



NAVIGATING THE NEXT NORMAL

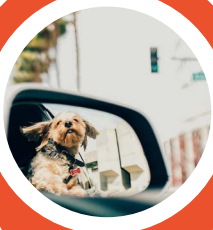
A Roadmap to Returning to In-Person Events

LOMA
MARKETING AGENCY

If you were to ask any professional event manager what an average week looks like for them, many of us would likely respond with some version of, “no two days are the same.”

Even before March 2020, the day-to-day life of a planner has always been just as much about the journey as it is about the destination. Twists, turns, bumps, roadblocks—we face them constantly in pursuit of arriving at our event day(s) in the best form; invigorated to execute flawlessly and prepared to address any issues that arise that you can’t plan for. And throughout each planning cycle, no matter how predictable or challenging, it remains true: no two days are the same.

The COVID-19 pandemic disrupted the events industry in a massive way, and though we are all masters of expecting the unexpected, the last 20 months have taken us on a journey down many brand new roads with varying terrains. Suddenly, no two *hours* were the same as planners managed not just changes in project approaches and scope, but necessary additions to our toolkit such as virtual technology platform solutions and public health and safety guidelines.



Now almost two years later, we approach what we hope is the beginning of the end of the pandemic—with rising vaccination rates among adults and children, and easing restrictions on large gatherings and live events. And while we are certainly not out of the woods completely, there is a clearing ahead and planners are feeling optimistic.

In their [Summer 2021 Meetings Outlook](#), MPI reports optimism at an all-time high, with 93% of respondents anticipating favourable business conditions in the coming year. Another notable increase comes from 77% of respondents expecting favourable live attendance for the year ahead as well.

It’s important to note that the study was conducted before the Delta and Omicron variants of COVID-19 emerged, but it certainly illuminates an industry-wide desire to rebuild what’s been lost for almost two years.



SO, WHAT'S NEXT?

At [LOMA Marketing Agency](#), we believe the road to recovery for the live/in-person events industry is being paved day-by-day. With ever-changing safety protocols, emerging variants, and an unrelenting urge from groups to gather again, we may not be moving swiftly—but we are surely moving—which is why this year we're taking a different approach to our annual [LOMA List](#).

Each month, we'll examine a new topic (or group of topics) that will chart a path between where we are as an industry today and where we'll be in 12 months. Of course, if the last two years have taught us anything, it's that the only constant is change; so we will do what all great planners do and adapt and evolve with the world around us—all while bridging the gaps between virtual, in-person and hybrid events along the way. And with that, we bring to you:

LOMA LIST 2022: NAVIGATING THE NEXT NORMAL

Here's a peek at the roadmap of topics we'll aim to tackle in the months ahead, releasing each month on our [BLOG](#):

JAN

COVID-19 IN 2022

As optimism among planners and businesses continues to rise, so too do the case counts of new variants around the world. Creating safe environments and adhering to strict protocols that allow attendees to gather safely will remain a top priority for planners and their clients, and we'll share insights into the best tools, protocols and processes that will be key for 2022 programs and events.

BOOKING TALENT YOU LOVE

Virtual events have provided audiences access to top talent and performers they may not have otherwise been able to see. But securing a big name for your next event takes persistence, planning and a bit of finesse; that's why we'll explore the dos and don'ts for dealing with agents and managers to help you book the talent you and your attendees will love.

FEB



MAR

HYBRID TEAM BUILDING

Sometimes March Madness can take place *off* the courts as well, and your clients may be looking for ways to help both their remote and in-person teammates feel connected with one another in a meaningful way. We'll help you bridge the gap between both audiences with ideas to help teams reconnect.



DON'T BE A FOOL WHEN CHOOSING AN AV PARTNER

Having a capable Audio Visual partner has always been important, but the pandemic has highlighted just how critical technology is to our industry's ability to reimagine and reinvent experiences. In April, we'll discuss what to look for in an AV vendor and how to transform that relationship into a true partnership with a shared goal of success.



APR



MAY

MAY-BE CONSIDER SENDING CURATED MAILERS

Producing hybrid experiences leaves a lot of room for creativity and exploration. However, it's essential that your remote audiences feel just as immersed in your event as your in-person attendees—even if their experiences are different. Customized mailers and swag kits are just as exciting to curate as they are to receive, and a great way to promote inclusion for remote audiences so that no one gets left behind—let us show you how!

TRAVEL BEST PRACTICES

Despite the known risks, business travel remains essential for many, and your next meeting or conference may be on the itinerary. Whether you're planning a program for 50 or 500, we've got you covered with the dos, the don'ts, and the what-to-knows to keep your audience informed and safe no matter what their mode of transportation may be.



JUN

THE LOMA SUMMER "PLAY" LIST

We can't help but think of July as the Saturday of summer, so what better month to review all the great ways you can (safely) incorporate more "play" into your next in-person event? From outdoor dining to experiential activations you can only enjoy in the sun, you're sure to discover a few cool ideas to help beat the heat.



JUL



#LOMALIST2022



AUG

MASTERING THE ART OF MULTI-TASKING

Any planner worth their salt has already mastered the art of multi-tasking within the context of their event. But when you layer on kids heading back to school, remote working and/or back to office transitions and work travel—things can get out of hand. Stay tuned for our list of tried-and-true best practices to manage all your day-to-day challenges, and yes, rest is one of them.



SEP

THE FALL OF THE HOT & COLD BUFFET

Hot and cold food stations are staples of live events, and a favourite among many audiences. But in a post-pandemic world, is it time to say bye-bye to the traditional buffet? With this entry we'll cover best practices for a safe food and beverage service, including ways in which you can put a COVID-friendly spin on more traditional menu items.

TAKING THE SCARY OUT OF EVENT REGISTRATION

Your event invitation and registration page are often the first impression attendees have of your event—and you don't want to scare them away! At [LOMA Marketing Agency](#), we've learned and mastered just about every major registration tool out there. We're here to de-spookify a critical part of the event planning process that still seems overwhelming for many.



OCT



NOV

SHOWING OUR GRATITUDE


With the end of the year in sight, we'll take a moment to share some stories of gratitude from 2022 and invite you to share your stories as well. We'll be celebrating our successes, our challenges, and taking a moment to recognize the lessons learned along the way.

A YEAR IN REVIEW


With the New Year on the horizon, our gift to you will be a compilation of our [LOMA List 2022](#) roadmap into one comprehensive Year in Review summary. Included will be updates or new findings that we've discovered as the year progressed, finalizing the roadmap for you to download and save as you head into 2023!



DEC



Keep an eye out this January for our first submission focusing on the growing discussion around COVID safety protocols, and some of the tools and best practices we're implementing to keep our staff, our clients, and our attendees safe.



Start your engines and let's embark on this 2022 journey together!