



# Reimagining Events – Innovating Through A Crisis

August 12, 2020

*Center for Hospitality Resilience | Presented by Christine Cleaver*

This year, 2020, quickly went from a promising year for the events industry into one of the most devastating years for the event industry. Event professionals have to pivot and reimagine events. This webinar provided best practices for event and meeting planners to re-think their events during the COVID 19 Crisis. The webinar covered Virtual Events, Social Distancing Events, Taking the Event to The Community, Postponing Events Without Losing Momentum. The webinar also discussed strategies for reasoning on how to re-think your event.

## CASE STUDY – CONNECT & CONVERSE

***The Event and Event Goals.*** Understanding the purpose and goals of the event is paramount when having to reimagine the event. The Connect & Converse case study showed how to take an in-person event and deliver it via an online format. Parts of the event were reworked to a new format, but the event kept its integrity due to following the client's original goals.

## EVENT TYPES

***Virtual Events.*** Virtual and hybrid events will be here for the near future.

- Audience engagement is critical when planning a virtual event.
- Make suggestions on how the audience can enjoy your virtual event from the comfort of their home.
- Create playlists to serve to the audience after the event to enjoy the event further.

***Social Distance Events.*** Events can still be held in person if social distancing practices are followed.

- Racetrack graduations
- Drive-in wedding
- Drive-in concerts

Center for Hospitality Resilience



***Taking the Event to The People.*** Make your event mobile. Take the event to your customer.

- Car show parades
- Music floats
- Food Truck Festival

## RE-THINKING TIPS AND TRICKS

***Goals.*** Well defined goals make the reimagining process more efficient and effective. You will be able to achieve the best event if the event aligns and supports your goals.

***Resources.*** You will need to re-think and re-allocated your resources. Example: Drive-In Wedding -- Spending less on catering and more on projection services. You may also need to push yourself to learn new skills, programs, and platforms to produce your event.

***Design.*** Think of painting a canvas when you design an event. Close your eyes and imagine all areas of the event. Online design is just as crucial as in-person design.

***Communication.*** Excellent communication with your staff and customers assists in managing expectations of the new event design. The more you communicate, the better everyone understands their roles within the event, and the unique event policies and procedures.

## RESOURCES

Abiding by guidelines provided by credible sources is critical for events. It's imperative that you are monitoring new health and safety measures for contingency operations during the pandemic. A list of resources is provided below:

- <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/considerations-for-events-gatherings.html>
- <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/index.html>
- <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/event-planners-and-attendees-faq.html>
- <https://www.health.pa.gov/topics/disease/coronavirus/Pages/Coronavirus.aspx>
- <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/personal-social-activities.html>



## EVENT RESOURCES

- <https://www.pcma.org/coronavirus-business-events-professionals-need-to-know-faq/>
- <https://www.eventmanagerblog.com/events-coronavirus>
- <https://sthm.temple.edu/center-for-hospitality-resilience/past-events/>
- <https://whova.com/>

## EVENT EXAMPLES

- <https://welcomeamerica.com/>
- <https://www.musikfest.org/>
- <https://www.keranews.org/post/texas-motor-speedway-makes-person-graduation-possible-class-2020>
- <https://www.inquirer.com/news/nascar-covid-coronavirus-pandemic-graduation-20200606.html>

**Christine Cleaver, M.Ed.**  
Assistant Professor  
Temple University  
[christine.cleaver@temple.edu](mailto:christine.cleaver@temple.edu)