

# The New Look Of Live Events

Producing live events under normal circumstances is a monumental undertaking. Doing so in the wake of the COVID-19 pandemic presents challenges no one could have imagined. The Channel Company's live events division has worked tirelessly to help 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, conference, and hotel elements that have changed as a result of COVID-19 and how we have responded to those needs. 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, yet some processes and procedures will change by venue and date of event.



## EVENT COMMUNICATIONS

We strive for transparent, honest, and frequent communication so participants feel comfortable at our events and confident about their safety and well-being. Pre-event, on-site, and post-event communication is critical when attending a live event in the COVID-19 era. As a result, participants will hear about all new protocols and updates throughout our event communications.



## ARRIVAL EXPERIENCE

Rest assured, the arrival experience at the hotel and event registration will be welcoming, with limited contact when possible. Our hotel partners, which are utilizing mobile apps for check-in, have implemented new procedures for welcoming and checking in our participants. This includes cleaning and disinfecting of high-touch surfaces, and plexiglass dividers used where needed.



## GUEST ROOMS

Our hotel partners have made dramatic changes to cleaning, sanitizing, and daily room maintenance. Nonessential amenities will be removed from guest rooms to limit touch points. Hotel staff will not enter rooms after a guest's arrival and housekeeping will be available by request only. Links will be provided to all hotel initiatives and will also be available on our event websites.



## EVENT REGISTRATION

As you prepare to enter our events, each participant will discover significant changes to the event check-in process to create a limited contact environment. Signs will be visible to remind participants of physical distancing and temperature scans will be conducted daily at or near the registration area. 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 for limited contact and physical distancing while expanding efforts to maintain a clean and safe environment for all.



## PUBLIC SPACES

Hotel staff will continuously 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

Consider the agenda your safety roadmap. Our agendas will now include more time for participants to safely move between rooms. The agenda is designed to avoid overcrowding and to allow for proper cleaning of meeting rooms including general sessions, boardrooms, breakouts, meal areas, exhibit halls, and networking receptions.



## BOARDROOMS

The heart and soul of many of our events are boardrooms where groups gather for peer insight and vendor presentations. Our boardrooms have been revamped to allow for physical distancing and extra cleaning of high-touch points such as shared presentation equipment. Our boardroom liaisons can put you in touch with a member of The Channel Company if you should have any questions about these new health and safety processes.



## FOOD & BEVERAGE

High-quality food and beverage via world-class service is a hallmark of our events. 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 new food service guidelines.



## NETWORKING RECEPTIONS

We want to continue the tradition of relationship building at our receptions. We have redesigned networking receptions and activities to utilize extended spaces to meet physical distancing guidelines. Participants will be farther apart but still able to network effectively.



## EXHIBIT HALL

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. Larger aisles and greater spaces between booths will provide for better traffic flow for participant comfort.



## ON-SITE ANNOUNCEMENTS & UPDATES

Throughout the event, important announcements will be made to help remind participants to practice physical distancing, wash hands frequently and suggest actions to take if they are not feeling well. These reminders will be made via email, the event app, and by our event hosts on stage.



## RESPONSE & PROTOCOLS

If a conference participant or event staff member is presumed to have, is exhibiting symptoms of, or is diagnosed with COVID-19 during the event, guests will be directed to appropriate medical care by hotel staff who will follow the direction of local health authorities.



## MASKS

Wearing masks is highly recommended and encouraged throughout the course of the event. We ask you to keep in mind that participants will have different comfort levels with regard to wearing a mask.

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