

The Return of In-Person Events: 11 Tips for How to Plan Your Next Event





2022 saw a lot of changes in the event industry, none bigger than the return of in-person events. Now that these in-person conferences, meetings, & exhibitions are finally back, you'll need to decide what elements of virtual events can benefit the live experience and how best to incorporate your new-found digital knowledge into traditional event management – all while navigating pandemic safety and audience comfort levels. Not an easy task, but there are some things to keep in mind that will make your life easier.

Make Virtual a Pre-Event Force

We learned a great deal about the possibilities of technology the last two years. With in-person events returning, it's the perfect opportunity to put those learnings to use.

- Continue to take advantage of the digital strengths you use in everyday business such as email, social media channels, & virtual meetings.
- Create pre-show topic discussions and networking “coffee breaks” that begin the networking opportunities & engagement.
- Use your event platform to connect attendees with similar interests before, during and after your event.
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Take Interactivity Up a Notch

Attendees are used to getting their information digitally, so leverage all your digital touchpoints by stepping up your content in a variety of forms before your event. Start brainstorming early and develop content for all three stages of the funnel using content that includes prizes both pre-show & in-show perks:



Videos ●

- Product
- How-To's
- Testimonial
- Informative
- 360° Experience



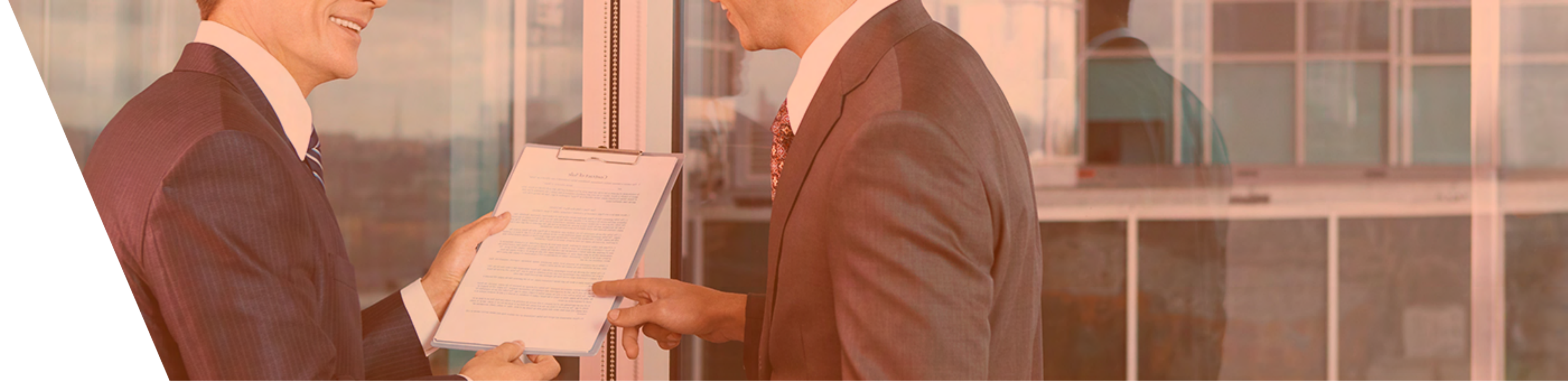
Infographics ●

- Process
- Timeline
- Data Visualization
- Compare/Contrast
- Listacle/Informational



Interactive social programs ●

- Videos
- Polls & Quizzes
- Live Streaming
- Ebooks & White Papers
- Interactive Infographics



Turn Virtual Concepts into In-Person Audience Builders

Hold micro-events that begin cultivating interest. Invite speakers to attend – it's a no-brainer to help add to their own personal event within your larger event. It begins the engagement & interest for your speakers and not only increases pre-show networking but enhances show attendance.

Up-to-Date Contract Terms

Make sure your venue offers cancellation & postponement terms that allow you to keep some or all of your funding should your event be cancelled or delayed. You'll also want increased event insurance & a force majeure clause to include pandemic-related events like Covid-19.

Teamwork Makes the Dream Work

Always adopt a community-first approach. Proactively create backup plans and scenarios, then clearly communicate those plans to their entire event community in advance.

- Draft a pre-mortem with scenarios of possible problems & how you'll pivot if one (or more) come to pass.
- Create and communicate contingency plans with your event community so there are no surprises.
- Prepare to go virtual or hybrid if needed & have an even platform that can handle it ready.





Adjust for Post-Pandemic Comfort

Can you plan to eliminate all risks? Not possible. In-person events, however, can certainly prepare for potential challenges. Depending on your event, corporate policies, local & state laws and regulations, thinking about potential risk-mitigating rules can help ease everyone's minds:



Touchless registration & event interactions ●

Proof of vaccination requirements. ●

Wearing masks in indoor spaces. ●

Rapid covid testing availability. ●

Motion-sensor toilet facilities ●

Automatic doors ●

Make Your Communications Clear

Post your health and safety requirements on your event website & proactively use email & social media to keep everyone up to date. Make sure your audience is aware of any contingency plans you have in place, & if you need to activate one of those plans, let them know. Post clear signage at your event so there's no confusion when it comes to navigating the experience from start to finish.



Make Sure You Plan Enough Space for Social Distancing

Some attendees will be uncomfortable getting up close & personal. Offer in-person guests color-coded bracelets. Attendees can see one another's comfort level with physical contact while networking without the need for any awkward conversations or personal discomfort.

Make Masking a Branded Affair

If you'll ask your on-site attendees to mask up, think about making it a cool, branded swag experience. It's a unique opportunity to give a gift and help your attendees

Touchless Technology.

Incorporate technology for a significantly increased contactless event. Use the touchless digital check-in technology, simplifying and streamlining the process.

- Create an app with a downloadable schedule & brochures.
- Encourage and use your app to facilitate digital business cards.
- Have scannable QR codes instead of handing out paper tickets.
- Take food and beverage orders digitally upon registration.





Add Social Walls to Your Event

These are a great transitional piece to use as part of your in-person event. We're all used to seeing and reading reactions via social media for virtual events, so let your in-person attendees continue to reaction via social in a way where all attendees can participate. You can also add gamification to your event as well.

In any and every event, an event management platform will add value to your event whether it's in-person, hybrid, or virtual. It will also help you pivot in the event of unforeseen circumstances. It will allow you to manage your entire event from pre-event communications to post-event data and analysis and every step and need in between – and do it with flexibility.

Ready to learn more? Let's discuss your ultimate event goals, your productivity workflows, & see where eShow can assist in easing your mind. Our event guru's are trained with efficiency & bottom line in mind. We've got your back. **Visit us** today.

