

THE RETURN TO IN-PERSON EVENTS

Top 10 Things You Need to Know

↓

For event marketers, almost nothing looks like it did just a couple of years ago. And even though we're seeing signs of normalcy, everyone still has questions. For good reason, too: A post-pandemic events strategy will require a lot of careful thought and planning.

In our conversations with health experts and events leaders, here are the top 10 things marketers need to know about the return to in-person events.

01

There will be things you can control and things you can't.

The events industry will continue to change, which means your post-pandemic events strategy may, too. If there's one thing you should take control of, it's the level of clarity you give staff and attendees around your defined safety protocol.

02

Choosing an event venue will be more complex.

Break out that critical eye. It's time to start asking venues about things like air exchanges, outdoor space, and cleaning processes, to name a few.

Download [this checklist](#) of all the new questions you'll want to ask venue managers.

03

You'll get familiar with MERV numbers.

Be honest: Pre-pandemic, how often did you ask venues about their filtration systems? Never? Same here.

But get ready to get really familiar with MERV numbers, or the quality level of buildings' filtration systems. FYI, MERV 13 or higher is recommended.

04

Touchless items and processes will become the norm.

Sensor-activated hand-washing or hand-sanitizing stations. Check-in lines using quick QR scans. Swag bags sent via mail pre-event. Digital handouts.

We may get back to handshakes and high fives, but these touchless items and processes will bring new levels of efficiency for events.

05

As you define safety protocol, ask two questions.

It's not the most exciting part of event marketing, but defining safety and emergency protocols has always been important — and it's even more important today.

Your protocol should always start with asking these two questions:

- What are my protocols (e.g., vaccination requirements, symptom checks)?
- How will I manage protocols?

06

There are six possible elements of your COVID-19 safety protocol.

- Testing and timing requirements
- Vaccination requirements
- Symptom checks
- Personal protective equipment usage
- Social distancing
- Reporting violations

07

Pre-event communication becomes ultra-critical.

Including your safety protocol in the fine print or FAQs page won't cut it anymore. Post-pandemic, attendees will expect you to communicate details in quite a few other places.

- Event page
- Email invitations
- Social media
- Confirmation emails
- Reminder emails

08

Your registration form may need an update.

Your usual terms and conditions checkbox is getting a neighbor. If you're setting a new safety protocol, add a required field for attendees to indicate they've read, understood, and agreed to that protocol.

09

There are HIPAA implications with on-site testing.

If you want to provide on-site testing and get access to test results, each attendee and staff member taking a test must sign a HIPAA release and authorization. This lets the medical provider, lab, or other covered entity share the data with you.

Read more about this in our [full guidelines](#).

10

You're responsible for communicating any post-event positive tests.

If you get reports of anyone testing positive for COVID post-event, you should notify all attendees — even though it can be difficult to identify whether or not it was spread at your event. Do this in two steps:

- Ask those who tested positive for a list of people they were in close contact with and reach out to those individuals directly.
- Send an email to the broader group advising of what happened and to follow their local guidelines if symptoms appear.

Get more details and best practices for the return to in-person events.