

High 5 NEWS

EVENTS LTD

Revitalising events in 2022

Dear Friends & Clients,

As we speed into Q4 & further planning for 2023, we are keen to keep in contact with a brief seasonal up-date from High 5 Towers!

The event industry continues to experience an enormous transformation & what a rollercoaster of a year 2022 has been for High 5 as we have kept up with the rapid pace of technology, but also mastered new event formats, over some 130 projects, phewie! **Relationships, trust & attention to detail** are at the heart of everything we do, so I would like to sincerely thank all of our hard-working team & clients for their ever-valuable support & loyalty! In this ever-evolving landscape, High 5 continues to partner international clients with **virtual, hybrid & an increasing number of in-person events worldwide**. The lifting of travel restrictions and the pent-up demand to meet, inspire & educate at meetings are cited as top reasons for the bounce back. Interestingly, the impact of Covid has dropped from being the most pressing item on people's minds as business issues include internal management challenges, staffing,

the impact of digitization, and competition with other media. Autumn is always a time for Business Planning & budgets, & we are ever mindful of navigating a period of global change.

Events and conferences continue to be the lifeblood of many organisations & we know it is crucial to ensure every single one counts with:

Enhanced attendee experience where we can easily design, build, and manage events through unique content management tools.

Control the unique branding, design and interactions with your customers or employees.

Complimenting technology, the High 5 team continues to provide a bespoke & personal service, as everyone often needs someone to simply be there (...at the end of the phone, email or on-site!) to ensure everything goes smoothly to plan and to...



Since live events have returned for many corporates, we have kept our fees as competitive, and in many instances, they are actually lower than they were pre-Covid, given overall project time & requirements. However, now due to the ever-increasing costs we face, we are implementing a rate increase from Jan 2023. Whilst budget increases are never easy, we continue to support our clients and maintain the very best event delivery which we are known for.

We trust you enjoy this brief update from all of us, as we are always growing & evolving together, remaining leaders in our Industry. We look forward to hopefully speaking & seeing you soon & to prosperous times ahead!

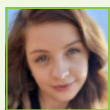
Sue Turner



WHAT'S NEW



Louise Paterson
Event Co-ordinator



Danielle Duffy
Event Co-ordinator

Ailsa Plain
Event Manager

A large welcome to our new team members.



Michelle Mantle
promotion to
Operations Manager

Working Harder to Find the Silver Lining



When people use the expression “Every cloud has a silver lining”, what they are usually focussing on is finding something positive in a gloomy situation. That’s sometimes easier said than, but just because it’s hard to spot the silver linings during difficult times, that doesn’t mean there aren’t any to be found.

“Too many people miss the silver linings because they’re expecting gold”
Maurice Setter

On occasion, people have even benefitted in the long term from challenging situations. We’ve all heard stories of individuals who feel their lives have improved after a hard period in their life. The same is true in business, of course. You might find your company’s silver lining by looking internally, or by relying on a trusted partner such as High 5 Events.

In times of difficulty both companies and individuals can emerge stronger and more resilient by working together, focusing on positive things and identifying the silver linings. This doesn’t solve the immediate

stresses but it does make the situation easier to bear.

Finally, here are a couple of quotes that we would like to share and hope that they help you when you need to find your silver lining.



Jackie Norris

Rising Hotel Costs as the MICE Industry Bounces Back

Over the last couple of years, hotel rates have been set according to consumer demand, meaning that hotels had to adapt their prices in order to attract guests.

Recently, however, & in response to a huge increase in demand, High 5 have seen that hotels are reverting to **fixed priced strategies** in order to improve profit margins, post-pandemic.

The power balance has shifted, and hotels are able to charge higher rates that corporates are willing to pay as they are seeking safety, as well as experiences that are enjoyable and worth the cost.

Hotel booking numbers are up 387%, with the value of these increasing by 469%

Continuing staff shortages, supply chain issues and rising energy bills also contribute towards the increased prices set by hotels.

Average daily rate (ADR) rose from £97.90 in the first quarter to a new record of £122.86 in the second quarter.

Hotel data firm STR found that ADR for properties in London reached a record £209 in June 2022.

Revenue per available room (RevPAR) also rose on UK properties from £68.41 to £98.60.

London hotels reached record-breaking RevPAR last month at £173.60, with occupancy in the city increasing to 83.1 per cent, the highest figure since July 2019.

These figures reflect the confidence of hotel operators in raising their rates.

We are finding that hotels know that consumers in the key business demographics are prepared to spend on experiential or convenience stays and this is being reflected in rates.

The Global Business Travel Association (GBTA) predicts a further increase of 8.2% in hotel rates in 2023



The Sustainability Journey

Organisations across all industries have a role to play in educating their employees to be more sustainable. With climate change becoming a growing concern, we all need to take more responsibility to limit our impact on the environment, society, and the economy.

What is a sustainable event?

A sustainable event aims to minimise the environmental impact they have on the planet. Sustainable events adopt recycling, saving water, providing local food produce, and reducing the carbon footprint.

They need to be planned in a way that reduces the amount of energy, waste, and carbon emissions that an event would normally produce. Sustainable event organisers will consciously plan events that have little or no negative impact on the planet.

Below we will be looking at some best practices when delivering our meetings and ways we can make our events more sustainable.

Determining the Event location

To make the event more sustainable you can also consider the attendees. If you know where the audience are located, find a local venue to help reduce travel time and carbon footprint.

Alternatively, only invite local guests to your meeting, with the option for international guests to join remotely using a virtual software. This is a great way to avoid air travel.

Hybrid Events offer the best of both, they are a mix of live streaming online to a virtual audience and in-person participation.

Go paperless

Where possible adopt a paper free approach. To make your event more sustainable ask the High 5 team to look into creating an app for your event for attendees to access all the materials and agenda from their phones instead. Apps can also be used as a digital check in as opposed to paper tickets or sign in sheets.

If you must use paper at your event, consider making sure there are paper recycling bins dotted around the venue and ask for the audience to recycle their badges and lanyards when they leave so these can be used at another event.

Serve locally sourced food and suppliers

At most events, refreshments will be served. Serving locally sourced food reduces CO2 emissions due to using less carbon to transport the food to the venue. Choosing to serve organic food reduces the use of toxic chemicals that can damage the environment. Before booking a venue, always speak to them first to ask where they source their food and what they do with the leftovers.

In addition, when looking for suppliers for your event, try your best to make sure they are local. The less distance they need to travel, the better.



Looking to organise a sustainable event?

Organising an environment-friendly meeting will not only help to preserve the environment, but you will also encourage your guests to apply a sustainable approach. The more we can do together, the better. Contact High 5 Events for more information on what sustainable approach we currently offer.



Daisy George

A Placement with High 5 Events

During 2021, High 5 and myself began a new journey and challenge, the student placement.

High 5 offered me the opportunity to join the amazing team in August 2021, a busy time where we were just seeing the start to live events coming back into action after a year of virtual events. Over the year alongside the growing team, we have held many successful events and moved through a changing time emerging from a Pandemic.

As my time with High 5 comes to an end, I am reminiscing the successes achieved in just 1 year:

Top 5 at High 5

5 2,000 Person Virtual Congress

Back in October, the High 5 Team successfully implemented a virtual solution to take an annual education congress for HCPs online to enable our client to continue providing important and up-to-date research and product information to their customers. I was given the privilege of supporting on this project behind the scenes. With over 2,000 registrations, 3,000 views of the 36 sessions and over 5,000 visits to the booth, of which I supported monitoring. This event was a huge success and opened up the world of online congresses and the variety of ways to hold them.

4 First ever live event in London

Leaving the world of virtual events, I had an opportunity to attend and

support on my first ever live event. This 4 day event was a reunion for guests coming back together for the first time after the pandemic, this meant there was lots of fun elements for the group to take part in. This was an extremely busy but fun event consisting of Human Monopoly, Spy Games all round London, and VR experiences. We also split the group into 4 smaller groups and took them all to different top restaurants around London in a dine around. This event was a huge success.

3 Variety of Projects

Our fantastic team, suppliers and clients are some of the most creative minds I have ever come across, with nothing ever being impossible. Following briefs, passed over from client we are able to be creative and find the perfect venue, activity or event type that will be perfect for each project. One of my favourite types of activities is the ones where guests get to give back, such as tree planting for local charities, or building prosthetic hands for children in Africa, or building bikes to give to local children; these charitable team building activities are extremely rewarding and fun! Other projects, such as looking into Scent Marketing for congress booths; team building with delegates across the world; or sending out sunflower seeds as a reminder to grow and flourish in the new normal world. The options for different events are limitless.

2 Travelling

After the world began to reopen after the pandemic, we were able to begin holding in-person events across the world. This meant I was given the opportunity to travel to multiple locations across the world to host events. We took clients to various locations such as Iceland, Frankfurt and Paris for a variety of projects. The High 5 team have an amazing range of contacts across the world ready to support in creating the perfect, bespoke event to fit any event need.

1 Meeting the amazing and growing High 5 Team

Since starting, the High 5 Team has grown, developed and changed, we have been lucky enough to welcome multiple new team members who bring their own skills, knowledge and experiences to expand the skills of the company. The team have continued to support each other and myself to ensure we are all evolving and utilising our skills to create bespoke and quality events.

The team welcomed me as one of their own and I am going to miss these amazing people upon my return to university.



Natasha Bailey

Business social media tips

The value of social media is not to be overlooked. With approximately 71% of people checking their social media first thing in the morning, social media is an essential part of the average person's daily routine. No matter the size of your business or industry, social media is a valuable tool that provides opportunities to expand your customer base, leading to direct impacts on sales.



Follow us on



linkedin.com/company/high-5-events

So, how can we use social media to engage our audience and generate business?

- Being responsive** – 48% of customers were persuaded to make a purchase when the business responded to their comments and queries on social media
- Offering promotions** – pull customers in with an offer
- Providing educational content** – teach your audience something new
- Using interesting visuals** – the use of visuals boosts engagement by 2.3 times more than posts without visuals
- Incorporating an element of humour** – provides your audience with entertainment
- Offering exclusive content** – makes your audience feel informed and can humanise your brand
- Sharing Behind the Scenes content** – helps your audience to feel more connected to your brand

Whilst the above are good practices for your defining your digital presence, we must be aware of social media activities that could lead to customers unfollowing your brand. The top reasons for this were: too many promotional messages, posting irrelevant information, and posting too frequently. Therefore,

being consistent with your posts is beneficial, but we must be mindful of bombarding followers.

Social Spot-light: LinkedIn

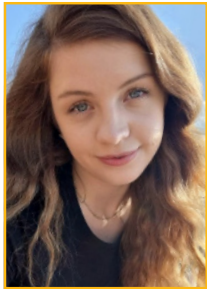
LinkedIn holds great potential as a social network built for professionals to connect and expand their network.



Which features does LinkedIn offer?

- Grow your email marketing list with its extensive network
- Contribute to industry discussions
- Publish and share relevant content
- Use tracking and analytics to get to know your audience
- Experiment with photos and videos

Danielle Duffy



Snap Happy!

Photographs capture the engagement of a moment **(it's the story behind them which really matter)**

Photos taken to document an event serve many purposes - they can be shared to social media, posted onto your website, used in print advertising, publicity, and promotional videos to promote your business, and more. Photos capture the essence of your event, from the location to interactions between attendees. Visuals are invaluable, especially considering that events are intangible products – and so taking photographs helps to preserve the moment. These visuals can then be used on social media to catch the eyes of your connections. Whether it helps to remind an old client of



your services or attract a new one, photos play an important role in increasing engagement with your posts. LinkedIn is an excellent platform to create posts featuring visual content to document a memorable event. This will be viewed by loyal clients and suppliers, reminding them of your previous successes, and has the potential to draw-in new contacts. Smartphones are typically equipped with high quality

megapixel cameras, meaning you can capture vibrant, high-quality images at your events, that will draw attention when shared online. Remember, publishing regularly is key to running a successful social media account. Event content is relevant to your followers and will also keep your connections up to date with your activities.

Danielle Duffy

Christmas in on the ho ho horizon, Plan now or Yule be sorry!

If you are planning a Christmas meeting or event, we know that this year is going to be particularly hectic as everyone catches up on their post-Covid celebrations. We have strong relationships with a varied array of suppliers, destinations and venues that means we can create a bespoke Christmas event for you. Contact High 5 Events for more information and to arrange your team festivities. Don't forget Christmas is just around the corner!



2022 for High 5

The new year started with the usual counting of calories
so, Matthew created a virtual walk for one of our clients for their charity
This was before an in-person dinner, organised by Daisy and Michelle, as a thank you reward
For persevering through Covid, a very deserving award

And so, onto February, hybrid meetings still preferred
Running events, the pandemic had deferred
With the first company in person meeting in March for Alex at Hellidon Lakes
Back to meeting rooms, tea, and break-out cakes

On into April, as things gathered pace
Emma even met Paul from The Chase
May brought electric scooters for Sue and Natasha, along with a meeting to Icelandic
We're not sure they'd seen the like before in Reykjavik!

High 5 also filled their new team positions
Before rounding out June at the Royal College of Physicians
The summer saw Jackie arranging both James Bond and cocktail making
Leaving everyone stirred, and happily not shaken

A further 2 new staff members, welcoming Louise and Danielle, strengthened the team
While it as a sad goodbye to our Natasha on this year's graduate scheme,
Finally, into September with congresses galore
Let's hope 2022 has further excitement in store

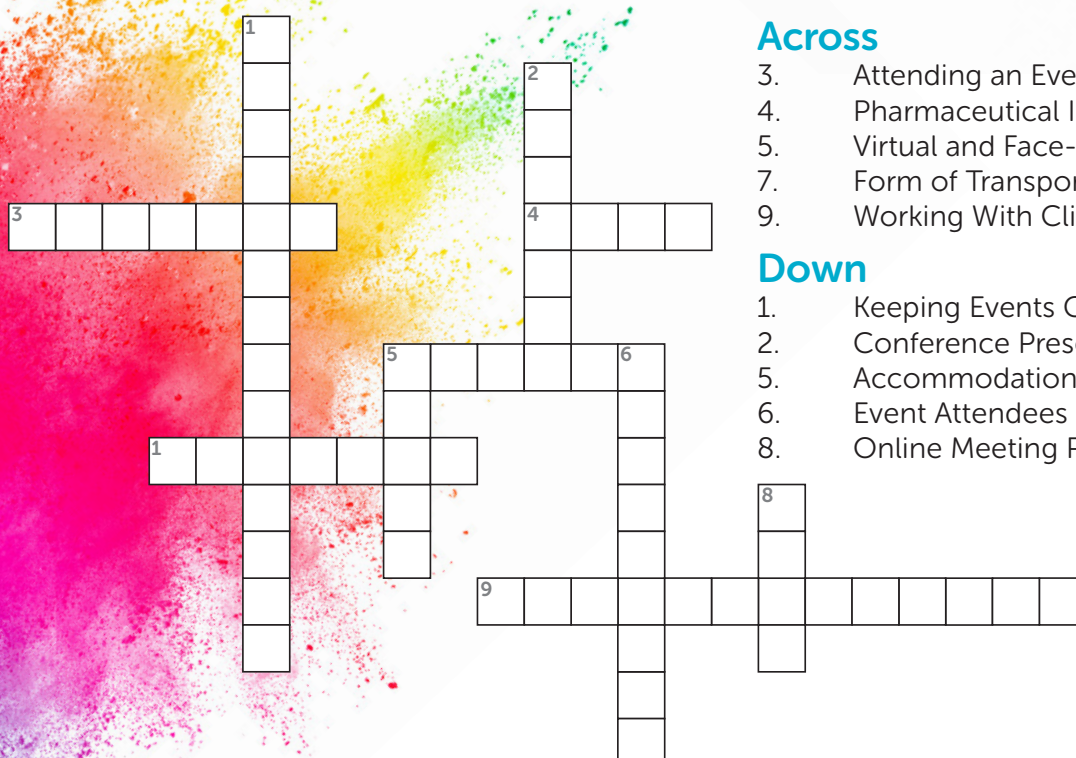
As we move towards the end of another great year

It's only a few weeks to Christmas - book your festive events here!



Michelle Mantle

Crossword

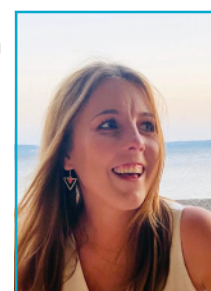


Across

3. Attending an Event via a Device
4. Pharmaceutical Industry Association
5. Virtual and Face-to-Face Attendees
7. Form of Transport to International Events
9. Working With Clients

Down

1. Keeping Events Clean
2. Conference Presenter
5. Accommodation for Travellers
6. Event Attendees
8. Online Meeting Platform



Louise Paterson

Across - 3. Virtual 4. ABPI 5. Hybrid 7. Flights 9. Relationships Down - 1. Sustainability 2. Speaker 5. Hotel 6. Delegates 8. Zoom

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

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