

THE PERCEPTION OF POST-COVID SAFETY

January 2022



THE GENERAL OBJECTIVE IS

to become aware of the renewed perception of risks in post-pandemic times when selecting a venue for events.



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METHODOLOGY

01.



QUALITATIVE INVESTIGATION

To know the reasoning behind decisions (Focus groups)

Fieldwork carried out in **September 2021**

02.



QUANTITATIVE INVESTIGATION

To measure the main values (Surveys)

Fieldwork carried out in **October 2021**



MAIN LESSONS LEARNED FROM POST-PANDEMIC EVENTS



Five great lessons stand out that reflect the pre-pandemic versus post-pandemic changes:

01.

RAPID INCREASE IN
VIRTUAL OPTIONS

02.

OBLIGATORY
UPDATING OF
TECHNOLOGIES

03.

DECENTRALISATION OF
EVENTS

04.

EMPHASIS ON
REBUILDING THE
VALUE OF TRUST

05.

EVENTS SECTOR
HAS MATURED

CONCERNS WHEN SELECTING A VENUE

Currently, when face-to-face events are planned, what concerns you when choosing the venue where you are going to hold the event?

Flexibility of the space, which can be made smaller or larger, if there are changes to the rules



Requirements to implement current health regulations



A digital space that is set up for both face-to-face and hybrid events



Ease of access, good transport connections



Safety and hygiene included as part of the venue's services



CONCERNS WHEN SELECTING A VENUE

What is the state of mind of event managers after so many months of the pandemic?



A POSITIVE, MOTIVATING, AND CONSTRUCTIVE ATTITUDE STILL PREVAILS.

Our sector is always changing and affected by crises. **We will overcome this one**



I like a challenge. What has happened will change the events industry and I am here to experience this first-hand



I am tired of having to prepare projects with plans B, C, and D, and in the end none of them are permitted



I despair at working in times of uncertainty and not knowing what we can and can't do from day to day

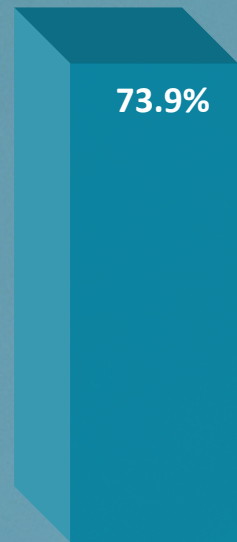


This situation is going on for so long and I'm wondering whether **it would be better to swap to a different industry**

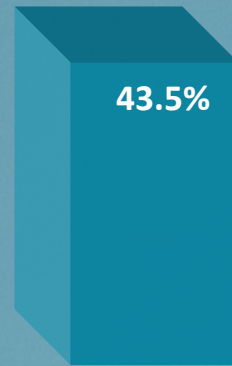


THE ROLE OF SAFETY AT THE EVENTS

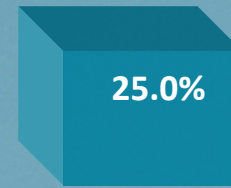
How do you think face-to-face events will return in the near future?



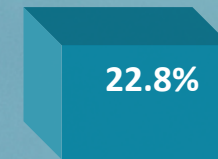
They will start with **small events** and gradually we will return to large-scale events with more participants



They will return when **company executives decide to relax their internal regulations** and resume face-to-face events



They will never be like before. Face-to-face **events will exist side-by-side with virtual events** and hybrid events



They will return when the authorities **get rid of restrictions** on the number of participants

CRITICAL FACTORS THAT INFLUENCE THE CHOICE OF VENUE

In the coming months my preferred destinations or venues will be...



Those that are more flexible in terms of number of rooms and capacity



Those that are more prepared at a technological level to host face-to-face or hybrid events



Those I am already familiar with because I know what to expect, and it will be easier to manage safety and hygiene matters



Those closest to the target public to minimise travelling as much as possible



Different to the ones I used before as the events will also be different



CRITICAL FACTORS THAT INFLUENCE THE CHOICE OF VENUE

To ensure that an event is safe on a hygiene level (in addition to distancing, face masks, and hand sanitiser), I think the following would be advisable...



Full COVID passport and antigen testing only for those that don't have the COVID passport



If health regulations allow, **to not have any additional measures** (no testing or COVID passport)



Antigen test before the event for all participants (whether vaccinated or not)



THE EFFECTS OF INCORPORATING THE VIRTUAL INTO EVENTS

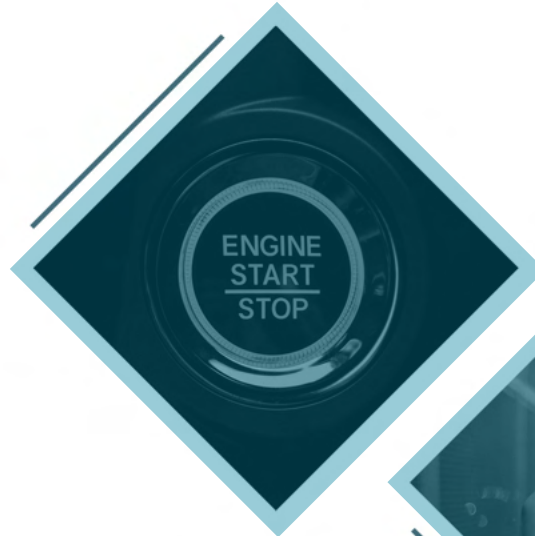
CULTURAL SHIFT

Hybrid = the best solution

Face-to-face = networking and team building

Virtual = Training and follow-up sessions

The pool of tools is growing → More relevance attached to the events **STRATEGY**



CHANGE OF MODEL

Fewer participants/smaller events

Decentralisation of events

Small-scale roadshows

Interconnected multi-sites

Short events (no marathon sessions)

Specific areas for relationship-building; more time dedicated to creating connections; longer coffee breaks, etc.



DIGITAL TRANSFORMATION

There has been an acceleration of the world of events

All agents involved are obliged to carry out technological updates



ONLINE
Is another venue



IT IS NECESSARY TO REBUILD THE VALUE OF TRUST



Safety
is our
priority

GOVERNMENTS

Standardise regulations to ensure transversal coherence in all sectors

BRAND

The brand acts as a safety guarantee

COMPANIES

Internal regulations must be made more flexible

COVID PROTOCOL

Added to the health security protocols: normalise COVID passport and antigen tests

SOCIETY

Social normalisation to reduce uncertainty. Normalise face-to-face meetings, not only at a personal level but also at a business level

VISIBILITY

Communicate that face-to-face events are safe

REQUIREMENTS DEMANDED OF THE VENUES POST-COVID

**FLEXIBILITY OF
SPACE**, CAN BE
SMALLER OR LARGER

**COVID-FREE VENUES:
MAKE IT EASIER FOR
THE PUBLIC TO
COMPLY WITH THE
RULES (INTUITIVE
SIGNAGE, MORE
STEWARDS, ETC.)**

**ENSURE
TECHNOLOGICAL
UPDATES ARE CARRIED
OUT:
INFRASTRUCTURES,
CONNECTIVITY,
TECHNOLOGICAL
SOLUTIONS, SET WITH
CHROMA KEY...**

BUBBLE VENUE

**OPEN TO LESS
CONSERVATIVE
VENUES**, ACCORDING
TO OBJECTIVES:
INDUSTRIAL
WAREHOUSE, AFFLUENT
HOUSES...

**ALLIANCE WITH
VENUE**, AS A
PARTNER, NOT AS A
SUPPLIER

**EASE OF ACCESS TO
THE VENUE, THE
IMPORTANCE OF
PROXIMITY**



THANK YOU!

