

# 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.



## 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.



## GUEST ROOMS

Our hotel partners have ramped up cleaning, sanitizing, and daily room maintenance. Nonessential amenities have been removed from guest rooms to limit touch points. Guests may opt out of daily housekeeping during the check-in process, or you may place the "do not disturb" sign on your door to prevent hotel staff from entering your room. Links to all hotel initiatives will be available on our event websites.



## EVENT REGISTRATION

As you prepare to enter our events, each participant will discover changes to the event check-in process to create a limited contact environment. As always, our staff will be available throughout the event to answer any health and safety questions.



### MEETING ROOMS & EVENT SPACE

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.



### PUBLIC SPACES

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.



### AGENDA

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.



### BOARDROOMS

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.



### FOOD & BEVERAGE

The hotel has implemented practices and protocols for food and beverage distribution to accommodate physical distancing, reduce overall contact where possible, and maintain the venue's food service guidelines.



### NETWORKING RECEPTIONS

We want to continue the tradition of relationship building at our receptions. We have designed networking receptions to utilize extended spaces, and we welcome attendees to enjoy outdoor spaces at their leisure.



### EXHIBIT HALL / SOLUTIONS PAVILION

We have implemented new exhibit hall best practices to allow for our sponsors to continue to connect with participants about their products and services, while keeping safe and limiting contact. Greater spaces between booths will provide for better traffic flow and improve participant comfort, when possible.



### ON-SITE ANNOUNCEMENTS & UPDATES

Throughout the event, important announcements will be made to remind participants to respect one another's personal space and suggest actions to take if they are not feeling well. These reminders will be shared via email and by our event hosts on stage.



### MASKS

The Channel Company is closely monitoring CDC, hotel, and local guidelines. Masks are optional and based on personal comfort level.



### RESPONSE & PROTOCOLS

As part of our on-site protocols, we have implemented 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.