



TYCOON
EVENTS

SEASONAL EVENT GUIDE – SUMMER/FALL 2021 EDITION

Your guide to planning summer
and fall events safely

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Alberta has officially reopened for the summer and, while that’s exciting on the surface, we’re still a bit reserved in our celebrations. Little has been said about the best practices for moving forward with events. Going from 0 to 60 in the span of a few weeks seems a little fast and ambitious, especially since we’ve been in some form of lockdown or another over the last year and a half.

Our team has been thinking about what the best practices are and should be for the ‘in-between’ times with peoples’ safety being of the utmost importance. We’ve put together this guide to help you with the planning of your next event. Creating connection through experiences is what we love to do most and we’re happy to share our ideas with you.

In this guide, we take a look at the most common events that take place during the summer and offer suggestions and best practices for virtual, hybrid and live event types:

- Appreciation events
- Fundraising events
- Social events

If you’re planning an event that we didn’t capture in this guide, please reach out! We’d be happy to help you navigate the planning.

~ **Team Tycoon**
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EVENT HEALTH AND SAFETY TIPS

The most important thing to remember is that the COVID-19 situation is fluid and fluctuating. We can't stress enough how important it is to reference the regulations and direction of local health authorities as the core source of information prior to any live event or in-person interaction.

Another thing to consider is that, although most restrictions have decreased, there are some general protocols that came out of the pandemic that are likely here to stay long-term as best practices.

We've consulted with industry colleagues and partners, including vendors, venues, caterers, to put together some event-specific health and safety 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.



In General:

- As of writing this Guide, there are no longer mandates in Alberta capping the number of attendees at an event, two-meter physical distancing or masks. However, we highly suggest keeping some of these practices in place for the safety of guests, staff and the general community.



Pre-Event Communications:

- Face masks are still required on all transportation regulated by municipal governments. Remind attendees that if they're taking public transit, ridesharing or taxis to get to your event, they will require a mask.
- Create pre-event and active screening waivers for guests to sign before the event to avoid a bottleneck at registration.
- Set and communicate expectations for guests to stay home if they are showing any known symptoms of COVID-19. Planning hybrid events is a good way to let people still attend the event from home.



Guests:

- Opt for venues that allow you to reserve common spaces during your event. Venues sometimes keep areas open to the general public (like restrooms, changerooms, bars, check-in or registration areas, coat check, etc.). Being able to reserve those public areas mitigates unnecessary contact with people who aren't guests at your event.
- Stagger the arrival and departure times of everyone who will be on-site, including attendees, staff and volunteers. Create dedicated entry and exit points to reduce contact exposure and control capacity.
- Minimize the need for registration desks by offering online registration or tech-enabled entry.

- Reconfigure layouts and encourage assigned seating to allow for two-meter physical distancing.
- Signage can and should be used to offer friendly reminders to guests about the expectations they're required to follow.
- Encourage guests to sanitize their hands before entering the venue and consider offering personal hand sanitizers as takeaway items.



Food and Beverage:

- Use pre-packaged and single-serve items to mitigate contact.
- Account for additional staffing to facilitate smooth and safe execution of the additional service and cleaning measures.
- Minimize the risk of multiple people 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 also let guests see safe food prep procedures in action.
- Consider using food trucks for food prep and service.



Entertainment:

- Lower the volume of any entertainment. It will reduce the need for guests to lean in closer to each other to talk and/or raise their voices above the entertainment noise levels.

- Avoid performances that require audience mingling or participation.
- Games and other interactive activities should only take place if shared items are being disinfected between use and physical distance can be maintained.



Cleaning and Disinfecting:

- Choose facilities that are GBAC STAR™ accredited.
- Use signage as a visual indicator that common spaces, tables, or seating options have been sanitized and, if sanitization is happening throughout the event, at what frequency.
- Assign an event staff member to circulate all high-touch/shared surfaces and food/beverage supplies to make sure routine and frequent cleaning is taking place.



Emergency Response Plan:

- A rapid communication plan and list of emergency contacts should be developed and ready to be communicated to all guests at any time.
- Appoint a health and safety point person for the duration of your event to make sure protocols and guidelines are being followed.
- Make sure that the plan is shared with, and understood by, all key event staff, on-site personnel, security and vendors at the event.

EVENT SUGGESTIONS AND BEST PRACTICES

No matter what type of event you're planning this summer or fall, the most important pieces to have in place are your staffing and crisis communication plans.



Staffing Plan:

- Especially if your live event requires serving food and beverage (we advise against buffet-style), take into account how many staff you'll need to avoid creating backlogs.

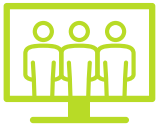


Communication Plan:

- Know how you'll communicate with attendees, volunteers, staff and vendors if something happens before it happens, especially if there ends up being a COVID outbreak at your event.
- It's good practice (and an added layer of 'peace of mind') to give attendees the contact information of people they can contact if they have questions or concerns. If you've appointed a Health and Safety person for the event, this is whose contact information we recommend sharing.
- Having a QR code around the venue is a great way to give attendees easy access to information they need. Restaurants already do this with their menus and it works well. You can take it a step further and have the QR code link to a full web page of the event that includes everything from safety expectations/procedures and organizer contact information in case of concern, to menu lists and menu order forms.

APPRECIATION EVENTS

Things like staff, volunteer and donor appreciation, plus award events.



Ideas on how to execute virtual events:

- Virtual events can be more than having people log into Zoom. Create a more engaging experience by putting together delivery boxes and sending them to attendees' homes beforehand. These boxes can include things like:
 - > Craft kits for adults and/or kids,
 - > Food (appetizers, charcuterie-in-a-box, etc.),
 - > Cocktail kits, and
 - > Costume pieces, props or decor that fits the theme of the event as a way to get attendees in the spirit.
- Stream entertainment virtually, like magic shows, live music, performances, or movies. Please be aware of any licensing needs that you may be required to arrange.
- At some point during the event, bring up the feed of everyone who's at the event. This is especially important if the event has a program that takes up the 'presentation screen.' Seeing everyone together on screen is a way to implement that 'connection' piece that would otherwise be easy to miss.



Ideas on how to execute hybrid events:

Take ideas from our virtual event suggestions and layer in some of these additional suggestions:

- Host small viewing parties at different locations that stream up into the larger virtual event (every location can see the live feed of the other locations). This is a great way to host award parties or host friendly competitions for staff. Check out our [Virtual Event Resource](#) for virtual platform ideas.
 - > These can be hosted at different office locations or a few brew-pubs or tasting rooms around the city.
- If you're live-streaming entertainment, cap the number of people who can attend the live event.
- At award presentation events, you can invite the recipients and/or finalists to the live event and encourage them to prepare a little acceptance speech. If it's strictly a virtual event, ask finalists to record an acceptance video or have them on stand-by to accept their event in real-time.



Ideas on how to execute live events:

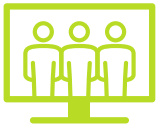
- Avoid buffet-style food service. Instead, consider food trucks or catering packages that are individually served or wrapped.
- Host at an outdoor space. Outdoor spaces typically lend to more physical space where people can spread out. Set up picnic tables, blankets or other seating stations throughout the space to prevent people from conglomerating in one area.
- If you're planning to use an indoor venue, double check that their space requirements fit your needs. Even though provincial guidelines are 'back to normal,' some venues have opted to keep their spaces functioning at a reduced capacity.
- Have sanitization stations set up throughout the event:
 - > Create little sanitization swag bags that attendees get when they arrive at the event.
 - > Keep sanitization equipment alongside lawn games so that participants can clean in between use.
- Send pre-event communications and display day-of signage explaining safety procedures. Be as transparent as possible and include what the protocols are at the venue, what safety procedures you have in place as the organizer and what you expect attendees to do (like wear a mask, for example). It's easier for attendees to prepare for the event if they know what you expect. Never assume that they know. More communication is better than not enough communication.
- Communicate regularly with all of your vendors to make sure you're all on the same page with each others' safety protocols. Just as importantly, make sure that your final safety protocols are communicated to all vendors so that they are aware prior to your event and all practicing the same procedures.
- For events that will be more crowded, have suggested traffic flow markers in place for guests to follow.

FUNDRAISING EVENTS

Things like golf tournaments, fun runs, and drive-in movies.

For any type of fundraising event, consider finding a sponsor that would match the amount raised from ticket sales and donations.

Get creative with how you recognize your sponsors (they're a huge reason why fundraising events are a success). And, don't forget to thank, recognize and involve the organization you're fundraising for in some way.



Ideas on how to execute virtual events:

- The same “delivery box” suggestion we offered in the Appreciation Events section can apply here.
- Host movie viewing parties, galas and silent auctions. Check out our [Virtual Event Resource](#) for virtual platform ideas.
- Bingo or trivia nights can be organized in a different virtual way. Sign up for a radio station and host a bingo or trivia night over the radio.
- Consider planning a virtual ‘night at the races’ version of horse races. It could be a good way to incorporate team fundraising.
- 50/50 raffles can be incorporated into any event you plan.
- Fashion and/or talent shows can be a big hit depending on the demographic. If you don't think your demographic would be keen on taking part, consider asking them to enter their pets. People love showing off their pets.

- Run/walks: This isn't virtual, per se, but you can organize a run/walk for participants to do on their own time. Create route suggestions for participants to complete during a window of time, or ask them to track their distance on a treadmill.
 - > Leverage social media: encourage participants to use a hashtag.
 - > Create music playlists and encourage participants to share their own playlists with others.



Ideas on how to execute hybrid events:

Take ideas from our virtual event suggestions and layer in some of these additional suggestions:

- Book multiple small venues for small groups to get together for a viewing party of your movie night or gala.
- A hybrid spin on a run/walk event is to create a predetermined route (make sure that it's accessibility-friendly!) have people sign up for time slots. Consider expanding the event over two or three days to give more people the opportunity to participate in-person. Still have the ‘do on your own’ option that we suggested in the virtual section for people to have the opportunity to pick, depending on their comfort-level.

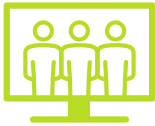


Ideas on how to execute live events:

- Drive-in movies are a great way to host a live event, while still having a social-distanced component to it. When organizing a drive-in event, remember that it's the experience that matters and that it's not as simple as renting a field and screen. Here are a few things to remember:
 - > Time of day (keep in mind that it doesn't get dark until much later in the summer).
 - > Have an ample amount of garbage bins (some that are accessible by foot, but some that people can drive up to with their vehicles).
 - > Have plans in place for inclement weather (extra security for the screen in case it's windy and outdoor sheltered viewing areas in case it's too hot for people to sit in their cars). Please note that it is important to have a vehicle idling plan or policy in place that is also communicated to attendees.
 - > Have food and beverage options available, like food trucks.
- Golf tournaments are pretty socially-distanced already, so we don't have much to change about the tournament itself. We recommend making changes to the post-tournament dinner and program to make it.
 - > Instead of having dinner afterwards, have a food crawl throughout the course. You can make it into a cohesive experience where each hole builds on the last one.
 - > Use a virtual silent auction platform that participants can use throughout the tournament, instead of leaving the silent auction portion of the event to the end.
 - > Do the prize-portion of the event hybridly. Offer a limited number of in-person tickets and ask everyone else to tune in virtually.
 - > Offer a sanitization swag bag at the first hole.
 - > Spread the tournament out over a few courses throughout the city and host a dinner like normal at each location. The locations can stream up into a virtual program.
 - > Remember that wifi isn't always great on golf courses.

SOCIAL EVENTS

Things like block parties, concerts and team building events.



Ideas on how to execute virtual events:

- Take advantage of third party virtual activity providers, like escape rooms, murder mysteries and horse races.
- Host real-time entertainment from a studio that people can stream into.
 - > Make the experience interactive, instead of making it a passive consumption experience for attendees. Bring in dueling pianos and ask attendees to submit requests. Improv groups take audience suggestions all the time.
 - > Incorporate a virtual photo booth
 - > Send participants background photo options to create a more cohesive look/experience when they're online.
 - > Make sure to include a networking and/or social space during the event. Depending on what platform you use, some have built-in elements, while others let you embed social media. Check out our [Virtual Event Resource](#) for virtual platform ideas.



Ideas on how to execute hybrid events:

Take ideas from our virtual event suggestions and layer in some of these additional suggestions:

- Instead of streaming real-time entertainment from a studio, stream it from a 'main' venue that limited people can attend. Also consider renting smaller venues for viewing parties, like pubs, so that people still have that social experience.
- Creating a hybrid event brings in three ticketing options, which also makes the event more accessible for people financially and physically:
 - > Live
 - > Viewing party
 - > Online



Ideas on how to execute live events:

- Because social events typically bring in larger quantities of people, consider using a virtual risk-control platform where attendees can answer a COVID questionnaire, sign a COVID waiver, upload their vaccine status, etc. These platforms typically let you gather as much or as little information as you need or want, but are a good way to mitigate risk.
- For concerts or movies-in-the-park events, create 'spaces' that people can buy instead of seats. Set up spaces with 10x10 tents or picnic table areas that people can purchase with their friends or family. An extra level of precaution would be to cap the group limit to six people.

- Instead of having attendees wait in food/beverage lines, have staff come to attendees with food and beverage options for purchase or to take orders and bring it to the attendees. The ratio between service staff and attendees is really important in this case.
- If you're hosting an indoor event, work extra closely with the venue management and follow their rules and restriction guidelines.
- Have suggested traffic flow markers in place for guests to follow.
- Make sure that ample washrooms, port-a-potties and hand washing/sanitizing stations are available.
- Create more specific ticket purchase options, rather than "general admission." Offer blocks of time, spaces to rent, etc.
- Follow the Government of Alberta's most updated guidelines when it comes to serving alcohol and beer gardens.

WHAT NOW?

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!

Contact us today to start
planning your next event!

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“To us, it really is all in the details!”