

# Venue Preparedness Study: The New Normal of In-Person Promotional Programming

In a post COVID-19 environment, the logistics of conducting in-person programs will be drastically different. When people do begin to meet in person again, life sciences companies need to be prepared — and they can be, with the support of a service provider that has experience, deep analytical resources and tools to facilitate HCP engagement when, where and however it takes place.

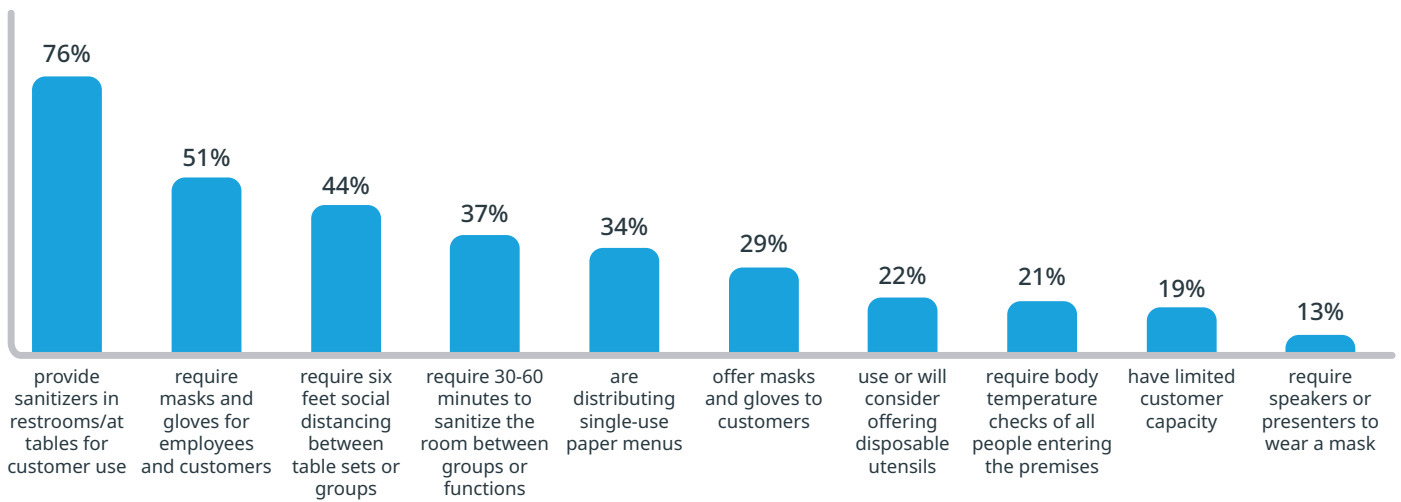


IQVIA undertook a comprehensive study of venues across the United States. Venues were asked to verify and update contact details, operations, booking and contracting policies, extra fees and safety protocols adopted. The good news is that the industry is slowly reopening, with 74% of open, responding venues reporting availability of function space and service, and 55% reporting the availability of virtual capabilities. In this new normal, though, HCP engagements will look quite different.

The infographic illustrates some of the most important ways venues are changing their operations to adapt with new norms and regulations to prevent the spread of COVID-19. As some safety protocols like mask usage are dictated by state-specific mandates, the

requirements are likely to change as the potential for outbreaks evolves over time. The changes venues are adopting have potential ramifications with regard to program attendance parameters, expenses and Transfer of Value reporting. For instance, limited guest count (an inevitable outcome of social distancing space constraints) has implications for seating capacity and total attendance maximums — important for calculating per-attendee costs.

The data was gathered via phone and email contacts, and is up to date as of June 19. Obviously, the pandemic is a very fluid and still-evolving situation, so while these metrics may change in the future, rest assured that IQVIA is continually monitoring the situation for clients and keeping them abreast of any relevant changes.



Although many venues are taking proactive steps to welcome guests back safely, the onus is still on the organizer to ensure that sanitation and social distancing are prioritized. When planning an in-person event, here are several critical questions a planner should ask the venue to ensure the safety and well-being of HCPs, speakers, staff and other attendees. Ideally, a program planner will be able to ask the following questions early on in the site-selection process before a contract has been signed.

#### Questions to ask your selected venue:

- What are your sanitation protocols?
- What are your social distancing protocols?
- What is the limit on the number of guests in a particular space/room?
- Are you taking any additional COVID-19-related precautionary measures?
- Do you offer dine-in services?
- What, if any, options do you offer for outdoor dining?
- Do you charge additional fees for sanitizing? For food services?
- What is your mask policy for guests and for your staff?
- Do you provide masks to guests and/or to your staff?
- Do you permit third-party AV companies to operate in your facility if they abide by your guidelines for facility staff?

#### Key considerations for live events

In preparation for welcoming HCPs to a live event, COVID-19 sanitation and social distancing protocols (not to mention local or statewide laws) will likely require revisiting some operational, logistical and financial decisions in order to accommodate these new constraints. Based on the answers received in response to the checklist above, here are the key considerations that should be taken into account as part of live programming preparations.

- Calculate if the budget for this event or this program needs to be adjusted higher in order to account for additional fees imposed by the venue to cover the costs of cleaning and sanitizing, as well as implementing precautions and providing additional equipment needed by foodservice staff.
- In the event of limitations on dine-in services, analyze the program schedule to determine if HCPs would be better served if sessions were to take place over multiple days in order to avoid having to serve a meal.
- Determine how program staff — and, if necessary, volunteers — will procure and distribute masks and hand sanitizer on-site at registration, as well as operate stations at which body temperature screening of HCPs and speakers can be conducted.

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