

High 5 Events September / October 2020 update



Current Status

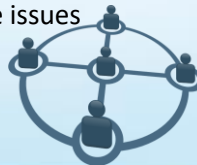
- September is not only the start of the new school year, but traditionally it's the start of planning for next year's event calendar. However, unlike Christmas, the planning season has come much earlier this year as organisers seek to secure the best deals for 2021 in what will be an uncertain market.
- **Stay in contact with us** for support with any Brand Plans so you don't miss out on ideas, availability and advantageous rates.
- High 5 continues to **deliver many virtual events** into Autumn and Winter 2020. F2F events have pivoted into a series of short informative webinars, often with a keynote speaker, polling, syndicates or an on-line engaging activity. The webinars remain available online to extend the potential participant numbers.



Software that creates face-to-face

Need an event for 250 people but worried about social distancing, travel safety, unexpected local lockdowns? There are many **different virtual platforms available**. As 'Meeting Experts', we'd be happy to understand your specific requirements before demoing 'the right platform' to you for more of a memorable digital experience above the familiar Webex, Zoom or Team calls. Alternatively clients are beginning to consider a **Hybrid Hub**, bringing together the benefits of F2F with virtual technology. Smaller groups can travel to local venues linked together to the Hub which provides the source of the main content. Each venue would benefit from dedicated High 5 support. Advantages include:

- More time efficient for delegates
- Planning with confidence – unlikely to lose venue bookings due to a local spike
- Include national and international groups but avoid any quarantine issues
- Smaller groups less likely to breach limitations on numbers
- Adopt bio-secure principles for smaller numbers in the Hub
- Greater choice of venues



Industry Developments

- With a **pioneering spirit**, High 5 continues to support our clients and adhere to global Government regulations. The fight against Covid is by no means over but it's so very exciting to see conference venues, exhibition halls and event spaces opening again. **Live meetings for up to 30 people** can take place with suitable precautions in place, however we are mindful of current Company directives and individual concerns.
- There are increased steps to recognise different categories of events and ensure the Government understands the need for appropriate guidelines for each – the business conference/exhibition can be managed differently to a theatre or concert audience.
- While some test events have been cancelled due to Covid-19 spikes, SSD Concerts Virgin Money have successfully delivered the UK's first socially distanced outdoor concert series.
- The Meetings Show will run as a hybrid event at Olympia in October and Unique Venues of Manchester will be showcasing fresh possibilities in the post-Covid world as its event goes hybrid for the first time.
- The industry is being really open at sharing information on solutions and providing support to all those involved as collectively we seek feasible ways to safely re-start our £70bn industry.

GDPR + Covid-19

As Face to Face returns the need for contact tracing will grow as each Country seeks to limit the spread of infections. High 5 can provide guidance on changes needed to your event's GDPR policies to ensure you remain out of the legal hot water but can still provide vital information to support a safe event.



Contact us for all your event needs!

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