

High 5 Events E-News - JANUARY 2021



New Year, New Lockdown, New Rules...

- **AND** New Opportunities! Ten months ago the sudden switch to remote working resulted in the cancellation of many projects affecting the business pipeline. The loss of contact with customers, suppliers and team members set us back and hurt our businesses.
- Ten months later, we have new tools, we have reimagined our business, learnt what works – more importantly we have learnt (and probably experienced) what doesn't! Life, work, engagement doesn't need to stop due to Covid-19 – we just need to do it a little differently.
- So as we all begin to juggle again, we offer you some of our **Top Tips** on how to maintain your key connections and pursue your business objectives.



Engagement Tips

- ✓ **Stay in contact** – schedule the time to stay in touch, whether this is with team members, co-workers, customers or suppliers. This doesn't mean another online meeting: text, email, social media post, phonecall, even just sending an emoji keeps you in contact.
- ✓ **Keep it Short** – meetings, presentations, training... need to take account of online fatigue and home-life distractions. Focus on the key content and limit the duration. Where more time is essential plan breaks: 5-10mins every 45-60mins.
- ✓ Break the 4th wall and **talk directly** with the audience using chat, polling, pre-event questionnaires and live Q&A.
- ✓ **Be prepared to flex and follow the audience's interest** rather than sticking rigidly to a set of pre-timed PowerPoint slides.
- ✓ **Don't assume one size fits all.** There are a variety of technology solutions out there now with different strengths and weaknesses. Let our **Events specialists** help you to choose the one which suits your delivery objective.

Surviving Lockdown #3

- In December many of our clients wanted to celebrate surviving to the end of a difficult year. High 5 Events were able to offer a variety of **team experiences** from cocktails to quizzes and escape rooms to sing-a-longs to suit group numbers and budgets and bring some sparkle to the end of 2020.



- **Are you kicking off new objectives this year?** Working with a new team? Or just need a morale boost to your next team meeting?
- Talk to us about our range of options including **Treats on Tuesday** with coffee & croissant for your breakfast meeting, **Work Together Wednesday** online team building activities or perhaps **Fitness Fridays** with personal or team fitness or mental wellness sessions.

Planning Ahead

- **There is light at the end of the tunnel** with vaccine roll-out commencing. Some venues and events are planning to make Covid quick testing available for delegates on arrival, others will change venue layouts to host a series of smaller meetings or exhibitions to limit large groups. Hybrid events will be common to provide resilience in these challenging times. The Events Industry is inventive, we find solutions that deliver.
- In the last 10 months **we have created**:
 - Education conference and virtual exhibition for 1200pax
 - In-house studio for live content delivery
 - Remote Gala Dinner
 - Successful solutions to many challenging briefs!

and used Zoom, Teams, Webex, Remo, SpotMe, Slack, Slido alongside our 75yrs combined event experience to continue to deliver for our clients. **Talk to us about your objectives for 2021** and discuss how we can help you too.



Contact us for all your event needs!

+44 (0) 844 4542 555
info@high5events.co.uk
www.high5events.co.uk