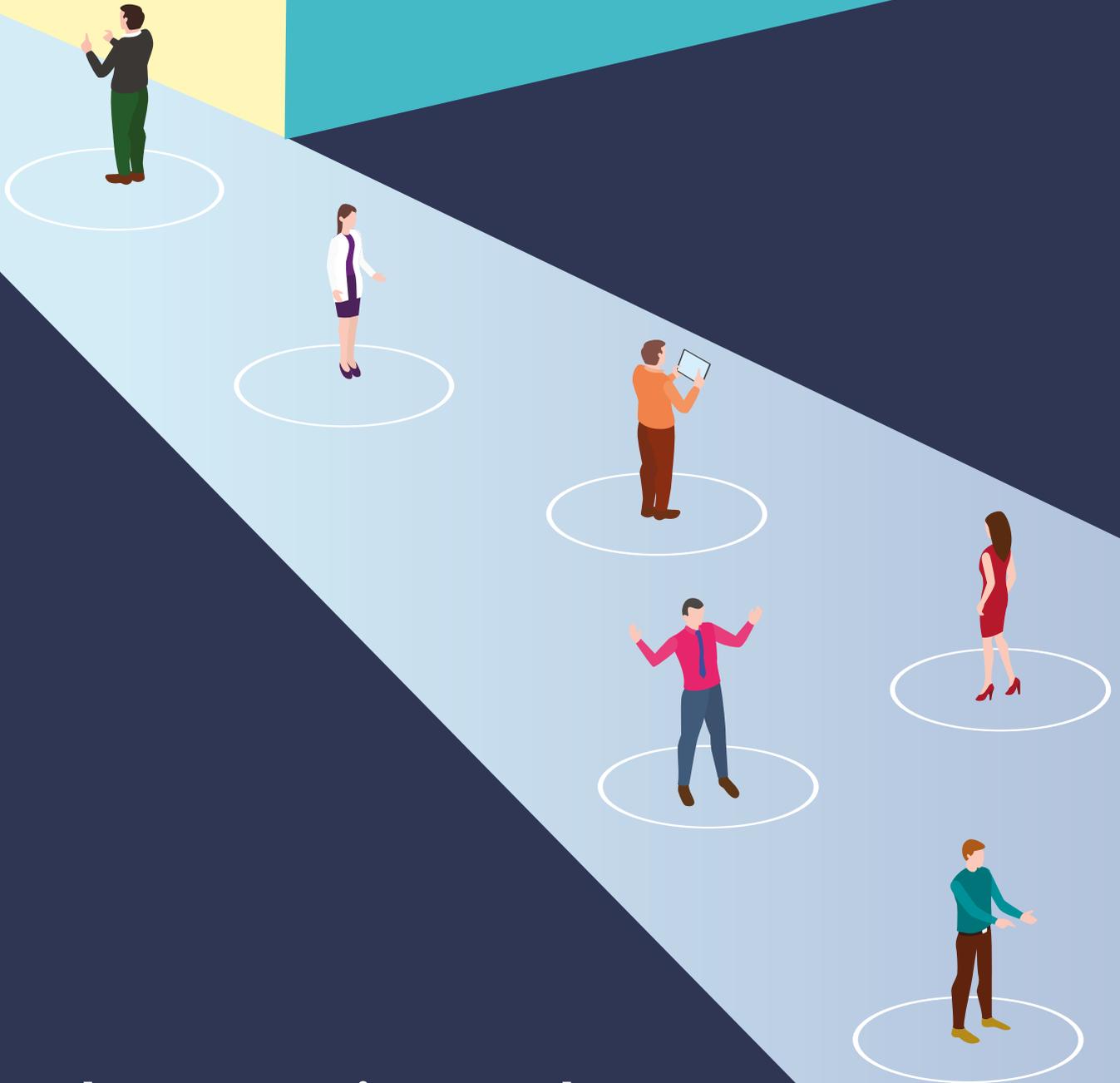


STRATA



**Brand, reputation and
Covid-19 safety at events**

In these challenging times, the strength of your brand has never been more important, and will remain so as we live through the pandemic

Your brand indicators may be product excellence, design or customer service, but a new imperative has emerged - how you manage your event delegates in a safer way during the pandemic.

Your attendees, staff and other stakeholders will judge your Covid-19 design provisions against safety mitigations they will have seen everyday life under the new normal such as shops, cinemas, theatres and restaurants. Many of these premises are not yet open, but they are all planning how to do so - and will have their brand reputations top of mind.

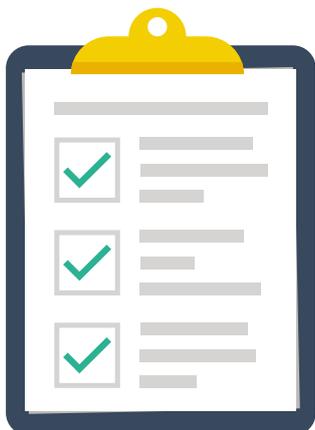


Analyse, design and communicate

Our approach is to firstly analyse concepts, briefs, venues and locations against Covid-19 safety guidance. Then we design event layouts, schedules, audience flows and installations that fulfil the criteria, while maintaining the purpose and essence of the event. Finally, we help you communicate with audiences, staff, suppliers, venues and contractors so that

everyone knows what is in place and what is expected of them.

We aren't letting the new normal curb our creativity or dull our purpose to deliver brilliant events - it is our job to help you design an event that allows everybody to behave safely and get the most from the experience.



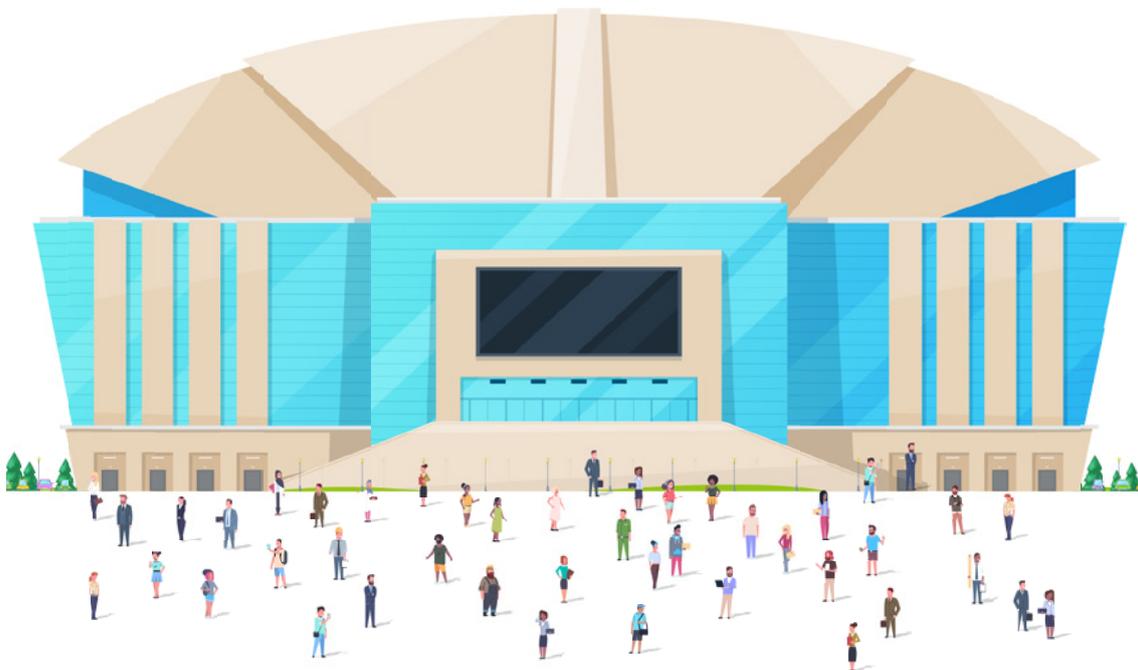
Analyse

No event takes place on a truly blank canvas. We consider that an event experience includes how delegates perceive the venue, transport and signage as well as carefully thought out invitations, welcoming check-ins and stunning stage sets. Now, with a need to manage virus infection on site, delegates are going to be more aware than ever of the venue, transport and signage part of the day. The canvas is less blank, so careful assessment is paramount.

Our ability to analyse the effect of Covid-19 safer venue use for your event is key. We will question each step of the journey, including the venue choice itself, favouring larger uncluttered spaces that are clearly easy to clean. Delegates will make these assessments themselves after all, and judge us on them.

Our team will be looking at Covid-19 safer start times, allowing for staggered arrivals, minimum

use of public transport at peak times and above all, generous car parking nearby. We will assess the safest routes into and through your venue, taking into account access for all. We will examine the branding and design opportunities at all the relevant touch points along the delegate journey, and balance the need for clear safety instruction with your messages and tone.



Design

As we have all seen with Covid-19 mitigations put in place in shops, garages and medical settings, Coronavirus safety measures equal clutter. Visual clutter in the form of striped tape and off the shelf, chevron edged signage, and physical clutter with tensa barrier and hazard tape.

Our overall aim from the start will be to achieve the opposite, in pre-event materials, during the approach and at the event. Haphazard instructions may get ignored, it shows someone doesn't really care. Our schemes will be effective not haphazard – it needs to work, after all.



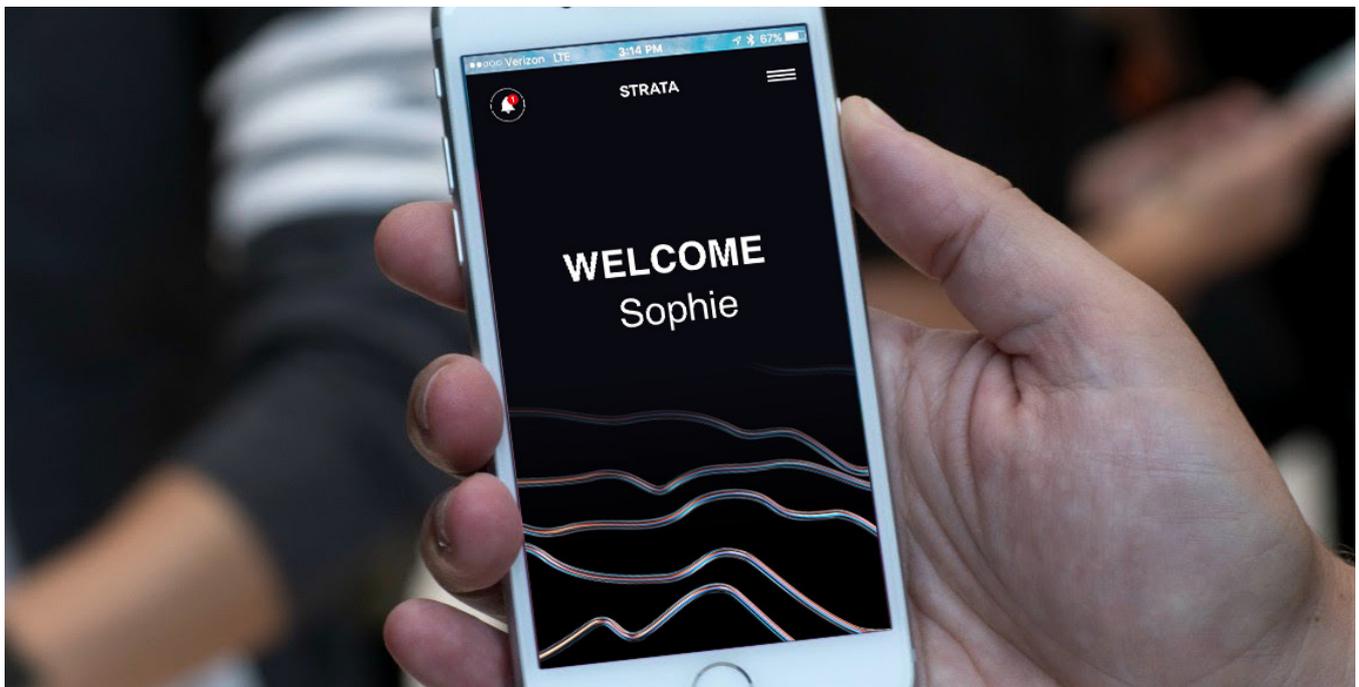
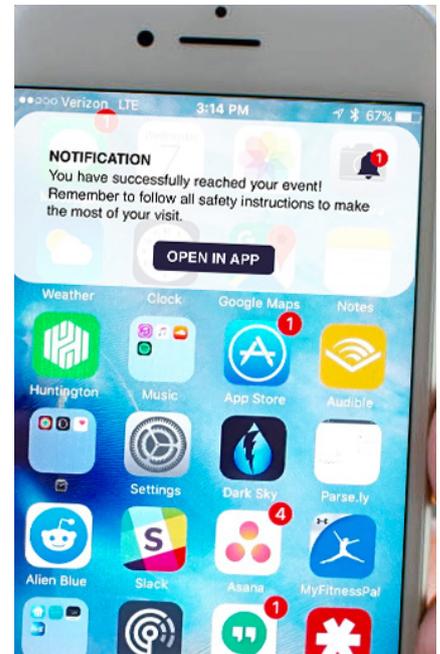
We will create unified design elements: a series of tones or colours with a limited number of motifs and / or words to guide. The best families of instructional design elements are the ones you hardly notice: Munich airport's wayfinding scheme, the Tube Map, iPhone app logos for example.

Physical installations will have clever but subtle ways of showing social distance zoning: a change in surface or pool of coloured light for instance. Interactive technology will be gesture controlled to avoid contact. Meeting points will use furniture and planters to control social distancing naturally.

Brand, reputation and Covid-19 safety at events

Staff interaction will still be warm and friendly, with thoughtful ways of meeting guidance such as contactless check in and pre-bagged handouts and refreshments.

Design for Covid-19 safety needs to be part of a business environment, not at odds with it. The question we will be asking ourselves is: 'are we showing we have thought this through?'. If it looks to delegates like we haven't, it will mean we don't take it seriously.



Communicate

Confidence and ambition in the event we design will show from the start. Communicated well, delegates will respond to this ambition, feel that risk is being managed and will be happy to engage.

We will help you show your invitees that your aims for the event are meshed with Covid-19 safety. That they can choose how to manage their concerns by attending online if they wish, and that a raft of measures will be in place for them.

On site, the tone will be of calm, warm assurance, with simple, well designed signage and screens. Wording will be clear and coherent. We will always remember that we are speaking to individuals rather than a crowd.

And we will listen to question and concerns throughout the journey. Potentially the weakest point in a brand relationship comes at the point of query. With concerns about Covid-19 safety arrangements in place we will help you listen, respond and reassure, making individual arrangements as necessary. Someone may even be trying to catch you out – we will be prepared.



How will you measure up?

Challenges are opportunities. Covid-19 risk management at an event, with all the communication and design challenges that come with it, is no different. The virus has been with us long enough; brands and businesses are being measured against their response to it right now.

Strata is here to help you get that measurement right.



STRATA

Contact



Strata

www.stratacreate.com

T +44 (0)20 7605 4500

Strata Creative Communications July 2020