The New Look of Live Events

Producing live events under normal circumstances is a monumental undertaking. Doing so in the midst of the COVID-19 pandemic presents challenges no one could have imagined. The Channel Company’s live events division has worked tirelessly to protect the health, safety, and well-being of the IT professionals who attend our in-person gatherings. Below is an overview of the key event and hotel elements that have changed as a result of COVID-19 and how we have responded to those changes. For each category, we will provide details on the changes to reflect federal and local guidelines, along with extra precautions we have taken as the event host. The following applies to all our events, although some processes and procedures may need to be modified based on the venue and event dates.

VACCINE MANDATE

Due to the current COVID-19 climate and with concern for the health and safety of all participants, The Channel Company has implemented a vaccine mandate for all event participants (attendees, sponsors, speakers, and staff) for right of entry.

All participants will be required to show proof of full vaccination before entering the event space:

- Proof of vaccination must be shown in the form of a physical card or electronic certificate, along with your photo ID, before entering the event space. A photo of your vaccine card is also acceptable.
- “Full vaccination” means two weeks after the second dose in a two-dose vaccine series, such as Pfizer or Moderna; or two weeks after a single-dose vaccine, such as Johnson & Johnson.

EVENT COMMUNICATIONS

Communication is critical when attending a live event. Participants will hear all about our new protocols and updates throughout our pre-event and on-site communications.

ARRIVAL EXPERIENCE

The arrival experience at the hotel and event will be welcoming, with limited contact when possible. Our hotel partners have implemented new procedures for welcoming and checking in our participants. This includes cleaning and disinfecting high-touch surfaces and mobile check-in options based on hotel availability.
Meeting and event space modifications are a high priority given the nature of our events. We have worked with our venues to modify these spaces, keeping physical distancing in mind wherever possible.

Hotel staff will continually clean and disinfect high-touch points throughout the public spaces, and hand sanitizing stations will be placed in high-traffic areas. Please refer to the hotel-specific health and safety document for further details.

The agenda is designed to avoid overcrowding and allow for proper cleaning of meeting rooms, including general sessions, boardrooms, breakouts, meal and exhibit areas, and networking spaces.

The heart and soul of many of our events are boardrooms where groups gather for peer insight and vendor presentations. When possible, our boardrooms will allow for more space and extra cleaning of high-touch points, such as shared presentation equipment.
The Channel Company is closely monitoring CDC, hotel, and local guidelines. We are highly recommending the use of masks throughout the entire event.

As part of our on-site protocols, we have implemented daily temperature scans, clearance wristbands, and color-coded stickers to indicate personal comfort levels for every event participant. If a conference participant or event staff member is exhibiting symptoms of COVID-19 during the event, they will be directed to a local certified health professional, who may direct them to a nearby health facility for further evaluation.

*Subject to Change: The Channel Company will continue to update this document to reflect the most up-to-date health and safety guidelines.