



TYCOON
EVENTS

SEASONAL EVENT GUIDE 2022 – PART 2

Tips and tricks to planning events
this upcoming season.

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Image source: Tycoon Events

WELCOME TO PART 2 OF OUR SEASONAL EVENT GUIDE!

Our team has researched and reflected on event best practices for the Fall and Winter seasons, and are happy to share them with you here. With a safety-first and people-first mindset, we have included applications and tips to help you and your attendees build connections in a safe and welcoming environment.

Let’s take a look at some of the most common event types and offer suggestions, along with best practices, to set you up for success:

- Appreciation and Awards Events
- Fundraising Events
- Conferences
- Social Events, Galas, and Receptions
- Tradeshows and Exhibitions

– Team Tycoon



EVENT BEST PRACTICES FOR FALL AND WINTER

No matter what type of event you're planning or what format you choose for delivery, you need to consider the following: Equity, Diversity, Inclusion and Accessibility (EDIA), green initiatives, staffing & communication plans, and health and safety.



Image source: Tycoon Events



Equity, Diversity, Inclusion and Accessibility (EDIA):

- Consider your wording to make everyone feel welcome and comfortable at your event.
 - > Are you using inclusive language?
 - > Are you aware of the origin and historical meanings of the words you are choosing?
 - > What is the perception of your branding and event theme?
 - > Is your event physically accessible to all?
 - Keep in mind that this season brings colder weather/ice/snow and can require extra attention to ensure that pathways and event spaces are cleared.
- > Does your dress code welcome everyone to come as their authentic selves?
- > Consider other barriers, like the cost of your tickets, etc.
- Share your EDI plan with anyone who will be working onsite (event staff, venue staff, volunteers, and vendors).
 - > Discuss how your team will uphold the EDI principles and what to do if a situation arises that requires diffusion.
 - > Allow for feedback and clarification from the onsite team to ensure that your EDI plan is understood and relevant.



Green Initiatives:

- Reduce print materials, and go digital, as much as possible. If you must use printed materials onsite, be sure to investigate recycled materials and consider how the product can be repurposed or recycled after the event.
- Consider donating leftover food, materials and decor elements to appropriate charities. You can refer to our [Community Partnership and Sustainability Program](#) for ideas on who to connect with.
- Consider the impact that heating will have on your carbon footprint.
 - > Smaller venues or venues with newer heating systems will typically take less energy to heat.
 - > Opting for an indoor venue instead of heating an outdoor venue or tent will also reduce your carbon footprint.
- Embed a tool in your website or platform to allow guests to track their emissions from their method of travel and see how it changes the overall event emission output.
- Go one step further for carbon neutrality by showing how you are contributing to supporting environmental initiatives for the emissions created from the event.

What is the difference between **carbon-neutral** and **net-zero carbon**?

- > Carbon-neutral refers to balancing out the total amount of carbon emissions. Net-zero carbon means no carbon was emitted from the get-go, so no carbon needs to be captured or offset.

Source: [Plan A Academy](#)



Staffing Plan and Communications Plan:

- Open communication channels with attendees, volunteers, staff, and vendors early so that you can share important details. Consider:
 - > How will attendees contact you with questions or concerns?
 - > How will staff and volunteers communicate on the day of the event?
 - > Appoint a ‘Safety Person,’ a ‘Communications Lead,’ a ‘Volunteer or Staff Lead’ and an ‘Event Lead’ for your event. Share their contact details with everyone who may need to reach out to them, including attendees, as required.
 - > We recommend having a pre-event meeting with staff, volunteers, and/or vendors, so they are clear on roles and responsibilities prior to the event.
 - > Ensure that all onsite staff have a way to communicate back and forth with one another in a timely and reliable way (i.e. radios, a Whatsapp group chat, a dedicated Slack channel, mobiles, etc.).
- Have a plan ready for any unforeseen, last-minute communications that may need to be sent out, including inclement weather, schedule changes due to illness, or any other situation that may arise.
- Ensure you are practicing sensitivity and awareness to political, social, and environmental issues.
- Send invitations early as the fall and winter seasons quickly fill up with social events. Research any holidays, festivals, or community events that may pull the audience away from your event.

Image source: Tycoon Events

Image source: iStock

- Send multiple communications to attendees and vendors prior to the event so they know the expectations for social interactions, as well as a possible dress code, and if the event has any outdoor components.
 - > Proper footwear is a must have for icy conditions.
- Collect feedback from attendees, vendors, and the event team about what went well and what could be improved upon next time.
 - > Did attendees feel safe?
 - > Was the event easily accessible (parking, getting to the venue, comfort inside the venue)?
 - > Were the vendors happy with the guidelines in place? Did they have feedback from attendees they interacted with?
 - > Did the event team have any difficulties enforcing the guidelines?



Health and Safety:

- Share your health and safety plan with anyone who will be working onsite.
 - > Discuss how to report any illness(es) or symptoms, guidelines that the venue or event suggests (if any), and what to do if a conflict arises.
 - > Consider including information on mental health crises: how to identify and what to do in the event of.
- Signage with event QR codes can be used around the venue to provide attendees with access to important information such as the health and safety policies and procedures, contact information for the event organizer, and any other important event details. The more information they have, the more comfortable they will feel.



Image source: Tycoon Events



Image source: Tycoon Events

- Create a safety plan that outlines what measures you have in place and how you will enforce these measures.
 - > Also include what to do if someone becomes ill, is displaying symptoms at your event, or tests positive for COVID-19 within 24 hours after.
- Consider points of contact and how to reduce risk in these spaces:
 - > Registration
 - > Access points
 - > Food and beverage
 - > Seating arrangements
 - > Networking
 - > Bathrooms
- The designated onsite 'Safety Person' is responsible for ensuring that attendees are following the guidelines in place at your event and mitigating any issues that arise.
- When you are accessing the safety of your event, keep access (entrances/exits) in mind. This can include:
 - > Sidewalks clear of ice
 - > Line management
 - > Ample space for wheelchair/mobility device users
 - > Outdoor heaters (as needed)
- Providing guests with a safe way to get home (taxi/Ubers), especially with inclement weather.

APPRECIATION AND AWARDS EVENTS



Ideas to execute in-person events:

- If you have chosen an outdoor venue, ensure to have plenty of seating for attendees to use.
 - > Include items for keeping your guests comfortable such as blankets, mosquito spray and heaters.
 - > Alternative options in case of bad weather are also an important consideration.
 - > Ensure that a heating or cooling plan, for guests, is also in place.
- Set up sanitization stations throughout the event, accompanied by signage reminding attendees of best practices.
- Utilize touchless technology for registration and food and drink orders.
 - > Make sure people in other locations are all getting a similar experience regardless of location, venue or expense.
 - > Think about incorporating friendly competitions between the staff at each location to encourage engagement.
- Dedicate time and space for networking.

Image source: Tycoon Events

Image source: Tycoon Events

Image source: Tycoon Events

Image source: Tycoon Events

- Ensure your award recipients feel appreciated by recognizing them throughout the event, don't rely on the physical award only.
- A Hollywood awards theme encourages guests to dress up for the red carpet and feel like celebrities! Include these key components to make your awards and appreciation event first class:
 - > A focus on red carpet and “stars” for decor will make guests feel like incredible celebrities.
 - > Add some entertainment in between awards recipients to keep the energy of the event upbeat (like a musical act, game, fun video, etc.).
 - > Special event invitations can be addressed to guests to make them all feel like V.I.P.'s.



Ideas to execute hybrid events:

- If you are facilitating an event for a client with attendees from multiple locations, consider hosting several small events simultaneously instead of hosting everyone in one location.
 - > Set up live streams where each location can see each other to give the overall feeling of unity (i.e. including simulcast into your programming).
- Break geographical barriers by hosting small viewing parties in various locations.
- Simulcasting live entertainment will save on costs as well as allow attendees in different locations to have a similar experience.
- If you're wanting to go hybrid with an awards ceremony, consider having the nominees or award recipients attend the live event to accept their awards and make their acceptance speech. Live stream the awards stage to other attendees who would like to participate and show their support.
- Consider utilizing technology or apps that allow attendees to network digitally, allowing all attendees to connect, regardless of location.
 - > If you are unsure of what options are available, refer to our [Hybrid Event Resource](#) to find a robust list.
- Offering an augmented reality or virtual reality component can contribute to the interactions between guests.
- Winter Ball Formals are classic and can have cool decorations, bringing the outside in and keeping guests warm! It can be incorporated for both in person and virtual attendees. Some ideas include:
 - > Black-tie attire for a formal awards ceremony (great way to make an evening fancy for everyone!). Encourage online attendees to post their looks for the event.
 - > For appreciation events, having a winter theme around “the season of giving” fits well.
 - > Holiday gift boxes are great giveaways or mail outs for attendees (these are easy to make non-denominational as well).



Image source: Tycoon Events



Image source: SC Parker Photography



Image source: Tycoon Events

Image source: Tycoon Events

FUNDRAISING EVENTS



Ideas on how to execute in-person events:

- If you are planning an outdoor event in the colder months of the year remember to include an indoor component, especially if food is to be served.
- If a run/walk is taking place in the colder months, ensure you have communicated safety tips (dressing warm, where to warm up, etc.) to attendees prior to the event.
- Group skiing/snowboarding/sledding days at a local hill with a reception afterwards are a great way to get people active and offer a fun activity for everyone. Some things to consider are:
 - > Offering a formal dinner at the chalet or a nearby hotel (if hosted at a hotel, this can give guests time to clean up for a formal reception).
 - > Prizes throughout the day for the different activities (biggest jump, sled races, etc).
 - > Scavenger hunts on a hill are also a great way to get people involved for prizes.

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- Winter carnivals are a great idea to get people together and to have fun outside! Some things to consider are:
 - > Having fire pits scattered around with benches/seating (make sure to have extinguishers nearby!).
 - > Torches lighting the path to the event can also help with the decor and warmth.
 - > If the event is completely outside, make sure to have patio heaters and a tent (make sure not to burn the tent!).
 - > Having sled/wagon rides available.



Ideas on how to execute hybrid events:

- Consider having the main event streamed to alternative locations so you can reach a broader audience.
 - > Simulcasting live entertainment will save on costs as well as allow attendees in different locations to have a similar experience.
- Consider utilizing technology or apps that allow attendees to network digitally, place bids, or interact with the program; this allows for all attendees to connect regardless of location.
 - > If you are unsure of what options are available, refer to our [Hybrid Event Resource](#) to find a robust list.
- Including a 'donation to play' augmented reality or virtual reality component that can contribute to the interactions between attendees regardless of their physical location.



Image source: Tycoon Events

- Trivia games can also be played with a combination of virtual and in-person attendees.
- If you are fundraising for a physical space, incorporate hybrid tours where attendees can visit in person or receive a live-streamed virtual tour experience.
- Hybrid runs, walks, and bikeathons allow the attendee to participate in-person on the race day or virtually at their own pace.
 - > You can have prizes for virtual attendees and in-person attendees so that one group is not left out.

Image source: Tycoon Events



Image source: Tycoon Events



Image source: Tycoon Events

CONFERENCES



Ideas on how to execute in-person events:

- Take it back to Maslow's Hierarchy of Needs, don't leave it up to your attendees to find out how to feed themselves, caffeinate their bodies and find out where they can rest. Consider elevating their experience by:
 - > Providing them with all of the information they will need prior to the event. This could include a glance at the program, menu, and specific location with directions on how to get there.
 - > Having an 'Information' booth at the event with a friendly and knowledgeable staff member present to answer questions.
 - > Make it personal by suggesting nearby libraries or cafes where you can enjoy a book in between sessions, bars or pubs that offer happy hours after the program, or other niche activities that fit your audience.

Don't let the tech basics fall to the side.

- > Consider your bandwidth and capabilities for any simulcast or broadcasts.
 - > Leave it to the professionals! Hire an AV company to ensure that you are offering a high-end experience to your attendees.
- In-person events can be stressful and emotionally charged, especially after the past few years. Create quiet escape rooms that benefit neurodiverse individuals and any other attendees who may want to step away from the crowds for a moment.
 - Look for a venue with many windows that allow as much natural light as possible.
 - > Is there a break or networking section that can be held in a foyer or lobby with more light than typical event spaces?

- With there being less sunlight available, consider offering special lighting in networking areas or recharge booths to boost energy.
- Amp up the Vitamin D! Incorporate menu items with high levels of vitamin D to energize your attendees.
- Think about how you can incorporate a theme into your conference! Include winter concepts such as an ice luge for drinks or create an UN-conference with an entirely different theme.



Ideas on how to execute hybrid events:

- Break geographical barriers by offering the conference programming via live stream or virtual platform as well as in-person at a venue.
 - > Allow personalities to show by choosing platforms that allow avatar creation and customization (this allows attendees to come to life in a virtual space).
- Prep your speakers with proper backgrounds, green screens, blurs and lower thirds that help to customize the experience and elevate it to match what exists for your in-person attendees.
- Consider utilizing technology or apps that allow attendees to network digitally, this allows for all attendees to connect regardless of location.
 - > If you are unsure of what options are available, refer to our [Hybrid Event Resource](#) to find a robust list.

- Use audio to let your in-person audience hear the applause of the virtual audience and vice versa.
 - > Can the virtual audience vote on polls that are shared on a virtual screen and the actual screens in the venue?
- Get people moving with flexible exercise ideas that fit whatever space they are in. This could be on screens in the venue as well as through the event platform.
- Use soundscapes and 3D sounds to escalate the overall experience and hit all of the senses.
 - > Consider wood crackling for a fireside chat, light background chatting in a virtual networking space, or the sounds of moving water in more serene areas.
 - > Keep in mind that this will not appeal to all attendees so having an option to turn this off based on preference would be ideal.

> What Is a **Lower Third**?

- > A lower third is a graphic overlay that appears on the bottom of the screen. It's often used to identify people in television and movies or to display information like subtitles for deaf viewers.

Source: [Film Lifestyle](#)

SOCIAL EVENTS, GALAS AND RECEPTIONS



Ideas on how to execute in-person events:

- If you are planning an outdoor event in the colder months of the year remember to include an indoor component, especially if food is to be served.
- If you have chosen an outdoor venue, ensure to have plenty of seating for attendees to use.
 - > Make sure there are items for keeping your guests comfortable such as blankets, mosquito spray, and heaters.
 - > Alternative options in case of bad weather are also an important consideration.
 - > Ensure that a heating or cooling plan for guests is also in place.
- Set up sanitization stations throughout the event, accompanied by signage reminding attendees of best practices.
- Utilize touchless technology for registration, food & drink orders.
- If you are facilitating an event for a client with attendees from multiple locations, consider hosting several small events simultaneously instead of hosting everyone in one location.
 - > Set up live streams where each location can see each other to give the overall feeling of unity.
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- Fall and winter are the best times to view the stars and astronomy. Bring that feeling indoors through your decor and lighting.
 - > Incorporate the stars, constellations, comets, or northern lights.
 - > Take this as far as you want by incorporating a full planetary or northern lights theme.
- Incorporate a bioluminescence aesthetic, which is the biochemical emission of light by living organisms such as fireflies and deep-sea fishes. This is a fun way to elevate low-lighting situations.
- Utilize the dark evenings to offer custom, after-hours experiences in typically daytime areas that feel VIP with the after-dark addition.
 - > Opportunities could include: zoos, museums, exhibits, or even your favorite brunch place, for a breakfast for dinner twist.
- Make your beverages hot!
 - > Offer a hot custom cocktail. Set up a tea station, loose tea bar, coffee bar, or find other ways to create a toasty feel in your food and beverage.



- Focus on the human experience. Is there a “bucket list” item that you can help attendees cross off their list?
 - > Consider a unique food, a custom learning experience, or a specific activation that is unique.

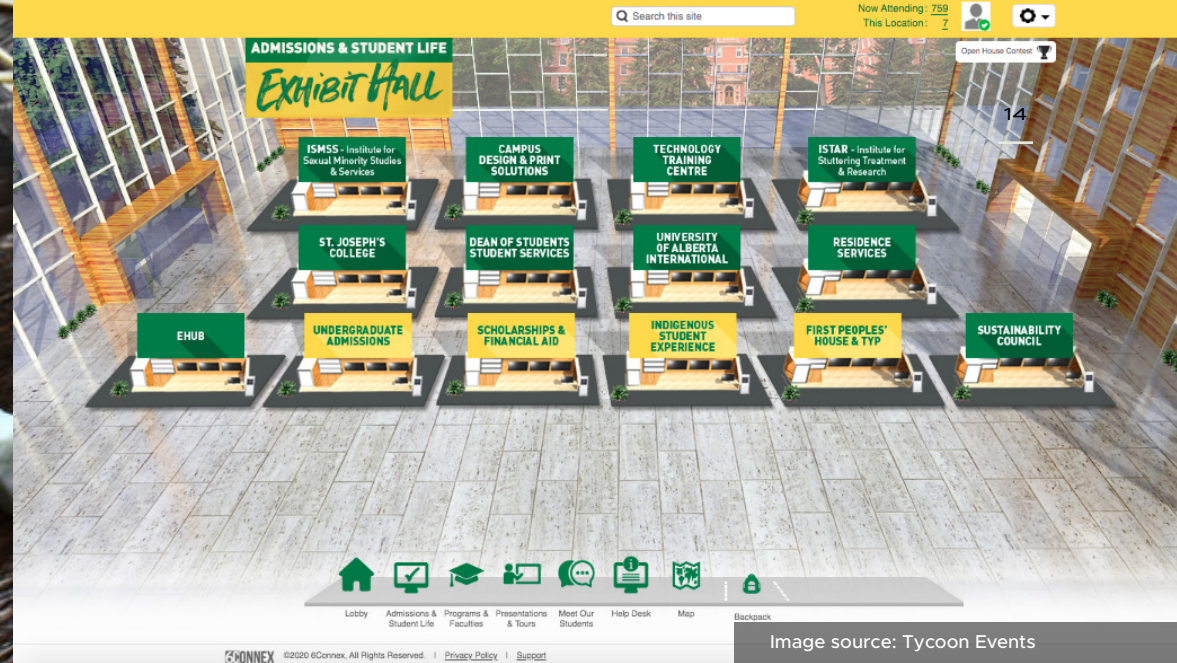
Ideas on how to execute hybrid events:

- Consider sending custom packages to your virtual attendees so they can experience similar elements from the in-person event.
 - > Custom cocktails, specific foods, or unique ingredients, etc.
- Incorporate platforms that also allow your virtual attendees to sit at tables and interact in small groups.
 - > Visit our [Hybrid Event Resource](#) for suggestions on the best platform for your needs.
- Choose activities that can be mirrored in the virtual and in-person space. This could include an escape room, cocktail creation class, or custom crafts.

Note to your performers, emcees and speakers where the streaming camera is located, so they can make “eye contact” with the audience at home and make them feel engaged and incorporated.

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Image source: Tycoon Events



TRADESHOWS AND EXHIBITIONS



Ideas on how to execute in-person events:

- Be clear and outline how you would like the exhibitors to behave at your event:
 - > Would you prefer to see their staff standing in the aisles and chatting with attendees or would you prefer if they remained in their booth space and waited for attendees to approach them?
 - > Communicate a reminder that not all attendees will have the same comfort level when it comes to physical distancing and/or masking and that exhibitors are to be kind and respectful to all attendees regardless of their personal stance.
- Consider asking an Indigenous Elder to participate in the launch of the exhibition, especially if your event is in proximity to the National Day for Truth and Reconciliation.
- Offer a booth space to local Indigenous authorities and organizations who may be interested in sharing information and resources with the community.
- Set a goal to reduce carbon emissions and single-use plastics.
- Pre-approve the swag that your exhibitors are bringing in to ensure it is as sustainable as possible.
 - > Offer a list of products that will be utilized and retained by attendees and not just thrown out.
 - > Ask if swag items are individually packaged and if the extra packaging could be eliminated.

- Go paperless as much as possible!
 - > Facilitate giveaways, draws, raffles, and newsletters digitally.
 - > Look into technology rentals for registration, floor maps and signage.
 - > Utilize QR codes.
- Set up sanitization stations throughout the event
- Consider utilizing technology or apps that allow attendees to network and connect with exhibitors digitally.
 - > If you are unsure of what options are available, refer to our [Hybrid Event Resource](#) to find a robust list.



Ideas on how to execute hybrid events:

- Consider how you are monitoring and providing metrics to all stakeholders.
 - > How are you selling them on their ROI?
 - > Can you provide in-person and digital information on booths visited?
 - > Can attendees check-in and connect using their smartphones?
- Is your formal programming an opportunity for a hybrid component?
 - > Get your virtual audience engaged through polls, Q&As and live engagement.



Image source: Tycoon Events

- Utilize virtual platforms that offer trade show layouts.
 - > Refer to our [Hybrid Event Resource](#) for specific options.
- Request the information from all of your exhibitors early so that you have adequate time to input any information into the hybrid platform.
- Consider having exhibitors do virtual giveaways or have virtual entries for all of their giveaways so both audiences are having the same experience.

STAY IN THE LOOP!



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Contact us today to start
planning your next event!



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