

High 5 NEWS

2020

Dear Friends & Clients,

As I am writing this to you, the whole of Europe – indeed the world – is dominated by the impact of the COVID-19 virus. This unprecedented event has put enormous strain on many of our lives, but hopefully you and your colleagues remain fit and mentally well. We, as a team have certainly had a challenging few months where we have gone from a full and varied order book of 2020

events to having to quickly adapt and evolve to deliver alternative solutions to all of our clients. I am so proud of our team's continued creativity, flexibility and experience as we ride the 'Covid-Coaster' together, and appreciative of the on-going support from our clients and suppliers.

The lockdown has changed the way we do most things and meetings, events and hospitality are no different, but



our industry is incredibly resilient, and we are consequently receiving an increased number of briefs and enjoying the **green shoots of recovery**:

We continue to see how important technology is to **keeping in key contact with both Customers & Colleagues**; Virtual, hybrid, podcasts and augmented reality ARE making our meetings & events more engaging amongst the wave of current webinars.

High 5 has **always** been about delivering a **bespoke service** to any event. We have seen a more personal side to meetings as we have been virtually invited into people's homes. High 5 has also given a more 'human' feel to what can often be impersonal technology, in the current wave of webinars.

The **power of an in-person event** cannot be disputed but as the world slowly gains more confidence post lockdown, venues are opening their doors with more innovative ways of welcoming guests back.

Merging an in-person and virtual event results in a **hybrid event**, where attendees are both there physically & virtually. High 5 believes this will become the norm, allowing attendees to truly engage with speakers & network, as interaction is key!

Last but not least, we believe Covid-19 will bring about a **catalyst for change** as a post-pandemic trend and we will continue to be leaders in our industry.



As new industry guidelines are issued and revised we are seeing an upsurge in overall demand. Please do give us a call if you are looking for inspiration on the way forward. With the industry eager to return we appreciate the need to **plan earlier to deliver safely and avoid disappointment**. On behalf of all of our team at High

5, we hope you enjoy reading our newsletter. We look forward to seeing you again, hopefully soon, take care,
Sue



Sue Turner

The 'New Normal'



As the COVID-19 pandemic has put the world of face-to-face meetings on pause and social distancing requirements have currently banned mass gatherings, we look ahead to the reopening of venues & hotels and discuss what the "new normal" could look like:

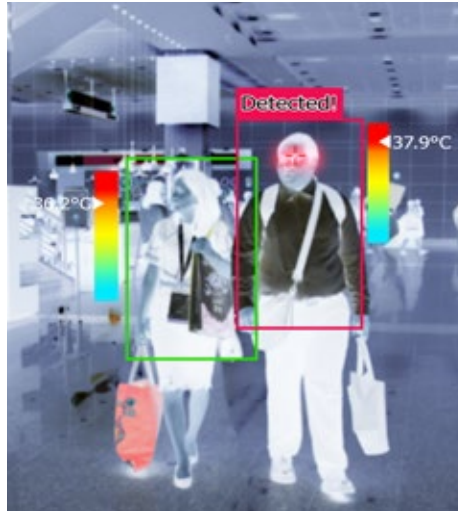
Meetings are here to stay!

Video conferencing is not a replacement for face-to-face meetings. Nevertheless, it has become an invaluable form of supplementing communication and we are sure it will be integrated into meetings moving forward.

The importance of the **High 5 delegate registration** website is even more valuable and highly recommended to ensure that venues can plan capacity, ensure up to date contact information is received in advance and reduce in person arrival procedures.

It is likely that **health declarations** will be required a few days prior to meetings, to ensure that attendees confirm that they are healthy and give consent to add their e-mail

address to a notification list in the event there is an infection at the venue or hotel (to allow for contact tracing). GDPR policies will need to be adapted to include this amendment.



The **QEI Centre, Westminster, London** has put into place **thermal cameras** which will be located at the entrance to the Centre; all visitors will be expected to use hand sanitiser units located at the entrance where a camera will collect thermal imaging to assess body temperature. If the unit detects a fever (The QEI Centre defines a fever as a temperature over 100.4 F/38.0 C. Normal body temperature is 98.6 F/37 C), the venue will not permit access to the Centre. These thermal cameras have the ability to read QR codes and can be utilised as an entrance system for pre-registered delegates; this will assist the venue with traffic flow and control in the main foyer.

Registration will become more **touchless** with greater use of QR codes, Apps etc

Cloakrooms at venues may use

garment bags, so attendees will be asked to keep luggage to a minimum to help keep belongings separate.

All venues and hotels will implement an enhanced cleaning procedure, to include high frequency touch points and meeting and events equipment such as microphones. All are cleaned in between use, using hospital grade disinfectants.

Room layouts and capacities may be affected depending on government guidance.

Industry awards – showing which venues have been recognised as ones that can open safely and follow current Governmental guidance. For example, the **Royal College of Physicians, London** has received the **Good To Go** certification.

Stay Safe Ambassador – The Meliá Hotels Group has appointed an ambassador in each hotel to guarantee the implementation of the Stay Safe with Meliá programme.

Virtual site inspections – many venues and hotels have implemented a system to allow for virtual site inspections. **The Meliá Hotels Group** have implemented a diagramming tool to design new room capacities and set-ups for the MICE segment and allow virtual site inspections.

High 5 can work with you to do the same for other venues too.

Moving through buildings - what will be different?

Many hotels and venues are spread across various sites so what will the likely changes be for your meeting attendees:

Venues will be making use of multiple exit and entry points to introduce a one-way flow in and out of the premises, with appropriate floor markings or signage. Any changes to entrances, exits and queues would consider adjustments for those who need them, such as people with disabilities.

There will be more management of the arrival and departure times of different groups to reduce the pressure at exits and entrances.

Use of lifts strictly for the use of those with mobility issues.

Public access to central areas may be affected. **The Royal College of Physicians, London** will close public access to their 2nd floor gallery. This will remain open to guests and delegates during meetings.



Touch free food - open buffets, coffee service and close-contact table service at meetings may be reconsidered, for example **The QEI Centre, Westminster, London** is looking to implement with frictionless methods of food and drink provision. For example, bento boxes which are a smart and hygienic alternative to traditional plated meals and buffets in catering areas and self-service coffee stations.

All attendees may be asked to wear a protective **face mask**.

Toilet facilities may be limited at times in order to regularly sanitise the facilities.

Delegates may be asked to remain in their allocated seat/event space for the duration of the meeting.

More use of digital welcome packs, using our **High 5 Mobile app**, with online notetaking and Q&A capacity, reducing cross contamination.

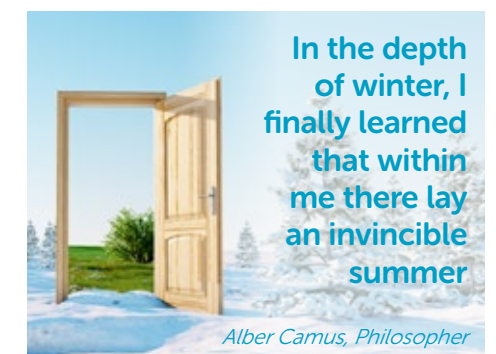
Touchless check in for meetings & badge printing, using QR codes sent to delegates own devices

enabling printing of badges without any screen contact.

Hosting meetings in a world affected by Covid 19 will take some adjustment and venues have focused their efforts on ensuring workable health and safety regulations to ensure safe face to face meetings and events.

High 5 events continue to look at ways to provide the best meeting experience whilst adhering to government guidelines and ensuring safety for everyone.

Michelle Mantle



From Face to Face to Virtual

CASE STUDY



THE HISTORY

When Covid-19 took over the World and all Face to Face meetings ground to a halt, many clients found themselves in uncharted territory with many meetings still needing to go ahead. Although High 5 Events have delivered virtual events before, the industry exploded with new options – time for an update. Just like meeting venues, different platforms offer varying benefits so it is important to choose the one which will meet the objective.

THE CHALLENGES

Despite Covid-19 our client needed a series of training meetings to take place. These meetings have been running for many years and have a very well-known format. The training needed to be highly interactive, enable various templates to be annotated by more than 1 delegate and involve breakout groups for our multi-lingual attendees who were dialling in from around the globe. Many different presenters were also involved within the meeting series so we needed to have a

user-friendly platform which could be understood quickly.

As a team, most of our previous experience has been in live and face to face events with limited exposure to virtual meetings so our first challenge was to quickly adapt to run virtual meetings with the same level of dedication, professionalism, style and presentation. The meeting experience was just as important to the delegate but the delivery method would be very different.

THE PLANNING

After an initial 2-week period of reviewing the technology available we confirmed our AV partner who could support with a digital platform that was ideal for a series of training meetings. We

arranged training for the speakers to get the most out of the platform but also to make it as invisible as possible so the focus would be on the training content. We provided clear instructions to the delegates about how to join the meetings, and troubleshoot any audio, video or wi-fi issues.

THE DELIVERY

All sessions were set up over a 5-week period with meetings lasting no longer than 3 hours as we knew it would be difficult to hold people's attention over a virtual platform. We used all functions within the platform: breakout rooms for smaller discussions, annotations for group workshops and polling questions to break-up the sessions and maintain engagement from the delegates.

THE OUTCOME

The interaction went above and beyond what the clients expected, and the overall feedback was that this platform truly suited the requirement, and indeed discussions are being progressed with the client team regarding other internal and customer facing webinars.

Typical Zoom meeting schedule:



1-1:05	Waiting for the host to start the meeting
1:06	The group discovers virtual backdrops
1:07	Someone really struggling with audio
1:09	"Let me try headphones"
1:10	Everyone holds up their cats
1:15-1:25	Actually meeting time
1:30	:Stay safe!"

Mobile Apps and Virtual Exhibitions



A question we have been asked a lot over the past 3 months is

How can we make our Virtual event more interesting?

One simple answer is incorporating the technology and concepts you would usually use at your live event into your virtual event!

Event Apps

Whether live or virtual, your delegates still require their packs of information and the agenda for the event, and now more so than ever require a way to network with fellow delegates – all of which can be utilised on an event app! For those that have not yet used a High 5 Event app it is a secure platform delegates can operate on their chosen device to access information, partake in polling questions, chat with delegates and complete questionnaires. An event

app is completely brandable to your event and sends notification reminders straight to the delegates device. Therefore, event apps are not just for live events and are now frequently being used for the virtual events to encourage further interaction from delegates. Live polling and Q&A sessions are popular elements to virtual events, however instead of using your videoconferencing platform, an event app allows a more personalised experience for the delegate straight from their device.

Virtual Exhibitions

Many events include some form of exhibition, whether it be a table top of your products to display or offering a full exhibition space with different stands – just because you are now holding a virtual event it does not mean you cannot still have your exhibition. Venue and exhibition stands can be built using a combination of 3D rendering, photography and HD video. This creates a photorealistic

representation of your exhibition stand. A fully animated virtual stand can be designed for you, we can pre-record videos of each stand (whether it's a demonstration or talking about a product) and even have a Q&A box which will go directly to the stand members to answer the users question directly. It is also possible to present a session from the virtual exhibition stand using a live HD studio and life size virtual exhibition stands.



The exhibition can be available for attendees to explore before, during and after the event – we can also restrict access during session times and only allow delegates in during set breaks. A virtual exhibition allows the user to interact and engage more with the event content and definitely provides that 'interesting' feature many are looking for within their virtual event.



Lucia Lombardi



Virtual Learnings in 2020

The adage of “**every day is a school day**” has probably never been more true than in the last six months of pandemic life as so many of us have become school teachers alongside many other roles! As the diary remains full of virtual and hybrid meetings, the High 5 Team have taken the opportunity to reflect on how the delivery of virtual has been improved and **record some tips to help plan your next virtual meeting**:

Think Branding

Is what you are presenting reflective of your business? Many consoles can be branded to excite and engage your audience but even on Zoom, think of your slide formats and backdrops.

Keep Slides Simple

Don't overload with data or words. This shouldn't happen in a conference but please remember, your slides are now being viewed on an even smaller screen.

Check And Check Again

Don't overload with data or words. This shouldn't happen in a conference but please remember,

your slides are now being viewed on an even smaller screen.

Have Plan B Ready

Tech can often go wrong, we just don't know WHEN!!!

Check the laptop battery level and that its plugged in

Have spare mics, headsets accessible

Setup a second computer with the same presentation and conference weblink loaded ready to take over

Prepare a colleague in a separate location to monitor your broadcast and warn you if there is a problem and they can be ready with a pre-scripted announcement to read if transmission is lost. This can keep your audience and give you time to re-join.

Your mobile phone can provide you a backup internet connection via a Hotspot

Be Ready

Make sure you have your speakers on line 30mins before your event so you can test video, audio and

confirm how the session is going to run – no late arrivals even from the MD! Disruption disengages your audience FAST!

Pre-Event On-Line Etiquette

Make sure everyone knows how to ask questions, where to find the chat function and let them know if the slides/recording are available. Tell them up front then they can concentrate on the content.

Be Engaging

For us, this is by far THE number one factor to remember in ALL virtual meetings.

Don't Let It End

Make sure the next stage of the customer's journey is linked to the webinar. Ideally this is with links from your webinar console but it could be a dedicated webpage for attendees to learn more and access more of your resources and content.

Follow-Up

Analytics on some tools will tell you who is engaged, for how long, how many questions/chat they posted, did they respond to the survey. This focuses you on who to contact first with information on what they are interested in rather than the blanket “thank you for coming”

Top Tips Presenting from Home

Presenting from a laptop?

The webcam and mic are fine but elevate the laptop so the camera is on your eye line. This will stop you hunching over the screen. Look at the camera not the picture of yourself.

Don't have a light source (window, room light, mirror) behind you.

Stand up if that makes you more comfortable – just don't move too far off camera!

What can be seen behind you?

Home life is real but at least make it tidy

Make sure you are the only one using your **home internet** and you not sharing it with a Netflix

download! This stops your presentation being glitchy.

Know your bandwidth – presenting needs good upload speed. Most home internet is focused on download so if there is video in your presentation, best it is played in from the office or the AV company not your home. Your bandwidth also varies during the day – will it be good enough at the time you are presenting? Or should you consider pre-recording and just doing the Q&A live?

Engaging your Audience

Engage the Audience from the start

Tell them what they need to know, give them a tour of the console and functions, how to raise questions and how to deal with tech issues and tell them if a recording and the

slides are available? How much Q & A time is wasted with this question???

Ask a question immediately

Even before you start presenting. This could be where are you today or what can you see from your window but could be a poll around objectives/expectations. Get the audience using their keypad to engage and acknowledge the responses. Pick up on some questions or chat during the presentation – it will encourage more comments from others and keep your audience engaged.



We're
missing
our clients
& looking
forward to
seeing you
all again
soon!



**UPDATED WEBSITE
COMING SEPTEMBER**

Wellbeing for individuals during lockdown



We can all agree 2020 has not been the year many of us set out for, and whilst we can dwell on plans and celebrations missed, it is far more valuable to consider the gains from this extraordinary time to be alive.

We have all assumed roles that have been out of our comfort zone, and despite challenges, we have learnt a thing or two (and had a little fun along the way!) Whether its educating yourself on something that interests you, becoming chef in your dining room restaurant to please young diners (or celebrate an occasion with your loved one), becoming more green fingered or baking your first (edible) cake – these are all things we should be proud to have achieved especially on the days where you find yourself on the couch bingeing on Disney plus (because we all deserve a rest day!) At High 5 Events we regularly chat about our achievements, our challenges, our goals, and our hopes for the future. Whilst none of us know when this pandemic is likely to end, as a team we continue to support each-others wellbeing – here are a few of our tips:

Connect

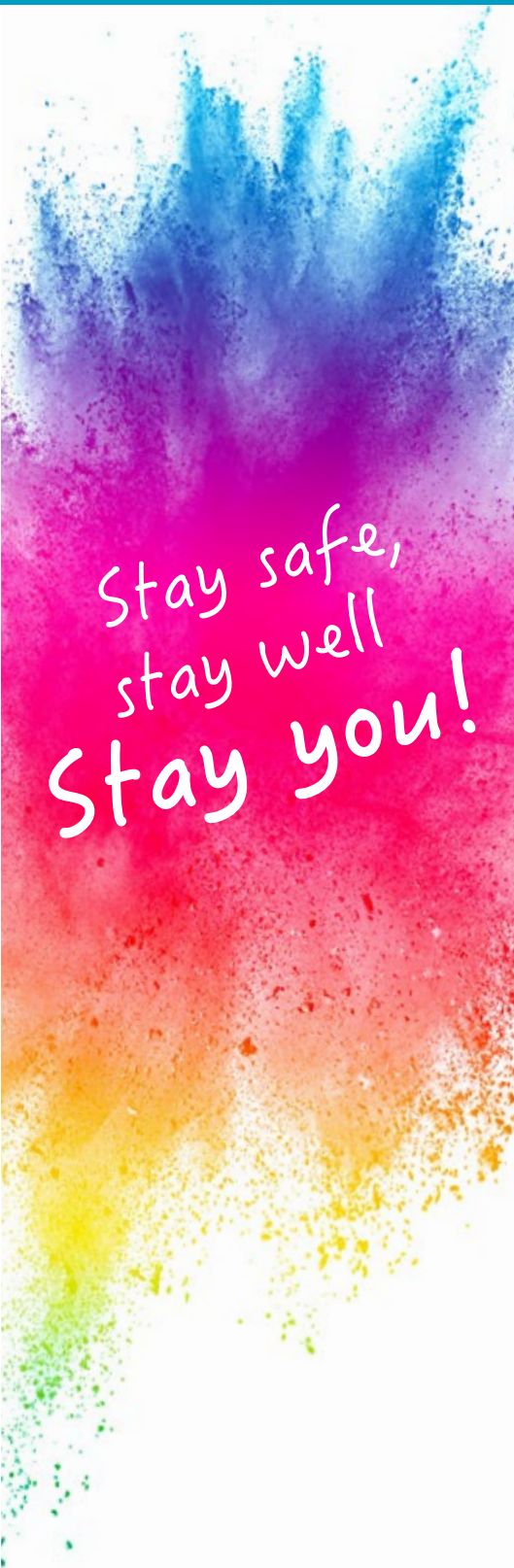
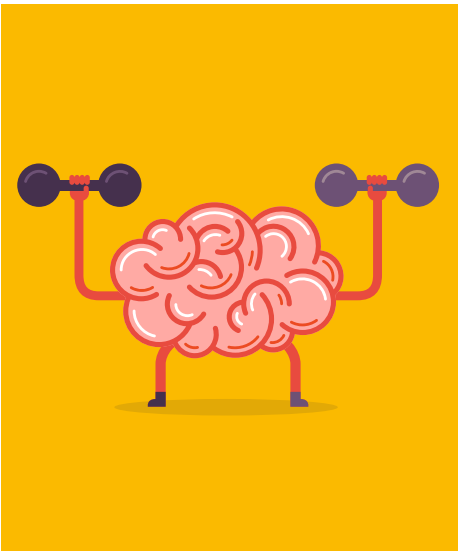
Whilst we regularly catch up to discuss all things meetings and events, we also partake in “Friday Fizz” – a weekly remote cocktail and chat on all things life! When we’re not laughing and sharing our thoughts on the week, we’re heads down in quiz mode.

Stay Active

Whether we need HIT to sweat away those indulgent days or Pilates to refocus body and mind, once a week this is where you’ll find us!

The Outdoors

If there is a silver lining to be had during the pandemic, it’s the coincidence with spring and summer. We have been taking full advantage of summer days, regularly walking with friends, the dog or even individually – **we all need a little of whoosah in our day!**



Lauren Tanner



Why use an agency for virtual events?

During our first conversations with clients at the beginning of the Pandemic, we were often asked ‘what is a virtual event? how does it work?’. Although businesses are becoming more familiar with virtual events, there is still a cloud surrounding what they are and how best to host one. In short, a virtual event (we also call them an iVent) replicates a

‘physical’ location-based event, but online. It allows you to host a global conference, trade show, product launch or recruitment fair from the comfort of your home or office, using only a laptop or mobile and an internet connection. One of the next most popular questions, which shocked me as it usually followed the first question, and I feel if you need to ask the

above question that you know the answer. However, the most asked next question was why should we use an agency for a virtual event? When starting out this process my answer used to be ‘because of our relationship with our AV team’, however having ran multiple virtual events, there are very many more answers:

- As we have worked on many different virtual events, we have knowledge of the available platforms so we can select the right one to suit the purpose of your meeting
- When you are planning your event, we will be there to support with any questions regarding delivery options for the content, engagement ideas to keep your delegates on board and technical support on how to operate.
- Our experience across a spectrum of meetings means we can provide tips on best practice and steer you away from all too common webinar pitfalls.
- We have excellent existing relationships with our AV teams, which means we already know they will provide a great service so client time can be focused on getting the content right without worrying about searching out the right company to trust.
- Your High 5 Team remains focused on your meeting and is available to constantly support you rather than relying on a multi-tasking in-house IT department, with their own daily operational to do list.
- We act as the middlemen to take our clients ideas and bring them to life with the AV team.
- All branding and marketing for the virtual meeting can be created and managed through your High 5 team, providing consistency across all assets and presenting you in the best light.
- We will send out the invites and reminders, keep track of who is registered and confirm who attended. The advantages of virtual meetings typically means delegate numbers can be 3x to 5x in person events creating a larger administrative burden to be managed.
- High 5 will ensure your virtual events are compliant with your Company’s SOPs & accreditation where required
- Pre-event we can host speaker training sessions and co-ordinate pre-records so they are suitable for use on a virtual platform.
- We take the pressure off for those people who are struggling to join the meeting due to any technical issues leaving the client focused on the presentation content
- Last but no means least, the reassurance of working with the professional High 5 team, who are delivering meetings all the time



Overall, as with live events, the events agency is there to alleviate the stress and let the client carry on with the content of the event. We act in a very similar way in the background as we would with any onsite meeting.

Lucy Winning



**YOU CAN NEVER CROSS
THE OCEAN UNLESS
YOU HAVE THE COURAGE TO
LOSE SIGHT OF THE SHORE**

High 5 can steer the ship through the right course

Zoom Quiz!

As a team we've been dreaming of all the destinations we have held meetings and events in, can you guess which ones we have chosen below?

1			4			7				
2			5			8				
3			6					9		

Answers below



If you haven't used us before and need some advise,
a proposal or event solutions please contact us on:

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