the venue by local carriers and encouraging delegates to make full use of public transport with low cost and delegate travel passes whenever available.

Use of Paper:

Ensuring all paper products used at the meeting or event are environmentally sound,

and if information needs to be printed, it is printed double sided. Offering the opportunity to recycle welcome pack contents and branded items for reuse at your next meeting.

Reusable products or biodegradable:

High 5 can help you select meeting products such as meeting badges and pens that are either reusable or easily biodegradable, so that your meeting reduces its impact on the environment.

Integration of social and community programmes

The social aspect of CSR is viewed as an increasingly important part of meetings and events, and reflects people's growing desire to leave a positive legacy on the destination they visit.

So for your next meeting, let High 5 Events help you look at how your meeting or event impacts the environment and if there are ways to ensure it becomes more sustainable.

Michelle Mantle
Senior Events Manager



High 5 biodegradable pens



Top Tech Trends

Technology can make the difference between an ordinary or extraordinary event. It can make your event stand out from the crowd and ensure that memories are made forever!

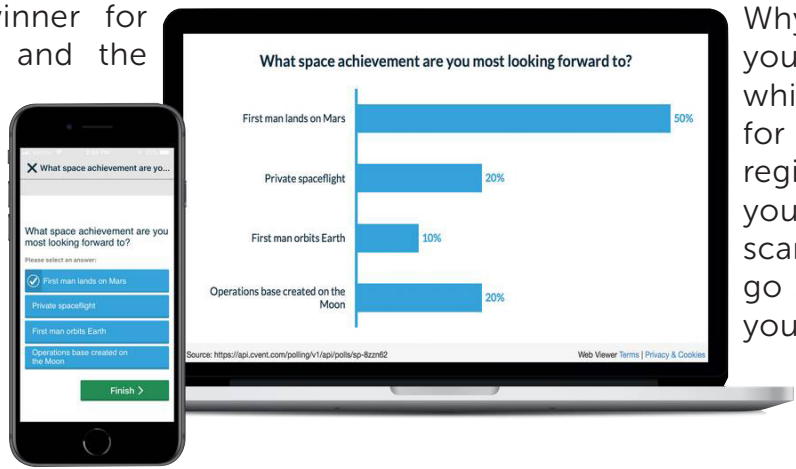
It's important to know that not only are there progressions in how technology works for the user, but also for the marketer. Products must deliver measurable results – making event tech a winner for events agencies and the attendee alike!

There are several 2019 trends in technology this year, including the Event App, QR codes for registration and check in, and even voice tech to ask your app/phone where your next session might take place.

Here are my top 5 technology trends of 2019:

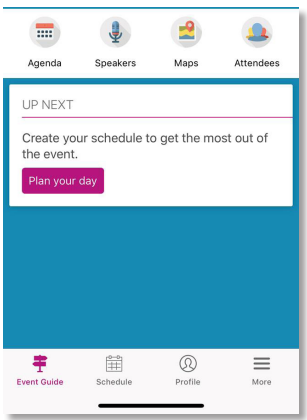
1. Website registration

Save time on personalised emails, hours upon hours of collating information and centralise it with your event agency through a personalised registration site.



2. Event Apps

The App is your place to easily access all your event information. Password protected and unique to every event, this is the place to find out about your attendees, exhibitors, local information and communication.



3. QR codes for registration & check in

Why stop and have your name ticked off while standing in a queue for the next stage of registration? Now with your phone or badge just scan your QR code and go straight through – all your information will go straight to the event manager on the computer.

4. Virtual Reality and Artificial Reality

After making a dramatic splash on the scene, virtual reality and artificial reality are still relevant, and becoming more dynamic with each passing year. It's easier and cheaper

than it has been – therefore more accessible for those with smaller budgets.

5. Event Gamification

Whether through mobile event apps or the use of beacons (even facial recognition!), gamification is all the rage. Attendees love a little competition and adding in a way to engage makes the event more unique. As the tech advances, the challenges and games will follow suit.

Lucy Winning
Events Manager



If you want to go fast,
go alone.

If you want to go far,
go together.

African Proverb



The Perfect Partner for your next event

Great things can be accomplished with the right partnership – High 5 Events can ensure your time is spent with your customers and clients, instead of spreadsheets and sums!

"You don't inspire your team mates by showing them how amazing you are. You inspire them by showing them how amazing they are"

Robyn Benincasa, World Champion Adventure Racer

Time and money are precious things, that's why we make conference management simple, stress-free and cost effective. Established relationships with hotels, venues and suppliers means that we provide you with cost-effective solutions, but also ensuring these elements add value to your experiences. Every company has a different culture, we understand that day to day business can be challenging, demanding and full of unplanned calendar

invites so let us save you the headaches and hassles of planning your next meeting.

We can **create and execute new, exciting ideas** for your events which do not need

to be a budget buster in order to make an impression to your customers and clients. We provide solutions for all types of groups, specifically tailored to your event and requirements.

As the saying goes, **fail to plan, plan to fail** - but this does not only relate to ensuring that the smallest of **details** is taken care of, but to also ensure that the **budget** is adhered to. We

will always provide an initial quotation based on the elements and requirements conveyed, monitoring these as the planning phase evolves to ensure that you are always equipped with the numbers in order to

ensure value for money no matter how small or large the event.

During the **onsite delivery** of your event, we ensure that our team are briefed on the day by day, hour by hour movements and requirements. Our team will always be **professional and inspired** to make your event as seamless as possible, leaving you to network and focus on enjoying the event with your guests – **the most important part!**

Lauren Tanner
Events Manager



Stress in the events industry

It is no secret that our industry of meetings and events can become stressful from time to time. In 2017 Forbes reported it being the 5th most stressful job, so how do we try and manage this stress?

Stress Matters – an organisation set up to reduce stress in the events industry - found 71% of events professionals believe their colleagues are suffering from stress. We all know stress can significantly affect a person's wellbeing and mental health, and this is why it is such a significant topic in the industry. As an event

professional it is imperative we keep both our own and our colleagues stress levels to a minimum – but how do we do this? Here are some helpful tips from High 5 to help reduce stress and increase work productivity:

Step away from that desk and get some fresh air!

You may not know but the team at High 5 commit to an hour-long keep fit class every week in order to get away from the desk. We have found this also, in fact, increases our work efficiency. The team all agree that some of our most productive days come from doing keep fit in the morning. Whether it is a walk on your break or doing a workout at lunchtime – the endorphins really do help with stress levels.

Be there for your colleagues

Many studies have shown that stress can be contagious in the workplace – this means when one person feels stressed it can make everybody around them feel the same. A way of avoiding this is being there for your colleagues; take them away for a coffee and a chat, offering to help or just simply letting them know that you are there can really help.

Make a list and prioritise

Who doesn't love making a list!? We always

remember the famous quote 'An hour of planning can save you 10 hours of doing'. I really do believe that planning your workload can save you time in the long run. Once you have your list don't forget to arrange in order what needs to be done first. We all set ourselves a goal every week which we know will make a difference to our workload once completed.

Don't worry, be happy!

Sometimes easier said than done but I always find it helps to remember what a great, versatile industry we are in! For us at High 5 everyday is different which gives us all the motivation to get through the challenges and enjoy the work we do. We are lucky we have such a great pool of clients and suppliers that we work closely with, so we all really do appreciate being an event professional!

Lucia Lombardi
Events Coordinator



Event Technology

Event Technology is making it easier to bring genuine memorable experiences to life. Ask any of the High 5 team about some fresh ideas for your next meeting:

- Live polling:** Live polling apps allow our clients to get real-time feedback and 'crowdsource' the agenda as it develops.
- Silent conferences:** At one event, we created a space where multiple speakers presented at the same time! Attendees wore special headphones, allowing them to move between workshops & individual speakers.
- Better guest management:** Event apps can give the delegate a truly personalised programme & experience, meaning that everyone is a VIP!



Did you know?

They say the way to millennials hearts is through their stomachs — which now expect more vegetarians at events. At High 5, we continue to work with venues and caterers who can put innovative vegetarian F&B on the plate.

How well do you know 'YOUR' High 5?

Can you match up who has done what ...?

- A Got married in 2019?
- B Enjoyed a well-deserved beer after climbing up & down Mount Snowdon?
- C Somehow reversed into a skip?
- D Ran in the Boston marathon – albeit 'virtually'?
- E Attends and wins with her dogs at Crufts?
- F Has clocked up 10 busy years at High 5?
- G Has completed a tap routine to Mambo No.5 by Tequila?
- H Currently training for her confirmed place in the London 2020 Marathon?
- I Outside of sage & spreadsheets, this lady can be found jogging, climbing & completing house renovations?
- J Raised over £1k for the British Legion when she ran a half marathon along the Grand Union Canal?
- K Celebrated her 40th this year ... with a Gin or three?
- L THREE sunny weeks Hols Downunder in Spring 2019?
- M Who receives treats from the postman every working day at the High 5 office?
- N Thrives on a 1000 boxing challenge?

Word Search

V M D L S C A U E E S W A S B A D G E W K H W
W R A R C S R M P V S F L T I V L T W V V H C K
G E F V E U O E C P A N H S S I E W O B S N S I
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BRAND
EVENT
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BADGE
ACCOMMODATION
SPEAKER
DELEGATE
ABPI
SLIDES
FLIGHT
WELCOME
SECRETARIAT
SUSTAINABILITY
HIGH 5 EVENTS

A Lauren B Lucia C Sue D Michelle E Sarah F Michelle G Francesca H Lucy I Sandra J Helen K Kelly L Lucy M Otis. N Fitness Michelle



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