



TYCOON
EVENTS

'TIS THE SEASON

Your Holiday Celebration
Go-To-Guide During COVID

'TIS THE SEASON

TABLE OF CONTENTS

LIVE EXPERIENCES	2
HYBRID EXPERIENCES	2
VIRTUAL EXPERIENCES	3
WHAT COMES NEXT	3
TOP 10 HEALTH & SAFETY TIPS DURING COVID	4

Your Holiday Celebration Go-To-Guide During COVID

It's been over six months since we were reminded of proper hand-washing techniques and six months since we started going out less, becoming more locally situated, and distancing ourselves from others physically. Everyone's lives have been disrupted in one way or another, forever changed with no certainty, clarity, or outcomes to focus on. However, other critical (and potentially undervalued) things have become vital, like what *really* makes our lives meaningful.

In thinking about what to do for your organization's holiday event this year, consider what role you can play in creating meaning in the lives of those you work, connect, or interact with during a time that's caused hardships for so many. At the heart of any holiday celebration are two key and core components:

- 1. Connection:** It's important to create unique opportunities for connection with one another outside of the work environment. This encourages the development of better working relationships, boosts overall morale and strengthens culture, incentivizes buy in, and creates elevated enthusiasm in the workplace. It can also create something for people to look forward to!
- 2. Appreciation:** People need to feel appreciated, especially when they've been through a hard time. Holiday events and gestures of recognition show others that they are valued! Appreciation creates an opportunity for teams to celebrate the fact that they're achieving great things together and, in the case of the last six months, weathering a tremendous storm.

Tycoon Events has made it simple and accessible for those organizations who want to create meaning for those they work with this holiday season. For those who aren't sure about where to start, or how to keep everyone safe, we've put together a number of ideas based on varying comfort levels that are COVID-19 safe and AHS approved. Speaking of COVID-19 health and safety protocols, we've also included a comprehensive list of tips and considerations for your reference.

Now, all you have to do is choose which option fits best for your organization! These options are all completely customizable and we've thought about how to make each one family-friendly too.

LIVE EXPERIENCES

Your health and safety is our top priority. As event planners, we specialize in the art of bringing together large groups while controlling traffic flow, mitigating risk, deploying policies and procedures, and creating a safe environment for all audiences. Professionally managed events, in a controlled environment, and the adherence of safety guidelines (listed below), will ensure you and your guests are in a safe environment to meet face-to-face.

OPTION #1: The Multi-Station Approach

We will create numerous fun and engaging “stations” that participants will walk to, experience, and move on from once they’re done. Work groups and/or cohorts can experience stations together, while maintaining the appropriate distance apart from others as they continue moving through the event. This approach can be done both indoors and/or outdoors. For outdoor events, heated tents and/or structures of proper sizing will be utilized to ensure safe physical distancing is in place.

OPTION #2: Choose Your Own Time

We will create one unforgettable experience for participants, who will get to choose their own time slot to ensure there is enough time and space between groups of people to keep everyone safe. This can be done within one day or over a period of days.

HYBRID EXPERIENCES (LIVE + VIRTUAL)

The options within this category allow for those who are comfortable gathering in-person to do so, while creating an equal option for those who prefer to gather in smaller groups, or stay in the comfort of their home.

OPTION #3: The Multi-Venue Approach

We will create one satellite event that everyone can attend at the same time, but from various locations. You will decide which venues your participants can choose from, whether it’s from their home, hotel rooms, different rooms in the same venue, or different venues. From there, participants get to choose how they attend the event and each group within each location will be connected virtually!

OPTION #4: A Live Event Enjoyed From Home

This event will have a live feel, but be enjoyed by all from the comfort of their own homes. One “main stage” will be created in a studio remotely, where the organization can present a formal program and/or entertainment can perform. All participants will be sent a package to their homes, which they’ll enjoy as they tune into the main stage virtually. The package will include typical in-person event elements, such as food and beverage, gifts, centrepieces, activities, etc. and can be tailored either just for the adults, the kids, or for the whole family! This curated approach simulates the live, in-person experience that they could expect if on-site at the event.

VIRTUAL EXPERIENCES

The option in this category involves no in-person component, but creates an opportunity to personally connect with each individual in your organization.

OPTION #5: Virtual Event

We'll plan a virtual event that leads your participants through a unique, interactive experience together. This can be tailored just for the adults, the kids, or for the whole family!

OPTION #6: Event-in-a-Box

We will curate a beautifully-crafted package that will be sent to each individual's home. These packages will be themed and include everything required to take part in a hands-on experience, right in their own kitchen or living room! Participants will be led through their event-in-a-box experience and connected to other participants through a virtual platform.

WHAT COMES NEXT

All of our events (virtual, hybrid, or live) are designed with extraordinary attention to detail and plenty of imagination, ensuring a well-executed event with plenty of flair. Our creativity aids in producing unique ideas to each project while keeping your goal and budget top of mind. We'll give you unique ways to engage your participants, boost engagement and bring your brand to life.

We'd love to get a sense of your organization and what your values are so that we can put together a package that speaks to your team in a meaningful way!

If you're curious about the safety protocols we're following to ensure health and safety remains a number one priority, check out our event safety tips below.

**Contact us today to start planning your
holiday celebration!**

info@tycoonevents.ca

www.tycoonevents.ca



YOUR TOP 10 EVENT HEALTH & SAFETY TIPS DURING COVID

The impacts of COVID-19 have changed every aspect of our global environment, with no stone left unturned. We have all had to reevaluate our behaviours, process, expectations and considerations on some level.

For many of us, with the change of the season has come talk of relaunch strategies and a return to live and in-person events! While things may look a bit different, this is an exciting new challenge for us that will allow us to do what we love – creating connection through experiences.

The most important thing to consider is that the COVID-19 situation is fluid and fluctuating. For this reason, it's critical to reference the regulations and direction of our local health authorities as the core source of information prior to any event. With these parameters in mind, there are some general protocols that are expected to remain consistent as we approach the future of events in 2020/2021 and beyond.

We have consulted with our industry colleagues and partners — including vendors, venues, caterers and more — to put together some health and safety, event-specific, tips and considerations to keep in mind.

With safety, comfort, and peace of mind at the forefront of all that we do, let's talk about how to make that happen.



STEP #1.

Always reference the regulations and direction of your local health authorities and government mandates, prior to any live event or in-person interaction.

For residents and business based out of Alberta, please visit alberta.ca



PLANNER
TIP

STEP #2.

Consider our top 10 event planner tips and considerations that relate to some of the known guidelines when planning live and in-person components as part of your event.



PLANNER
TIP



#1 NOTIFY & ANNOUNCE

Notify all attendees and announce all of the steps being taken to prevent the risk of transmission, and the importance of their roles in these measures.

EVENT PLANNER TIPS:

- Support public health contact tracing efforts by encouraging all event participants to download the ABTraceTogether app on their mobile devices and by collecting the names and contact information of all attendees (for these purposes).
Download the app here: [ABTraceTogether app](#)
- Create pre-event and active screening waivers for guests to sign before the event to avoid a bottleneck at registration. Reference the Alberta Health Daily Checklist on the AHS website.
[Alberta Health Daily Checklist](#)
- Offer non-invasive on-site screening checks of anyone entering the venues through controlled entry points.
- Set and communicate expectations for guests to stay home if they are showing any known symptoms of COVID-19, while also reducing barriers to attending from home and mitigating social reprimand for doing so.
- Instruct guests experiencing symptoms on-site to notify security immediately. Ensure that security and event staff are briefed and well informed on the Emergency Response Plan.

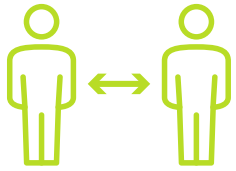


#2 MAXIMUM GUESTS

Include on-site event staff, vendors, and all attendees in the regulated maximum capacities for both indoor and outdoor venues.

EVENT PLANNER TIPS:

- Opt for a venue that allows, or includes as part of your rental, the private reservation of common spaces for your event, as opposed to shared with external parties or the general public (i.e. restrooms, changerooms, bars, check in or registration areas, coat check, etc.).



#3 PHYSICAL DISTANCING

Implement a two-meter physical distancing protocol to ensure that the presence of all guests, staff, vendors and volunteers can be regulated in a safe and healthy manner.

EVENT PLANNER TIPS:

- Stagger the arrivals and departures of all persons on-site with dedicated entry and exit points to reduce contact exposure on-site and control capacity. This includes: guests, staff, volunteers, and vendors during loading and setup.
Don't forget that this applies to loading schedules during setup and clean up to enable distancing of staff, volunteers, and vendors at loading docks and entryways.
- Minimize the need for registration desks by offering online registration or tech-enabled entry.
- Install clear plastic partitions for interactions that cannot accommodate two-meters of physical distance.
- Direct traffic flow and identify two-meter spacing with wider aisles, signage, ropes, or floor decals in high traffic areas or where lineups may occur.
- Appoint a contact to direct traffic, enforce, and offer friendly reminders on expectations.
- Reconfigure layouts and encourage assigned seating to allow for two-meter physical distancing.

PLANNER
TIP



#4 CONTACTLESS

Encourage a contactless policy to mitigate shaking hands or exchanging business cards and other on-site collateral.

EVENT PLANNER TIPS:

- Eliminate or reduce the number of items at the event that will be handled by multiple people such as promotional materials, badges, lanyards, game pieces, touchable decor elements, etc.
- Eliminate paper handouts or event collateral that cannot be disinfected between handling.
- Leverage mobile programming elements and digital downloads of promotional materials as opposed to tangible giveaways.
- Implement a contactless method for guests to greet one another and connect with one another throughout the event.
- Opt for multiple, appropriately distanced self-service coat checks instead of providing a hosted coat check service.



#5 FACE MASKS

Recommend face masks throughout the full duration of event attendance, ensuring compliance with mandates for instances where it is difficult to maintain two-meters physical distance (exceptions may exist during the consumption of food or beverage).

EVENT PLANNER TIPS:

- Masks can be created in the theme (i.e. graphic, message, hashtag, colours) of the event and provided as a giveaway item to guests.
- Customized or colour coded masks can be used to group attendees and facilitate networking activities or interaction at a safe distance.
- Masks can be used to identify event staff to your guests such as volunteers, service staff, event managers, and other key individuals.

PLANNER TIP



#6 CLEANING & DISINFECTING

Frequent cleaning protocols must be implemented by all venue, event and vendor team members to ensure thorough disinfection of high-touch/shared surfaces and food/beverage service supplies.

EVENT PLANNER TIPS:

- Rent disinfectant foggers.
- Choose facilities that are GBAC STAR™ accredited.
- As part of your on-site staffing plan, assign a volunteer or event staff member to circulate and cross check all high-touch/shared surfaces and food/beverage supplies to ensure routine and frequent cleaning is taking place.



#7 PERSONAL HYGIENE

Handwashing stations and personal sanitation options must be visible and accessible to all persons on-site.

EVENT PLANNER TIPS:

- Signage can be used to offer friendly reminders to guests to communicate expectations that they are required to abide by. Signage can also serve as a visual indicator that common spaces, tables, or seating options have been sanitized and if ongoing throughout the event, at what frequency.
- Encourage guests to sanitize their hands before entering the venue and consider offering personal hand sanitizer as a takeaway item.
- Have gloves available for guests to use if they choose.

PLANNER
TIP



#8 EMERGENCY RESPONSE PLAN

Emergency Response Plans must be revised to include COVID-19 specific policies and procedures. This should also include rapid identification and isolation in a designated area for attendees who develop symptoms throughout the duration of the event.

EVENT PLANNER TIPS:

- Muster points and an exit strategy should consider physical distancing and maximum occupancies to enhance the health and safety of all guests.
- A rapid communication plan and list of emergency contacts should be established and able to be communicated to all guests.
- Consult with your venue and vendors to gain a thorough understanding of their unique procedures.
- Appoint a health and safety point person for the duration of your event to ensure protocols and guidelines are being followed.
- Ensure that the plan is shared with and understood by all key event staff, key on-site personnel, security, and vendors on-site at the event.



PLANNER
TIP



#9 ENTERTAINMENT RESTRICTIONS

Entertainment restrictions must be adhered to, to ensure the safety of performers, guests and all persons on-site.

Individualized protocols may apply, based on the performance category or type as it relates to the risk of exposure.

EVENT PLANNER TIPS:

- Reduced volume may lessen the need for guests to lean in closer to each other and/or raise their voices above the entertainment noise levels.
- Ensure that the performance area setup allows for ample distance between the area (i.e. the stage) and the audience, based on specified protocols.
- Avoid performances that require audience mingling or participation, reminding guests not to sing along.
- Games and other interactive activities should only occur if there are no shared items required and physical distance can be maintained.
- Ensure that green rooms are not shared between performers to avoid cross contamination.



#10 FOOD & BEVERAGE

Food and beverage options must be evaluated and closely monitored to ensure compliance with governing mandates & guidelines.

EVENT PLANNER TIPS:

- Ensure menu selections can be facilitated through full-service models.
- Use pre-packaged and single-serve items to mitigate contact.
- Ensure meal-prep, packaging, and delivery protocols account for cleaning and disinfection, along with reduced contact and touchpoints for transfer or setup.
- Account for private meal-prep areas and additional staffing to facilitate smooth and safe execution of the additional service and cleaning measures.
- Adhere to assigned seating guidelines for table capacity and minimizing the risk of multiple persons using the same chairs or place settings.
- Action stations or visible food prep areas not only add an element of entertainment to an event, but will also allow guests to see safe food prep procedures in action.
- Implement chef's table-style experiences or table-side food preparation and cooking for seated groups and cohorts.



Contact us today to start planning your holiday celebration!

info@tycoonevents.ca

www.tycoonevents.ca