There are six possible elements of your C19 safety protocol.

1. Vaccination requirement
2. Testing and timing requirement
3. Personal protective equipment usage
4. Social distancing
5. Symptom checks
6. Hand sanitizing stations

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7. Social media/Email invitations
8. Event page
9. Reminder emails
10. Event check-in lines

For good reason, too: A post-pandemic event strategy may well require a lot of careful thought and planning. Post-pandemic, attendees will expect a lot more from events. Every event marketer needs to know about the return to in-person events.

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