



THE IBC2021 EXPERIENCE

IBC2021 - CRITICAL FACTORS



Data and Knowledge to feed into the decision:

- Vaccine rollout etc
- International travel
- Attendee experience
- Survey of exhibitors, and visitors
- Other events experiences and feedback

Critical Success Factors for IBC2021:

- Is it safe?
- Is it accessible? Can people get there?
- Can we engage those who can't make it?
- Will there be critical mass of buyers and sellers?
- Will it be a rewarding and valuable experience?
- The opportunity to be innovative and different?

IBC 2021 EXPERIENCE



We realise that IBC 2021 may be the first large event that many people will attend for some time. Rest assured, we have put a lot of time and energy into planning what that experience will be like this year. We aim to deliver a unique experience designed to enable the industry to connect, engage and explore the future of media together again in a safe way. The world is very different from when you last went to a trade show, and the IBC 2021 experience will reflect that. We have been working closely with The City of Amsterdam and The RAI to ensure attendees can get the most out of IBC 2021 while keeping everyone safe. We are monitoring changes in regulations and when they can be modified or reduced whilst following government guidelines.

Gaining access to IBC 2021 will feel similar to attending a large scale sporting event like the Olympics or an arena rock concert. At such major events there is a perimeter around the venue at which attendees pass through security, bag checks, and ID/ticket validation. IBC 2021 will use a similar approach with a purpose-built perimeter around The RAI, with multiple entry points where attendees will be processed under COVID health and safety protocol.

This means that once within the perimeter, you will be free to move around The RAI complex, inside and out, without further physical checks - minimising queues and congestion. Various technology tools will be used, including opt-in facial recognition for contactless registration and badge pickup, and Artificial Intelligence to monitor visitor movement and control capacity in all areas.



PRE-SHOW

- Registration
- Exploration

ON SITE

- Arrival at The RAI
- Entry process
- COVID protocols

EXPERIENCES

- Exhibitor Booths
- Networking

PRE-SHOW REGISTRATION & EXPLORATION



- A new IBC website will be launched in May which will be the focal point for registration and also finding out all about the event, exhibitors and content such as conference, awards and news.
- Online registration will open in June and will take about 10 mins as we will ask for extra information that will enable us to provide a more valuable and safer IBC experience.
- Extra questions will underpin track and trace and our hybrid experience.
- Each registrant will be able to opt in with uploading photo ID which will be used for facial recognition on site.

IBC2021: ON SITE



ARRIVING ON SITE



- On arriving at the RAI perimeter entrances, attendees will need to self- declare that they are symptom free and have passed a COVID test.
- They will be temperature checked before entering the perimeter.
- Badges will be collected inside the perimeter at self service machines. The badge will contain all the usual demographics for lead collection via a QR code.
- Those who have uploaded photo ID will receive a badge using facial recognition software to reduce queuing and human contact.
- There will be no on site registration so anyone arriving on-site without a registration will need to use their mobile device to register.
- All of the above will help remove human contact and speed the entry process.

INSIDE THE PERIMETER



- Once through security, attendees will be able to enter and leave the venue as they wish, as long as they stay within the perimeter.
- The Beach, the outside catering, smoking areas, rest areas etc will all be within the perimeter.

INSIDE THE VENUE

- Inside the venue attendees will follow clear traffic directions through lobby areas and halls.
- Extra wide aisles and a one-way system have been planned. Think Ikea!
- Capacity will be managed through AI cameras providing data for IBC's operational team and RAI support staff.

GENERAL COVID PROTOCOLS



- We have all become accustomed to many social protocols. The rules in the Netherlands at the moment are typical.
- 1.5m social distancing.
- A mask must be worn in public places. Masks are not needed when sitting and eating.
- The RAI catering and bar facilities will run within these rules including capacity management. Extra facilities can be opened to avoid queuing.
- Enhanced cleaning protocols have been planned.
- Onsite marketing will be digital – no paper – a great step towards reducing our environmental impact, as well as reducing virus transmission risks. Digital downloads will be available from a range of sources Inc. IBC's hybrid experience.
- No data will be stored post the show.
- Protocols at Schiphol airport and public transport have not yet been confirmed.



EXAMPLE EXPERIENCE: **VISITING BOOTHS**

- Exhibitors always run busy appointment schedules during IBC. On top of this they want to see passing traffic.
- All exhibitors are/ will be informed of their stand capacity in line with the social distancing rules at the time.
- Stand attendees will be scanned in and out to manage capacity. This may include some queuing.
- Exhibitors will be responsible for Track & Trace. However, IBC will have access to all data in case support is required.



EXAMPLE EXPERIENCE: **WHERE'S THE PARTY?**

- IBC is as valued for its networking and socialising aspects as it is for its future innovation and deal making.
- IBC2021 supported networking events will be a little different this year to allow for social distancing, but that should not mean they are any less useful or fun.
- Attending an onsite networking event will be pretty similar to visiting an Exhibitor stand with check-in for track and trace.
- We will encourage more sit-down events as that way people can have a drink and a chat, socially distanced, without worrying about masks.



INTEGRATED PHYSICAL & DIGITAL EXPERIENCE

- We have selected the established Expoplatform product.
- Registration for IBC will provide a log in for the IBC Hybrid platform.
- The extra data gathered at registration will power recommendations across the platform including exhibitors, products and content.
- The physical event and digital platform will be themed in the same way around common industry sectors.
- The platform provides all exhibitors with the opportunity to promote products etc. and enables video appointments with exhibitors, as well as peer to peer video networking between attendees.
- We will produce a range of content from the conference and across 5 show floor stages. This will be broadcast and/or be available on demand via the hybrid platform
- These sessions will provide off- stand exposure as well as digital sales leads for exhibitors to supplement the physical event.



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