



**Brightelm**<sup>TM</sup>

Event Services for Associations

# Contingency planning

9 March 2021

# What is Brightelm?

- An independent Professional Conference Organiser
- Founded in 2018 by Rob Eveleigh
- Experienced in Live, Virtual and Hybrid Meetings

# The roadmap and live events?

Step 1: Small and essential business meetings only

Step 2: No change

Step 3: from 17 May at earliest

*“Controlled indoor events of up to 1,000 people or 50% of a venue’s capacity, whichever is lower”*

Earliest that international travel will resume

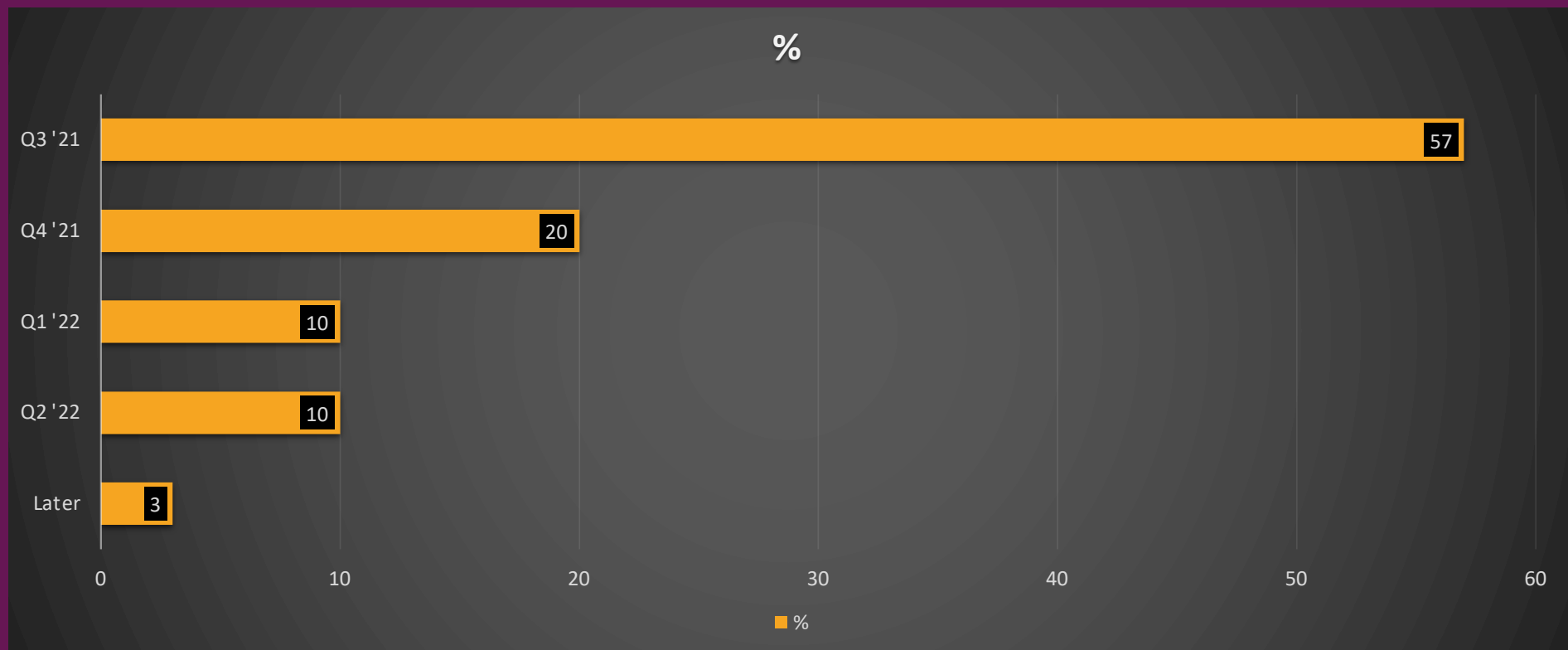
Step 4: from June 21 at earliest

*“Aim to remove all legal limits on social contact”*

# Risk

- Organisers and supply chain all have a combined duty of care
- Organisers remain primary liable
- Insurance against pandemic remains largely unavailable
- Insurance of online events is still largely unavailable

# When are you planning to run your first live event?

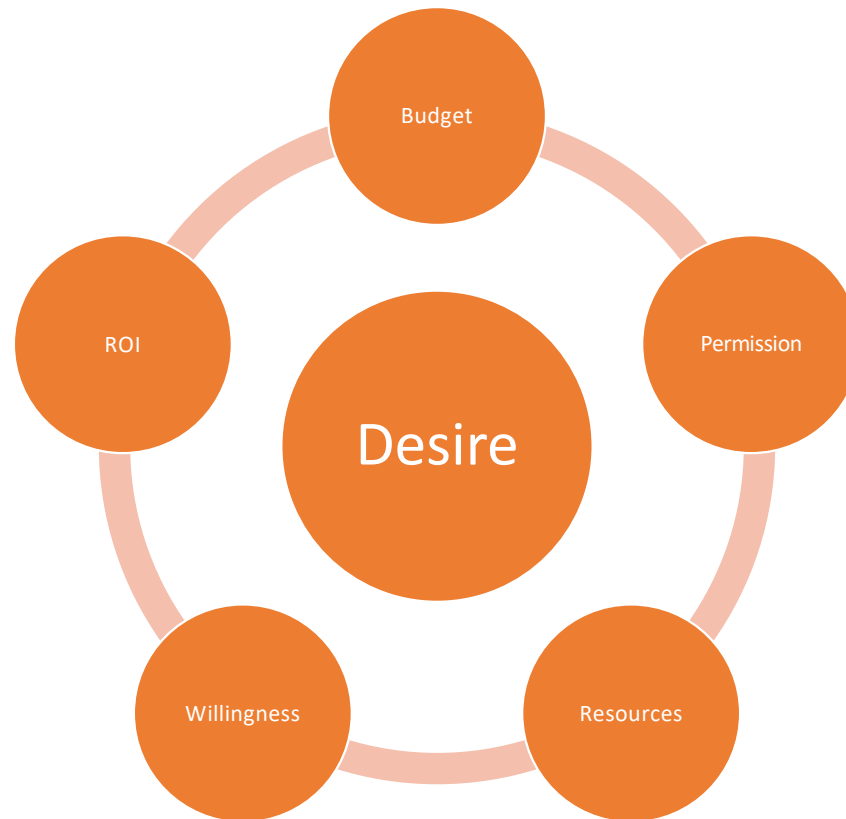


BrightelM Survey Feb 2021: Sample 60

# Will your community attend?



# Will your commercial partners support?



# Consider the supply chain

- 61% of 503 businesses surveyed believed they would cease training before March 2021<sup>1</sup>
- Sector will have lost 413,000 jobs, out of 700,000<sup>1</sup>
- 50 per cent of individuals have had to take work outside of live events to supplement their income.<sup>2</sup>
- A third have been forced to leave – or are considering leaving – the sector<sup>2</sup>
- 43 per cent of live event supply chain businesses say they don't have the resources to last until the summer<sup>2</sup>

1. [www.feast-it.com](http://www.feast-it.com) Survey of member businesses (October 2020)

2. <https://www.wemakeevents.com/> Survey of business and individuals (February 2021)



# Recap of solutions

- Consider all your stakeholders in your planning
- Know your 'D' day for your live elements
- Manage and mitigate risk
- Secure your supply early

# Additional Resources

ABPCO [abpc.org](http://abpc.org)

BVEP [businessvisitsandeventspartnership.com](http://businessvisitsandeventspartnership.com)



[www.brightelm.co.uk](http://www.brightelm.co.uk)