

UK & IE: Stepping Back into Events & Group Business

Your handy guide to prepare for the new world of meetings & events.

What's the latest on gatherings in the UK & Ireland?

Guidelines vary across the U.K. & Ireland, so it's important to stay informed.

Across all events, we can expect the following guidelines:

- A shift to digital for registration, check-in and event management
- No more physical materials, including agendas, brochures and merchandising
- Extra spacing between guests and limited capacity
- One-way flow of traffic

Check the latest government guidelines for your region below:

[England](#)
[Wales](#)
[Scotland](#)
[Northern Ireland](#)
[Ireland](#)

Key considerations for Sales teams:

What's your property's Unique Value Proposition?

Redefine what value you can provide to groups in comparison to your competitive set. Think of ways you can take advantage of other parts of your property, such as outdoor space or larger spaces which can be divided and used for small events.

Which events will return first?

Use government guidelines to classify what types of events will be possible and when. Don't forget event formats that may be more popular now, such as meetings for companies who don't have sufficient office space to allow for social distancing. With this insight, map out potential group business and build your prospecting list.

Where are groups coming from?

It's not just about type of group, but also their geographical location. As travel restrictions remain, focus on local partnerships, packages and promotions.

Are your existing customers thinking about their next event?

Take the time to reach out to your contacts, ask how they and their organisations are doing, and share what changes you've implemented to make events safe at your property. Closely monitoring booking and market data will also be key to help forecast demand.

Top tips for venues in regions of recovery:

Adjust your venue to meet regulations and ease guest concerns



Seeing is believing:

- Redesign your event spaces, with new additional requirements in mind. Don't forget about maximum capacity and space between aisles, booths and seats
- Allow for separate entrance and exits and a single flow of traffic
- Place hand sanitisation stations at regular points
- Create additional signage to remind guests about hygiene
- Have staff clean throughout the event to keep attendee concerns at bay



Think digital:

- If possible, upgrade your AV equipment so planners can create hybrid digital-physical events
- Ensure event planners are prepared with digital RFPs, registration and check in systems
- Require planners to use only digital materials and event websites for agendas, programmes or any other materials typically printed, with easy to access QR codes or short URLs
- Use these online materials to help planners adapt sponsorship packages. Hybrid events offer additional opportunities for sponsors such as online matchmaking sessions, breakouts or happy hour
- Opt for virtual goody bags with treats such as vouchers, discounts, or donations to a special cause



Sharing isn't caring:

- Offer sit-down meals or individual hors d'oeuvres instead of buffets. Let guests choose their meal beforehand to manage demand and prevent food waste
- Alternatively provide packed lunches that guests can enjoy on the go
- Use individual water bottles, rather than water stations. Eco or recycled varieties will help to cut down on plastic waste
- Contagion begins in the kitchen, make sure that F&B staff have all the necessary equipment to protect themselves and attendees



Keep in contact:

- Much of your success comes from your teams. They should be fully informed, trained and feel comfortable
- Make attendees feel welcome pre, during and post-event, with regular communication by email, text or app notifications
- Purposefully demonstrate additional compliance with schemes such as Visit Britain's [We're Good to Go](#) campaign to ease concerns





Need help with your event set up?

We've updated our Amadeus Hospitality Diagramming solution to make it easier for you to adapt your event space to meet COVID requirements. Our new features include:

- [Distance override](#) – Easily update the distance set between tables and chairs as regulations change in your region.
- [Capacity override](#) – Easily edit the capacity for each space to adjust to physical distancing regulations.
- [Safety resources](#) – Add frequently used resources like cleanliness stations, grab and go food stations, traffic flow, hand sanitizer, etc. right to the room diagram so that you have a clear plan prior to the event.
- [Update chair distances](#) – Quickly revise chair placement at each table to space meeting attendees safely.
- [Social distancing tool](#) – Identify and adjust seating arrangements that don't meet spacing requirements.

Find examples of this in action and more information [here](#).

Amadeus Hospitality offers solutions across marketing, distribution, hotel management, guest management and insight. We help you to drive demand, improve guest loyalty, and increase profitability for your hotel or management group.

Visit our dedicated [UK & Ireland hub](#) for more information.

