

MAJOR EVENTS SUMMIT

Coping with the challenges of event delivery in the midst of a global Pandemic
2nd DECEMBER 2020



This Summit will facilitate the sharing of best practice and seek to fill any knowledge gaps for attendees for the management of people, process, technology or event delivery services through a highly interactive workshop and panel approach.

The content is aimed at experts involved in planning and supplying into events regardless of type and scale.

The time horizon is driven by the volatility of the Pandemic. This is your opportunity to listen and learn, contribute, enhance your profile and build new relationships.

09:00 - 09:10	Summit Context An overview of those registered for the Summit, the organisations they represent and the approach to workshops and panels Dennis Mills, Chief Executive Officer, Major Events International
09:10 - 09:15	Guidance on how to maximise Summit benefits An aid-memoir of how to network and maximise Summit benefits Andy Rice, Chief Operating Officer, Major Events International
09:15 - 09:25	Keynote Welcome Recognising the challenges facing the events industry, remarks will be aimed at plans and future aspirations to support those responsible for hosting and supplying into events
09:25 - 10:10	Reflections from the Past With the limitations of operations due to the Pandemic, this panel provides insights into what has been done to date, how it was delivered, and what was learnt
10:10 - 10:15	Case Study Event organisers will be consulted on which capability or subject overview would add value
10:15 - 11:05	Virtual Workshops
	Management of Crowds Crowd management in a Pandemic world creates uncertainty leading to unparalleled challenges for event planners. Short notice changes, both positive and negative, require a framework of contingency options to be developed
	Managing the Challenges of Commercial Resilience Reduced revenue from ticketing, merchandising and potentially sponsorship and TV rights is likely to endure for the foreseeable future. This session aims to explore innovative ways of revenue generation opportunities, cost savings and to establish long term commercial relationships
	Contingency Planning and Test Events This workshop will examine how best to reduce the risk of coping with short notice variations in event delivery. The need for contingency plans which cater for as many scenarios as possible will need to be tested, documented and supported by staff training. What does best practice look like?
11:05 - 11:35	Networking Maximum use of the networking tool is encouraged
11:35 - 12:05	Workshop Back brief & Discussion This session will provide the overview from each of the workshops to share the learning for the benefit of all delegates
12:05 - 12:40	Industry Sector Panel Ideas and learnings from pandemic management Sponsored by Identity Group drawing on individual areas of expertise

12:40 - 12:45	Case Study Event organisers will be consulted on which capability or subject overview would add value
12:45 - 13:15	Lunch & Networking 1-1 meetings are encouraged in addition to use of the networking tool
13:15 - 14:00	Event Delivery in the Pandemic Environment The UK has an intense programme of significant events attracting international audiences. This panel seeks to summarise what actions have been taken to date, where there are gaps and where this expert Summit community can help
14:00 - 14:05	Case Study Event organisers will be consulted on which capability or subject overview would add value
14:05 - 14:55	Virtual Workshops
	Role of Technology Coping with the pandemic presents opportunities to explore new ways of working leveraging the potential of existing technology and new emerging solutions. This session will explore ways in which technology providers can offer support to event organisers
	Event Delivery Support Services With late notification of changes in the international environment, event organisers will need to access expertise which previously may have been deemed to be 'back office functions' such as travel, logistics, insurance and foreign exchange. This workshop will examine the mitigating actions which can be taken to limit the potential downsides and risks from operating in a volatile environment
	Security World events demonstrate that security risks in crowded places remains a major concern. How does the Pandemic impact concepts of operations?
14:55 - 15:25	Networking Maximum use of the networking tool is encouraged
15:25 - 15:50	Workshop Back brief This session will provide the overview from each of the workshops to share the learning for the benefit of all delegates
15:50 - 16:25	Industry Sector Panels Ideas and learnings from pandemic management
16:25 - 17:10	Host Cities & Event Delivery City wide activation for all significant events presents unique challenges beyond the boundaries of venues. This panel, consisting of host cities will discuss the range of challenges and ideas to attempt to deliver mass gathering events as close to normality as is possible
17:10 - 17:15	Case Study Event organisers will be consulted on which capability or subject overview would add value
17:15 - 17:30	Summit Reflections & Future Plans An overview of the key findings from the day leading to the plan of action for the way forward Dennis Mills, Chief Executive Officer, Major Events International