

High 5 Events December 2020 Update



Current Status

- WHAT A YEAR! The High 5 Events team of 'elves' have been busy fulfilling a number of Virtual Christmas experience requests in addition to the on-going digital meetings, education seminars and company workshops. Festive quizzes, Virtual Escapes and tasty treat boxes have added to the usual range of Zoom calls throughout November and December.
- Although everywhere is now almost completely booked for Christmas, like your favourite restaurants, there are good January deals to consider if you want to kick off 2021 with a positive boost for your team. **Contact the High 5 Events team and ask about our Virtual Team Experiences for 2021.**
- Thankfully Santa has stayed safe and secure in a COVID-19 free environment and has been given special clearance to enter European airspace without the need to quarantine in each country so deliveries will still be on time this year!
- After a challenging year which has seen us deliver 81 virtual events ranging from 12 to 1200 attendees, we are positively looking forward to 2021 with much optimism.



Events in 2021

Although vaccine roll out has finally started (*great news!*), we expect 2021 to continue to be significantly affected by safety restrictions. The latest UK guidance permits meetings to start again but still encourages caution.

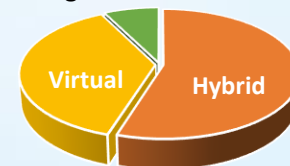
<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>

Lets talk **about your plans for 2021** and we can help you to plan flexibly and safely to deliver your objectives. While 2020 has certainly been the year of Zoom, the **opportunities for hybrid meetings in 2021** will see this sector grow .



Pivoting to Virtual

- In November High 5 delivered a 4 day Educational Conference which pivoted from F2F to online **and expanded 5x** as delegates joined from around the globe to hear the latest research on a series of issues.
 - Sessions were organised in bite size chunks with delegates free to attend one or all sessions or watch on demand if workload or time zone didn't permit live viewing. **We seamlessly brought together** pre-recorded and live content with speakers, hosts, moderators and tech teams all working remotely – throughout the 3 month planning period none of the project team met face-to-face.
 - High 5 Events **delivered a fully branded on-line portal** using the SpotMe Platform incorporating live and on-demand viewing, networking opportunities, product exhibition space, a special feature on the effect of COVID-19 on medical student training, product videos and downloads plus gamification to encourage engagement – assisted by a chocolatey prize!
 - Despite being online, High 5 **Events successfully achieved CPD Accreditation** for this event - a feature which encouraged over 48% of delegates to attend.
 - In a post-event survey over 80% of delegates rated the event 8 or higher out of 10 and **the majority would like to see either a virtual 55% or hybrid 38% event** in 2021 rather than a return to Face to Face.
- Online isn't perfect and will not replace F2F but for the right event, it can be the right solution.



Always providing solutions...

The pandemic has forced all of us to change, to become more agile, evolve our mindset and adapt to drive our businesses forward, I am so very proud of the team at High 5 who have dug deep, kept their heads up and eyes on the future. Our passion, belief and sheer grit has kept us going through a memorable 2020 as we continue to always **provide bespoke meeting solutions for our clients.**



Our team will be hanging up their Christmas stockings from 23rd December & reopening 4th January 2021

Contact us for all your event needs!

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Stay safe this Christmas and Best Wishes for 2021 from all at High 5 Events