

LunchChat

Connect. Inform. Help.



Event Planning Amidst COVID-19

April 21, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Panelists



Kristen Paul
RACVB



Peter Ashwin
Event Risk Management
Solutions



Caitlin Pusateri
Rockford Chamber
of Commerce



Becky Genoways
Genoways Event
Management

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UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Peter Ashwin



- COVID-19: Event Horizon Planning for the new Paradigm
- COVID-19 Risk Horizon: Business Continuity & Event Planning
- Event Planning Post C19: Uncertainty & the Unforeseen
- Decision Making & Course of Action “Wargaming” Model

HEALTH SECURITY THREATS: *an influenza pandemic remains a significant threat to the Homeland* and could cause a catastrophic event of national significance....Increase global travel, an expectation that people flee infected areas indicated that local lies human outbreaks overseas may be transmitted quickly to the US with little or no warning...

DHS Homeland Security Threat Assessment:
Evaluating Threats 2008-2013

Covid19: Event Horizon Planning for the new Paradigm

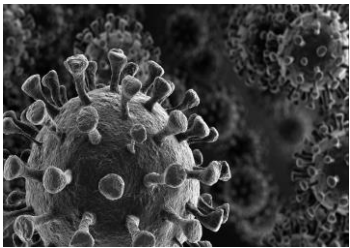
Peter Ashwin
Principal

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Covid-19 Risk Horizon: Business Continuity & Event Planning

Resilience is the capacity to survive, adapt and flourish in the face of turbulent change and uncertainty

John Fiksel¹



THE RISK HORIZON: 2020 - 2022

KEY RISK INDICATORS (KRI)

- 1) Public health (testing & vaccines)
- 2) City / State guidance (phasing)
- 3) Workforce & consumer confidence
- 4) Supply chain disruption

COVID-19
"Lockdown"

CURRENT

VERY HIGH RISK

HIGH RISK

MED - LOW RISK

Q1: Mar

Q2: Apr - Jun

Q3: Jul - Sep

Q4: Oct - Dec

Q1/Q2: 2021

Q3/Q4: 2021

STABILIZE & PRESERVE

- Preparedness & speed of response
- Stabilize
- Preserve critical business functions
- Adaptive agility

RE-IMAGINE & RE-IGNITE

- Innovate
- Organizational agility
- Re-imagine your event
- Ecosystem & stakeholders

RESTART

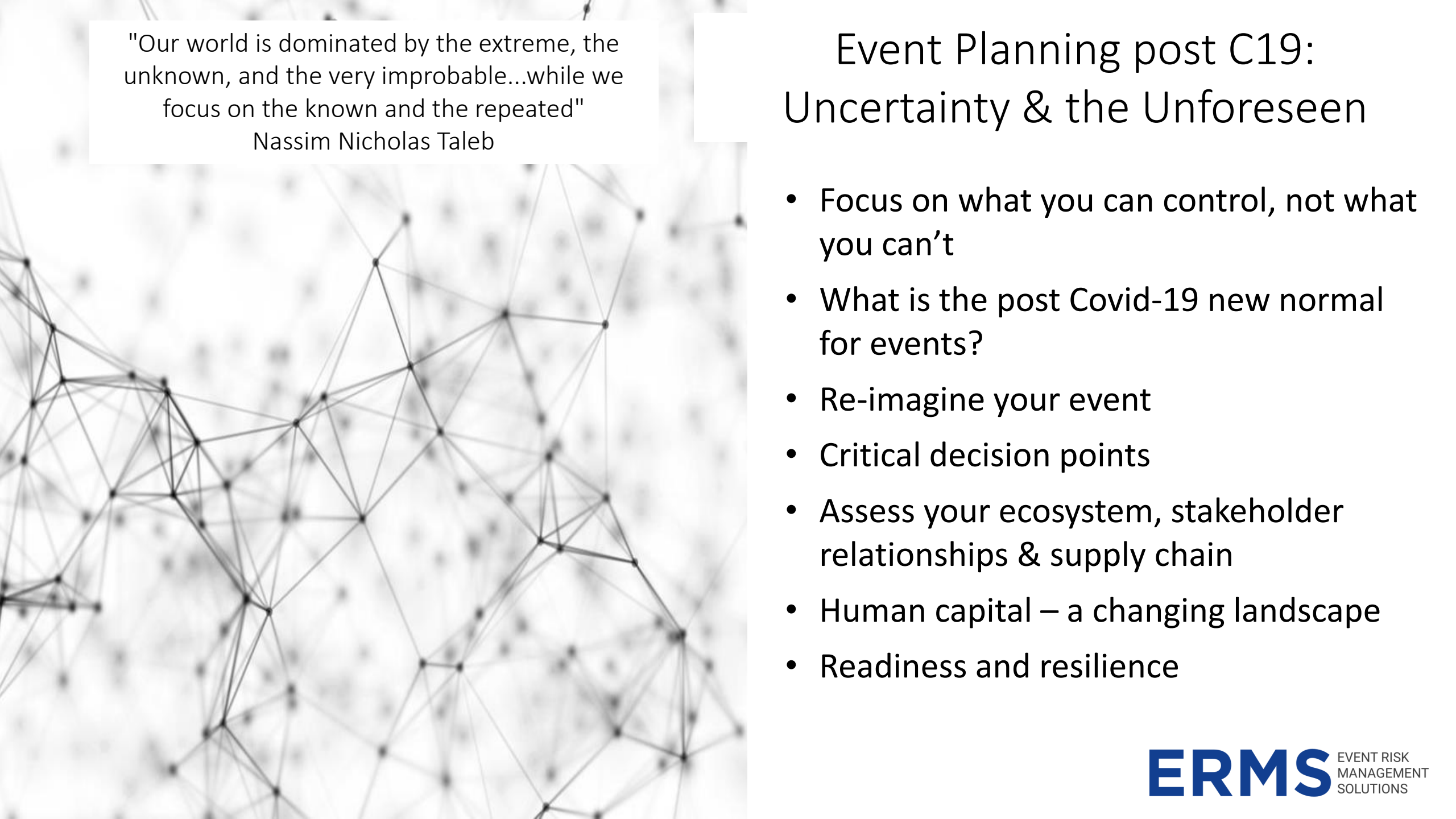
- Return to work (RTW)
- Mobilize
- People & process

RECOVER (2022)

- The roadmap to "new normal" in post Covid-19 environment

BUSINESS
CONTINUITY
MANAGEMENT
& RISK AGILITY

1. Fiksel, J. (2015) *Resilient by Design*. London: Island Press.



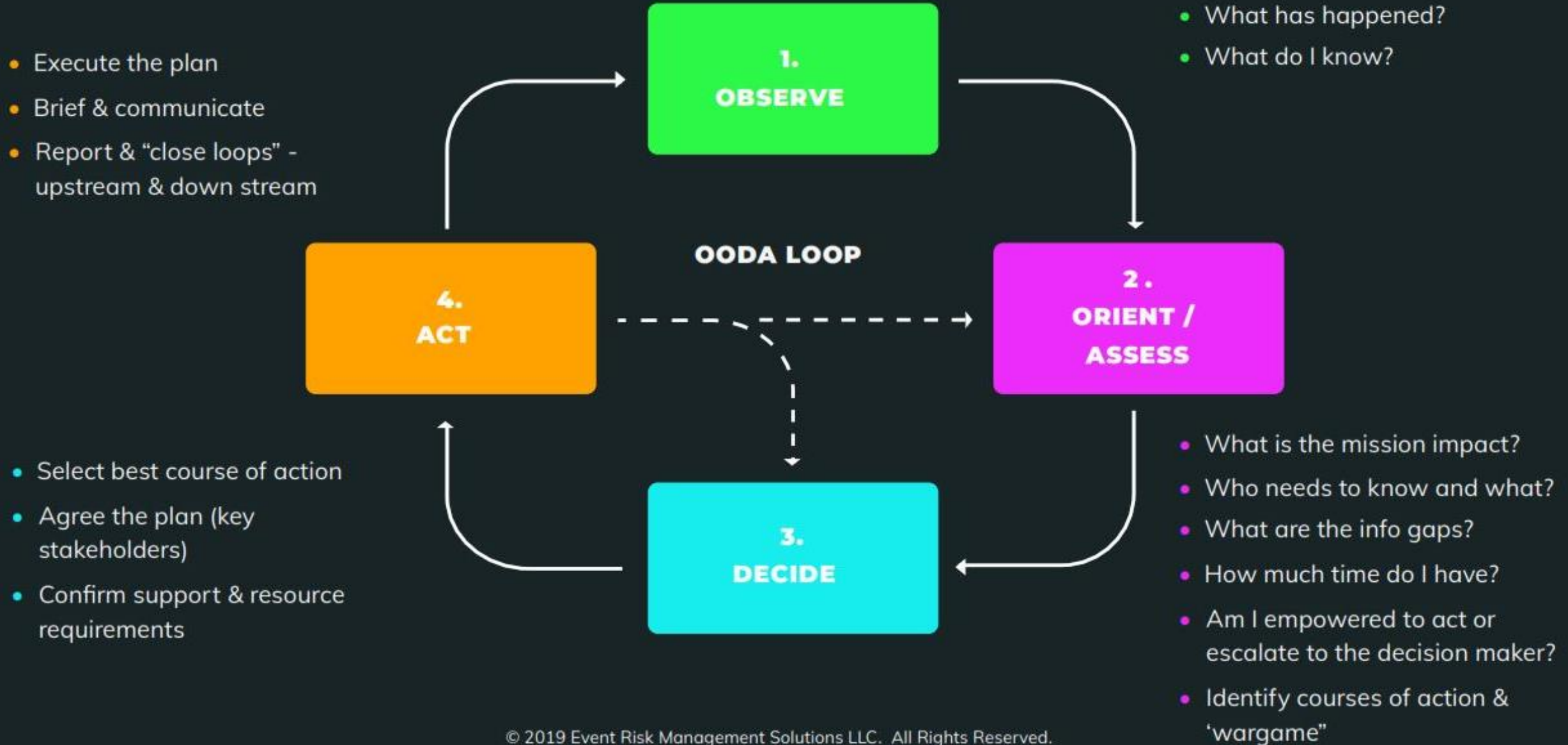
"Our world is dominated by the extreme, the unknown, and the very improbable...while we focus on the known and the repeated"

Nassim Nicholas Taleb

Event Planning post C19: Uncertainty & the Unforeseen

- Focus on what you can control, not what you can't
- What is the post Covid-19 new normal for events?
- Re-imagine your event
- Critical decision points
- Assess your ecosystem, stakeholder relationships & supply chain
- Human capital – a changing landscape
- Readiness and resilience

Decision Making & Course of Action “Wargaming” Model



Becky Genoways



- Cancelled/Postponed events
- New Fall Dates
- Keep Moving Forward
- Memphis in May: Enhanced Health & Safety Measures & Protocols





Memphis in May International Festival

April 2 at 2:59 PM · 🌐

In light of the global COVID-19 pandemic, our board of directors and executive team made the decision to move the International Salute to Ghana from May 2020 to May 2021 in an effort to produce the comprehensive and fitting tribute this great nation deserves.

🌐: <https://www.memphisinmay.org/.../memphis-in-may-reschedules-...>



After closely monitoring guidelines from the Centers for Disease Control and local health officials, in response to the ongoing COVID-19 pandemic, we have been instructed by authorities with the City of Memphis that our 2020 festival events cannot be held as originally scheduled in May. With the health and safety of our patrons, performers, volunteers, teams, judges, runners and staff as our top priorities, we are working on a fall postponement of the Beale Street Music Festival, International Salute to Ghana, the World Championship Barbecue Cooking Contest and the Great American River Run.

As we are in the process of rescheduling each of these events, we plan to announce details next Friday, March 27, with more specifics, including new event dates. Should ticket buyers, teams or runners find themselves unable to attend on the rescheduled dates, we will also provide the information for receiving a refund of their purchases or fees.

As these are unprecedented times for all of us, Memphis in May encourages all of our fans, supporters and volunteers to stay safe and continue to follow the recommendations of health officials; from frequent hand washing and sanitizing, to working from home if possible and social distancing as much as your situation allows. Let's pull together to help our neighbors, get through this stronger, and make the time we can enjoy on the other side of this crisis that much sweeter. Stay well!



NEW FALL DATES

CHAMPIONSHIP BARBECUE COOKING CONTEST
SEPT 30 - OCT 3
2020

BEALE STREET MUSIC FESTIVAL
OCT 16 - 18
2020

GREAT AMERICAN RIVER RUN 13.1, 10K & 5K
COMING SOON
2020

“Ultimately, public-health jurisdictions will decide when and under what conditions live music will be allowed,”



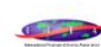
**KEEP
MOVING
FORWARD**

“I don’t think it’s reasonable at this point to assume that this will be by September, especially for shows that don’t have well-validated mitigation and social-distancing plans in place for their audiences and performers.”

Nearly three-quarters of event-goers will be very motivated to take part in live events once the pandemic is over



Source: Preliminary results from the **2020 Return to Live Events Survey**



Half of event-goers are more likely to return if there are **contactless payments** for admission, food, and merchandise



Source: Preliminary results from the **2020 Return to Live Events Survey**

Memphis in May

Enhanced Health & Safety Measures & Protocols

DRAFT

Safety of the Memphis in May patrons, performers, volunteers, vendors, and staff is always the top priority.

- Encourage patrons, vendors and staff to stay home if they are sick.
- Provide additional alcohol-based hand sanitizer stations and dispensers at all bathroom areas with signage and messaging to reinforce basic health and hygiene practices.
- Provide disposable hand wipes to all food vendors and caterers for distribution to patrons and performers.
- Require beverage handlers, ticket sellers, ticket takers, bag checkers and sample distributors to wear gloves.
- Elevate port-a-let and trailer cleaning protocols taking advice from the CDC, state and local health authorities.
- Place signs in port-a-lets and restroom trailers reminding people to wash their hands.
- Isolate patrons, performers, vendors, volunteers or staff who become ill at the event in the First Aid “hospital tent” onsite for assessment and evaluation.

Should we need to implement additional health and safety measures those decisions will be made in consultation with local and national public health authorities and we will communicate those changes to patrons, performers, volunteers, vendors and staff.

Here's our first crack at new safety protocols as we double down on cleanliness throughout our facility:

- Hand sanitizer everywhere/wipes on every aisle (like grocery cart wipes)
- Physical cleaning right in front of you – see staff spraying and wiping handrails and counter surfaces
- Special attention to bathrooms – attendants in all bathrooms
- Welcoming people back – gifting
- Health screenings – temp checks (staff, fans, players)
- No more self-serve buffets in VIP areas
- No more self-serve condiments
- More first aid stations
- Set up convenience store in arena that sells Kleenex, Purell, hand wipes, facemasks, gloves
- Add more exits/entry points to avoid bottlenecks
- All things contactless where possible including handing cash to parking attendant

Caitlin Pusateri



- Chamber Events Pre-2020
- Chamber Events 2020 & Beyond
- Rockford Community

WE BUILD

LEADERS



WORKFORCE



COMMUNITY



NETWORKS



BUSINESS



Chamber Events Pre-2020

90 Minutes | Networking/Presentation

- **Smaller monthly event series (3)**
 - 25-70 attendees
- **Community Priority Luncheons (4)**
 - 200-400 Attendees

2-4 Hours | Young Professional Events

- **Summer Event Series (7+)**
 - 200 attendees
- **Monthly Networking & Education Events (36+)**
 - 20-60 Attendees

4+ Hours | Varied Format

- **Special Events & Workshops (9+)**
 - 150-900 Attendees
- **Programs (4)**
 - 50-200 Attendees
 - Multiple events

2-4 Hours | Ribbon Cuttings & Networking Events

- **Countless...**

Chamber Events 2020 & Beyond...

...We don't know...



Chamber Events 2020 & Beyond...

- **Opportunity to re-evaluate...**
 - **How did our event tie back to our mission?**
 - **How was our event serving our members?**
 - **Is our event serving it's intended purpose?**
 - **Is it time to kill the sacred cow?**
 - **How can our future events meet current needs?**



Rockford Community

- **Opportunities Abound**
 - **Collaboration will be king**
 - **Fall 2020 – Coordinated calendar**
 - **2021 & Beyond – Who can work together?**
 - **Endless grace (clients), open doors (collaborators), permission to take risks (organizations)**
 - **Geography no longer matters**
 - **More attendees, loss of “big city appeal”, weather**
 - **Opportunity to be leaders**
 - **Intentional event design**
 - **People need to re-learn how to attend events**
 - **Puts event planners in the drivers’ seat – new expectations**



Q&A

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Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: Go Rockford

www.gorockford.com

covid19@gorockford.com

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday



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Thank you!