

High 5 Events July 2020 update



Current status

- The marketplace continues to change almost on a weekly basis at the moment!
- High 5 are progressing the varied virtual delivery of event requirements, ensuring Clients remain in key contact with their Colleagues & Customers.
- There are **many** options to make digital delivery more engaging & memorable so before 'zoom fatigue' kicks in, **do call for further details.**
- On-going pivoting of live 2020 events to digital delivery, but we're seeing an increase in hybrid meetings for Autumn onwards.
- Ongoing demand for 2021 live events so plan ahead & don't miss out on availability & negotiated rates.



Virtual Meeting Options

High 5 Events is successfully supporting various delivery options to maintain important communication with clients & colleagues; Happy to discuss ideas, experience & case studies with you.

- Videoconferencing (Zoom, MS Teams, Webex, Hopin ... in this case, '1 size certainly **doesn't** fit all' client briefs!)
- Brand Planning, Webinars, Advisory Boards, KOL Meetings
- Awards dinners, fun & interactive on-line events.

Additional benefits of:

- Fully branded platform
- Breakout room for different sessions
- Green room for presenters, management of Q&A, timekeeping
- Secure recording facilities
- Engagement through polling, white board, annotations
- Music & 'countdown clock'
- The same detailed preparation and professional planning to ensure the benefits



Industry Developments

- Hospitality industry, hotels, restaurants & pubs – many open from 4th July with strict safety plans in place.
- The Chancellor's Summer Statement pledged support for the Hospitality Industry, to include:-
 - VAT on accommodation, hotels, food & attractions reduced from 20% to 5% until 12th January 2021.
 - Flights are gradually increasing to European destinations where travellers can enjoy time away without quarantine regulations in place.
- Venues updating safety plans to include Covid-19 precautions, elimination of many contact points: soft furnishings, minibars, free give-aways (pens, stationery), protective screens at reception, food serveries etc
- Reduced capacity: rooms, restaurants, transport



Hybrid Events

Options to consider, especially for Autumn 2020 with anticipated reduction of lockdown & teams keen to meet away from a screen at home:

- Bring your panel together but still stream to remote delegates or link together multiple smaller meetings in separate venues to deliver a common experience
- Pre-record key presentations from experts unable to take part
- Live Q&A to increase delegate participation
- Include multiple simultaneous breakout sessions for two-way engagement
- Enhanced delegate polling for immediate feedback on current issues and improved targeting of follow-up contacts
- Dedicated Event App to facilitate delegate networking



We'd love to hear from you!

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