



# Envisioning the Event Industry in the Future: How Your Business Will Change

John Cordier, CEO Epistemix



# Envisioning the Event Industry in the Future

What's going on with COVID?

What's different about this industry?

What change is here to stay?

How you can choose a better future.

BASELINE MODEL



Digital Population

Same number as the real population



Places of Interest

Home, work, school, arenas, stores



Mobility

Commutes, events, errands



Networks

Online, social, physical, media



Demographics

Age, gender, income, race



Natural Environment

Land and water features



Built Environment

Buildings, roads

ADDITIONAL



Natural History

Disease outcomes, variants of concern



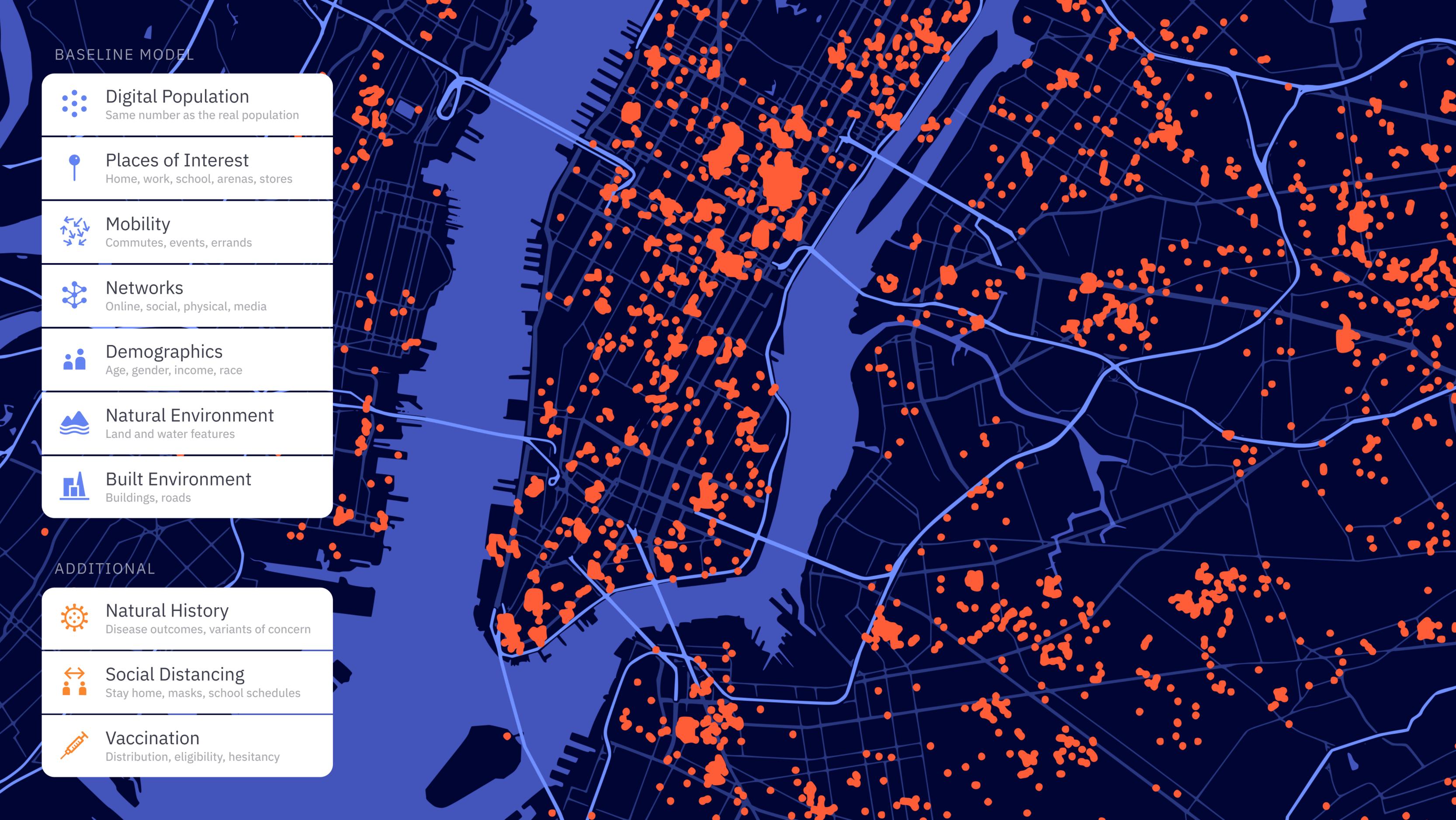
Social Distancing

Stay home, masks, school schedules



Vaccination

Distribution, eligibility, hesitancy





In April, NY NOW used Epistemix simulations to show they could safely host their convention at the Javits Center in August.



In May, the organizers of the Erie County Fair used Epistemix data to earn county and state officials' approval to run their event in August.



In March, the World of Concrete used Epistemix projections to earn approval to host their event at the Las Vegas Convention Center in June.



Chicago regulators used Epistemix models to simulate the epidemiological impacts of the entire event calendar at McCormick Place and across the city.

## CASE STUDY

# Philadelphia Convention Center

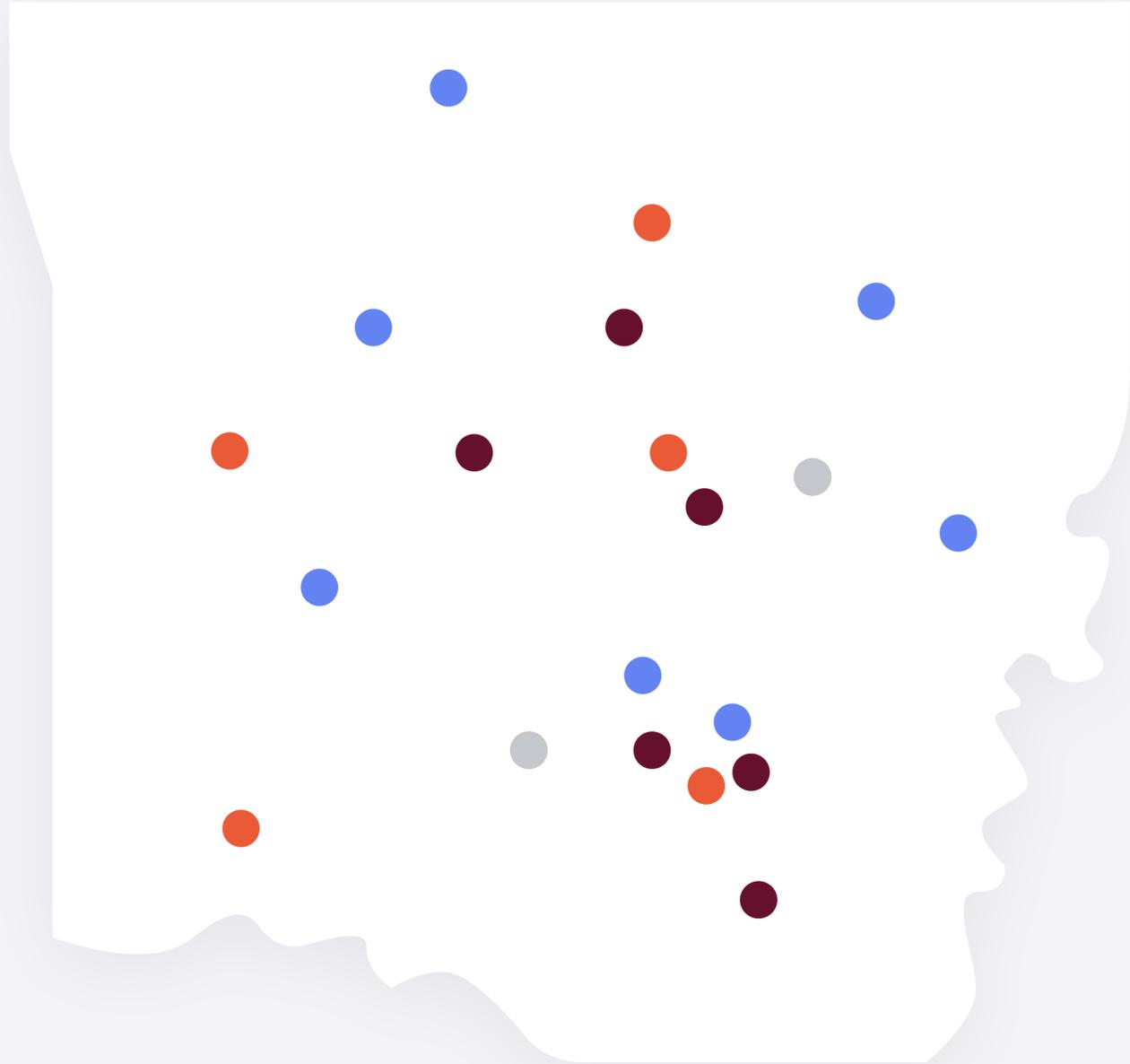
## Natural Products Expo East

4X Risk Reduction for Infection

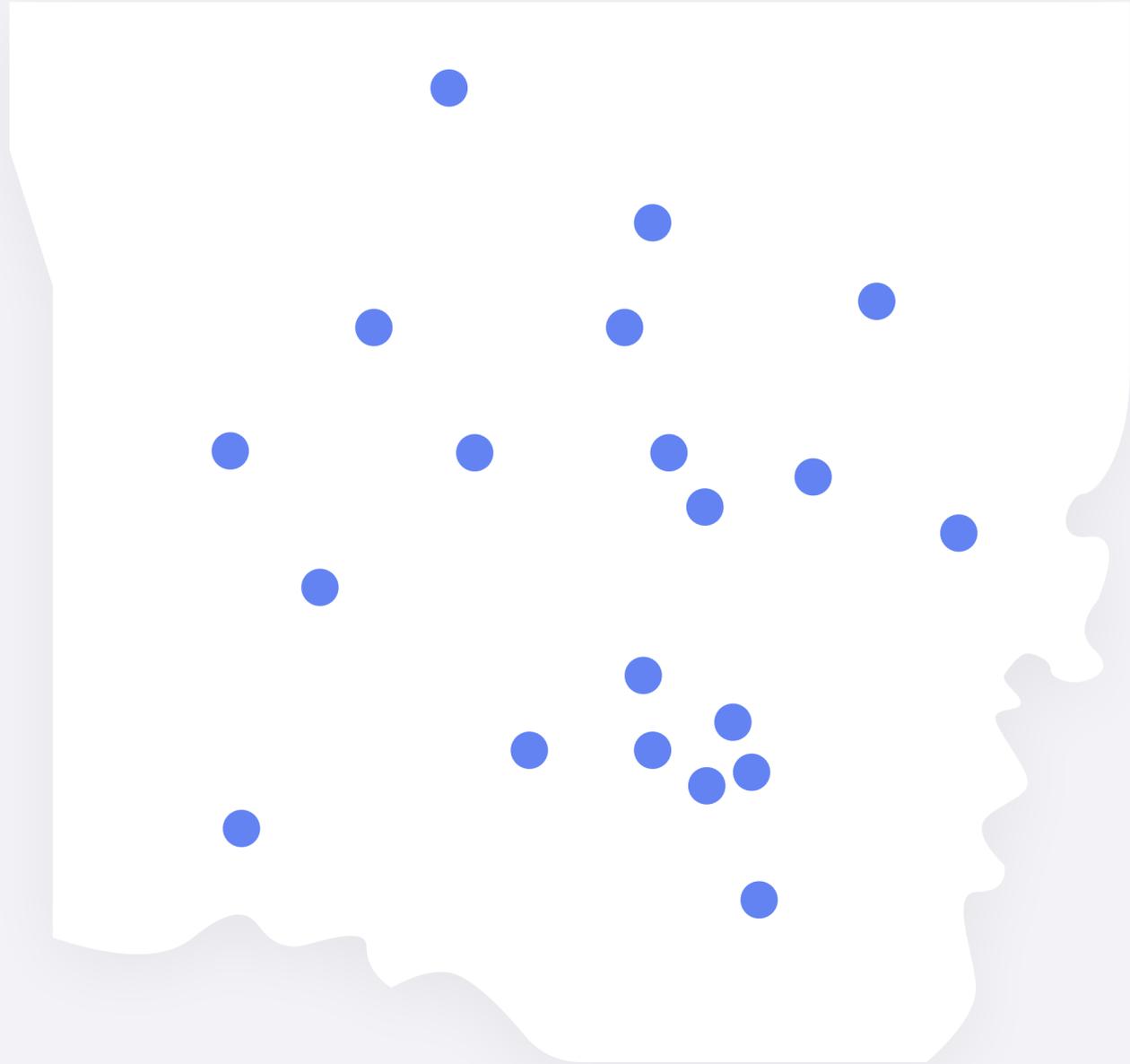
15,000 people

Data was >90% accurate

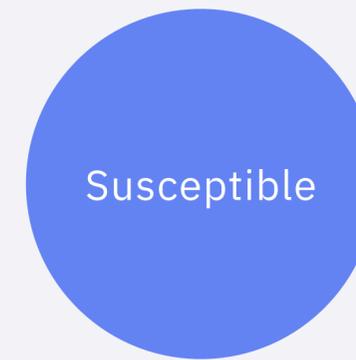




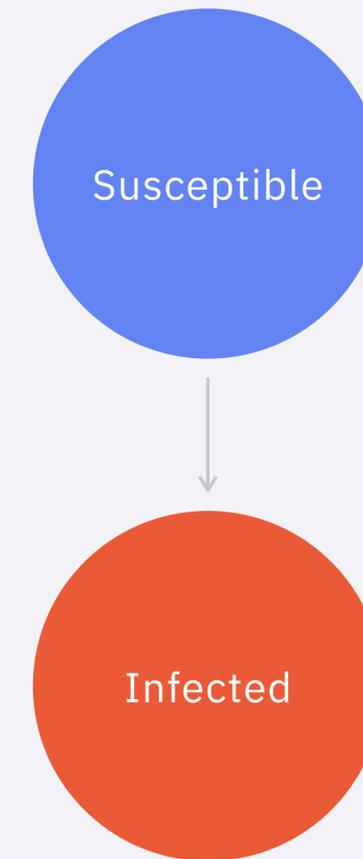
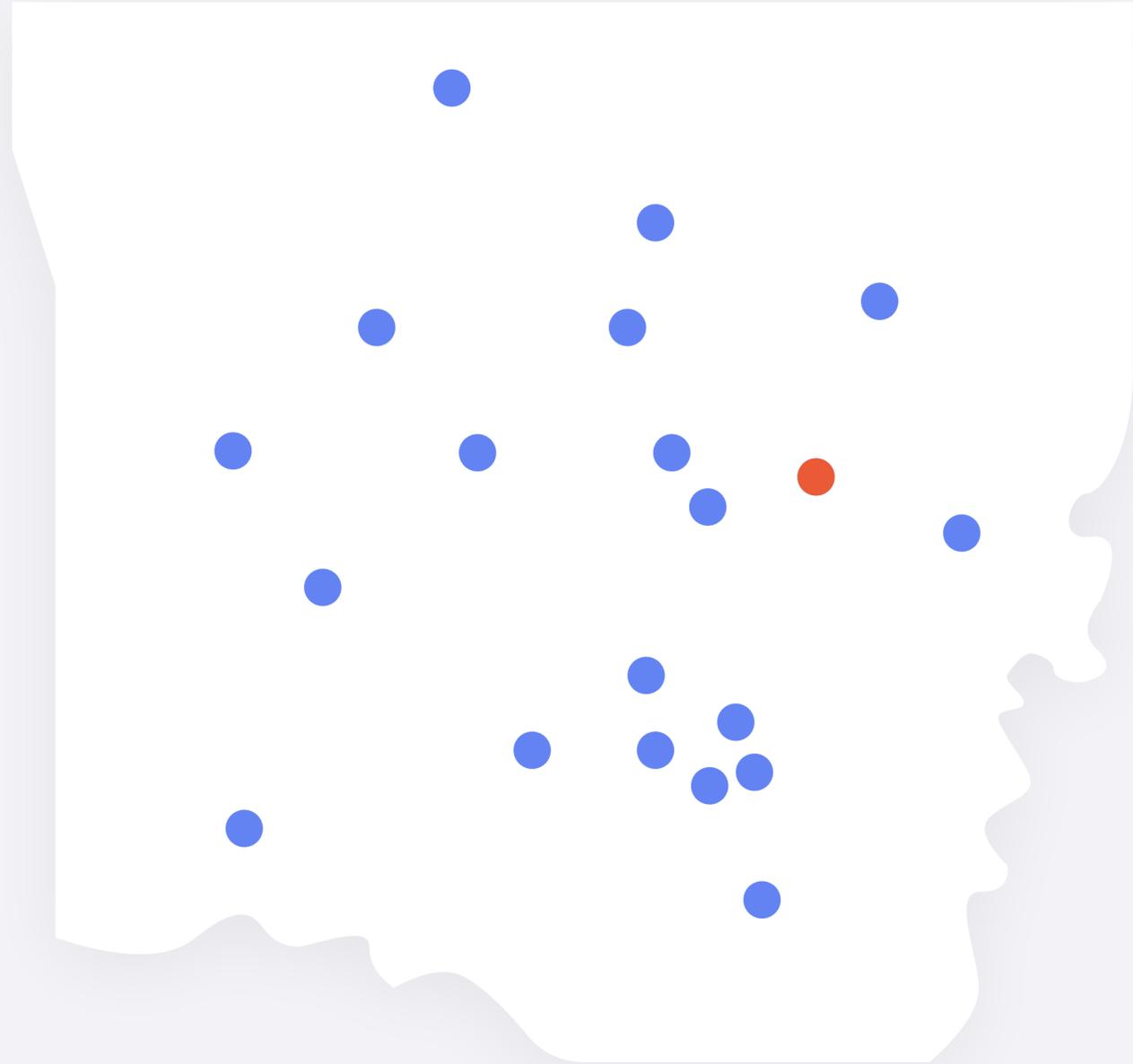
ANIMATION OF PEOPLE ATTENDING AN EVENT



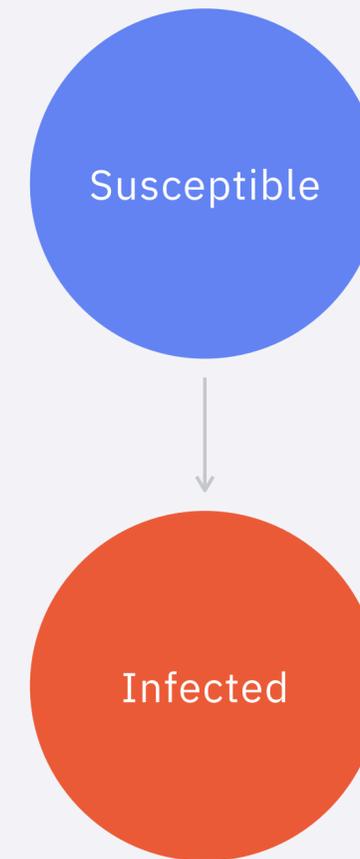
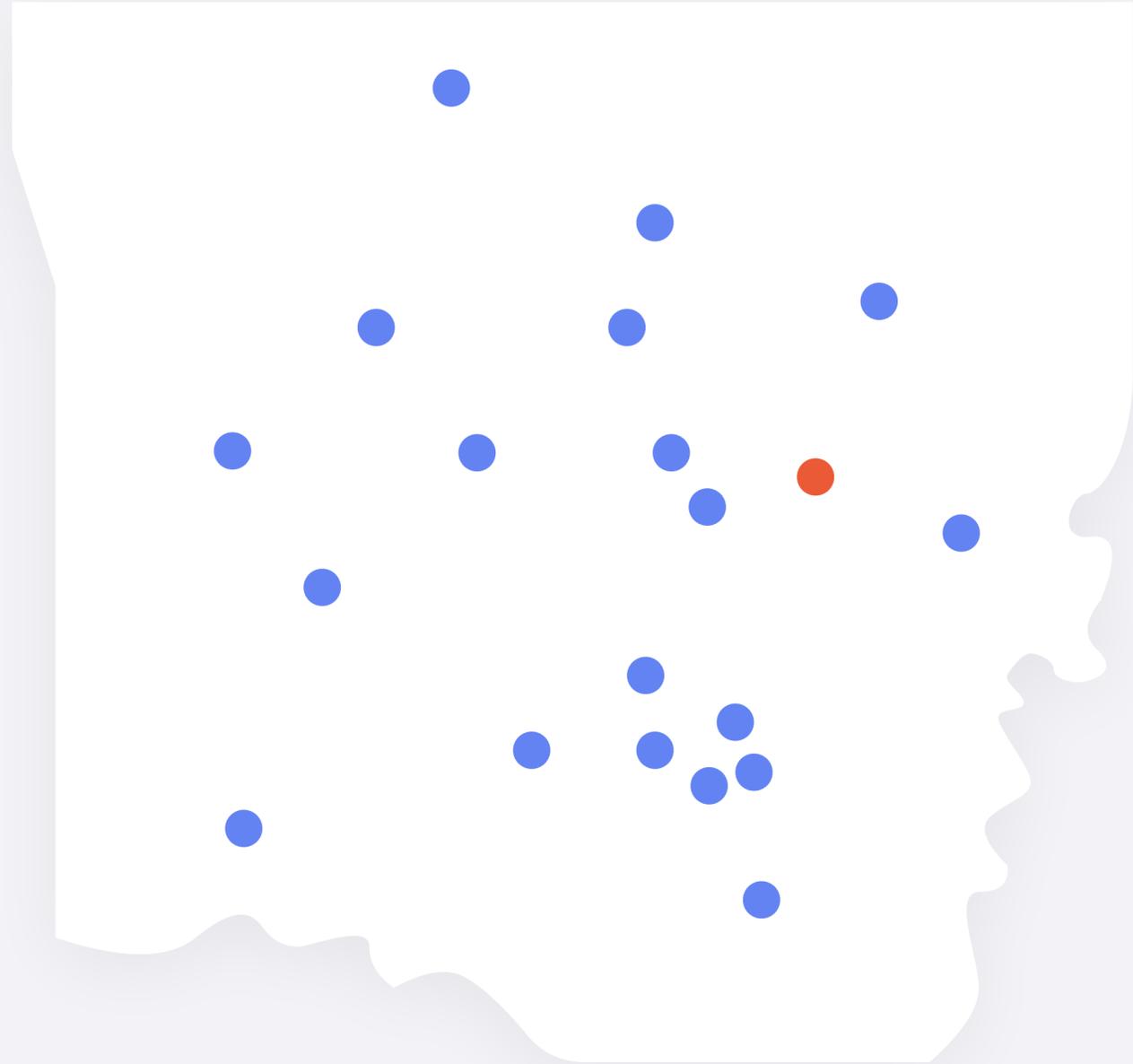
COVID-19



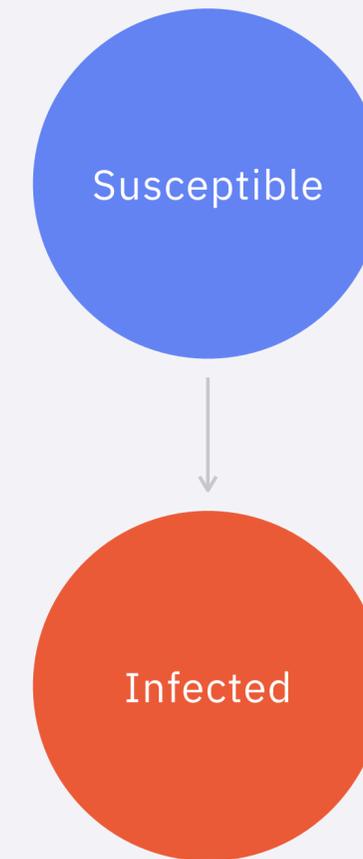
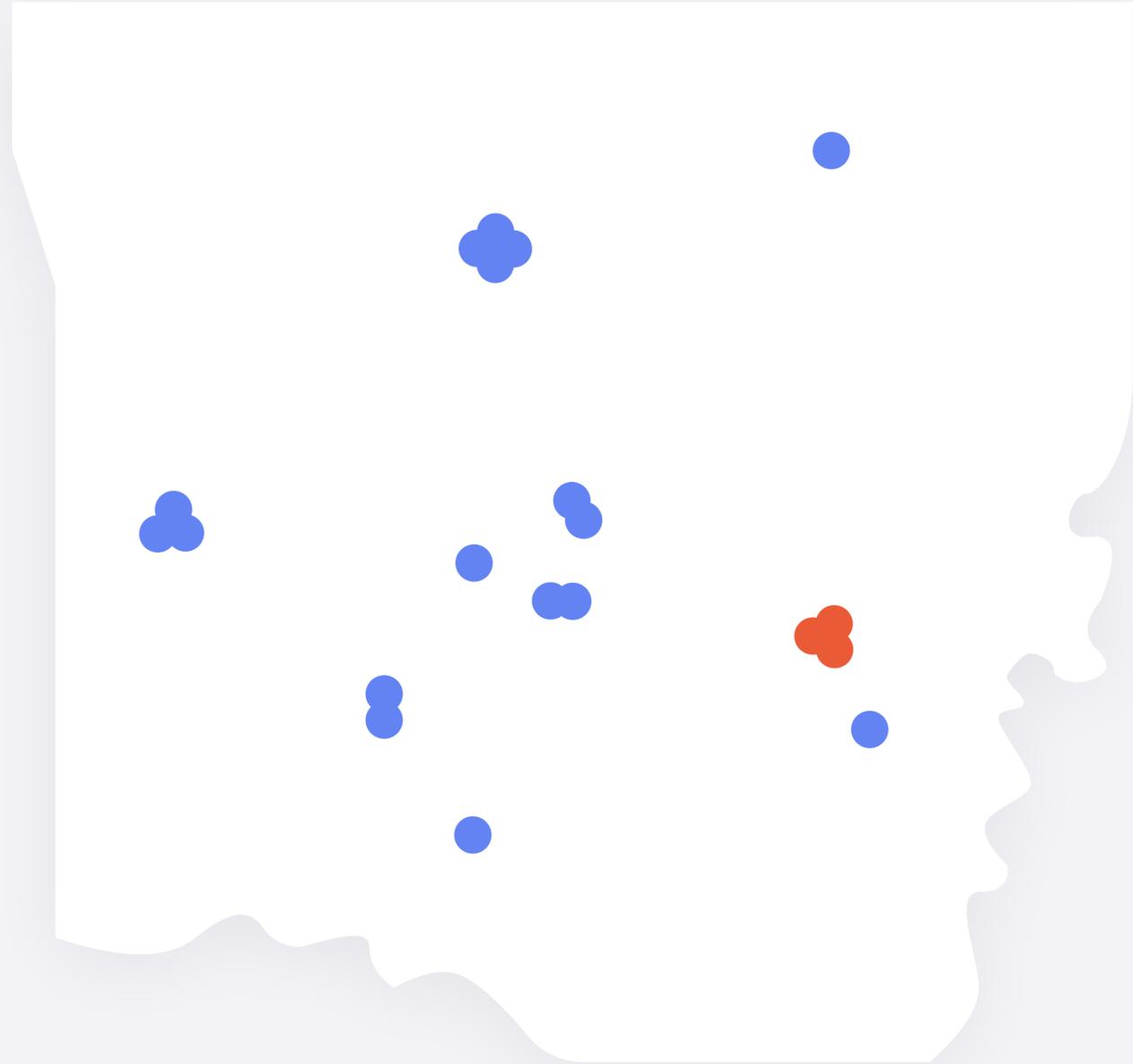
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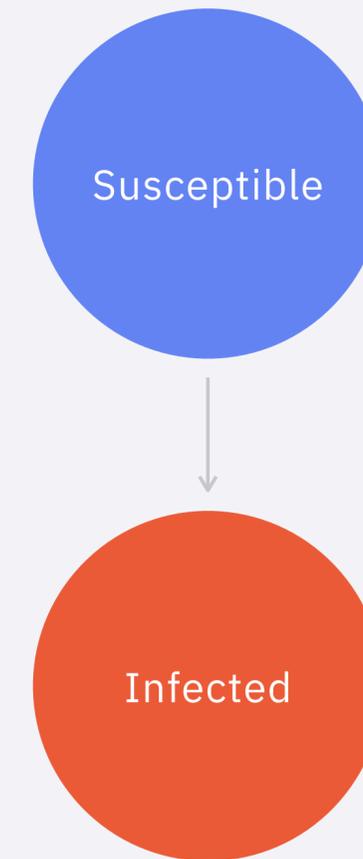
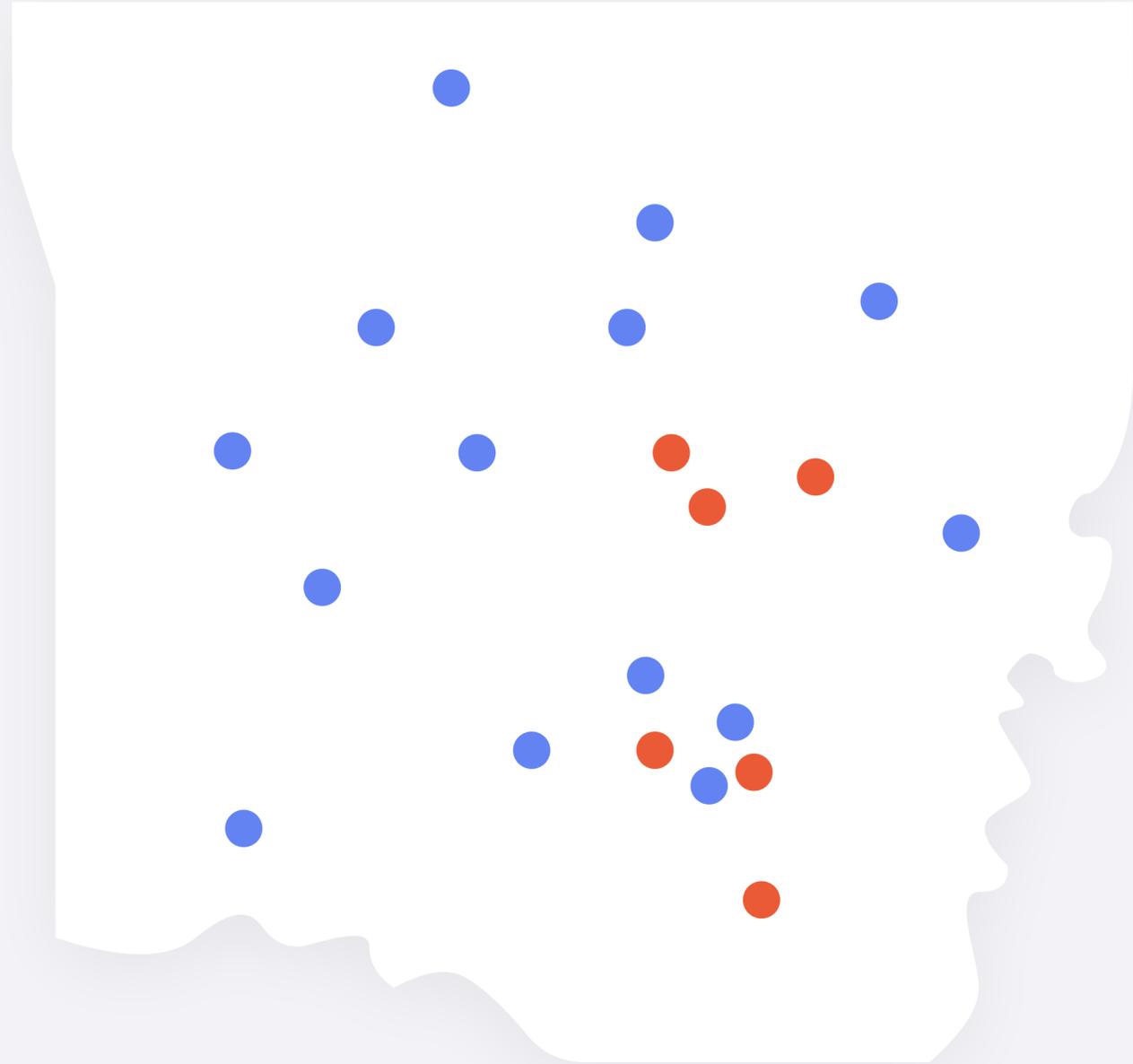
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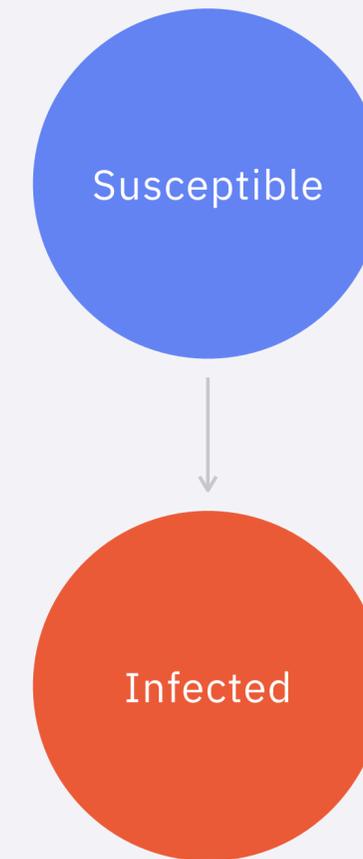
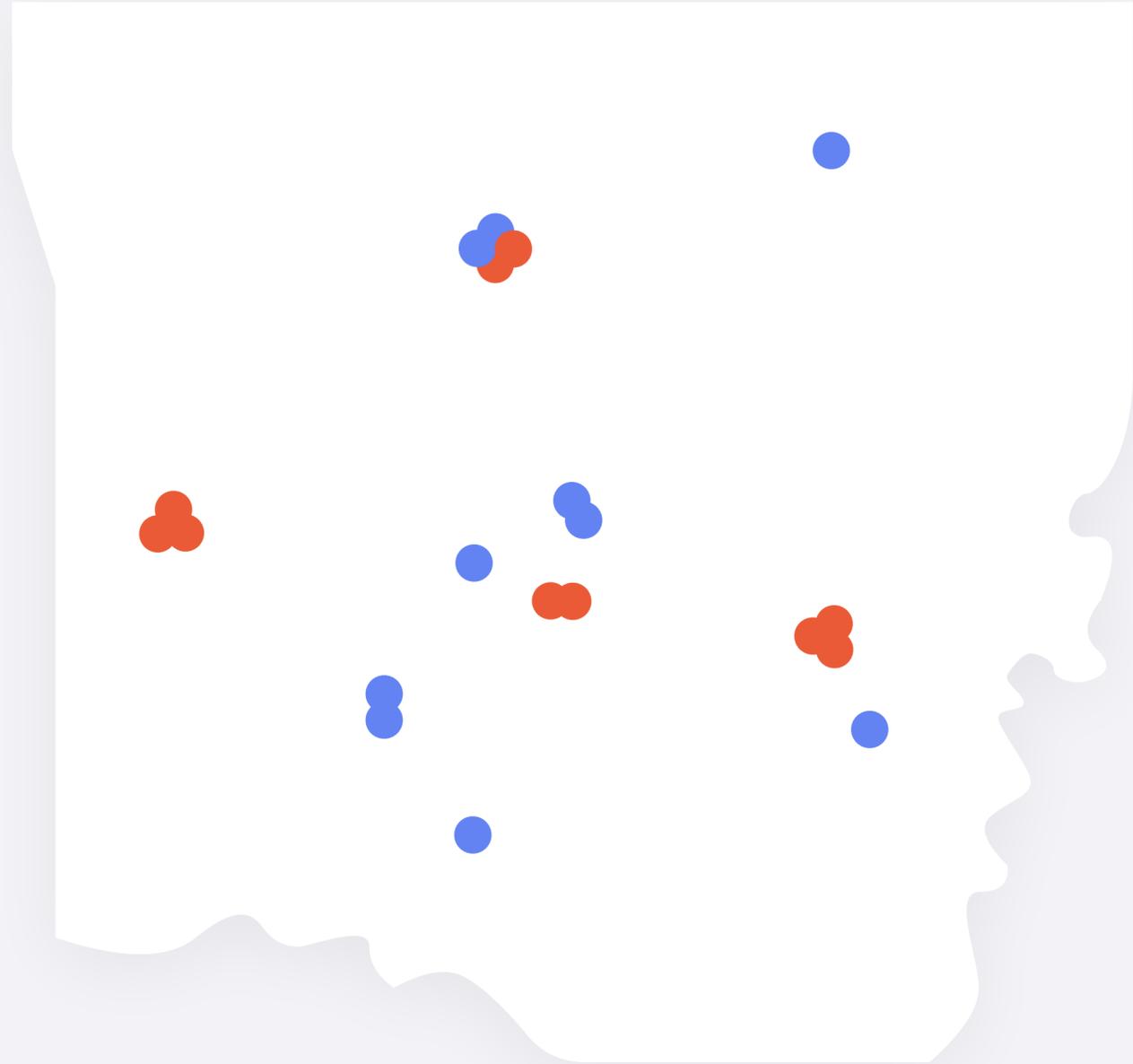
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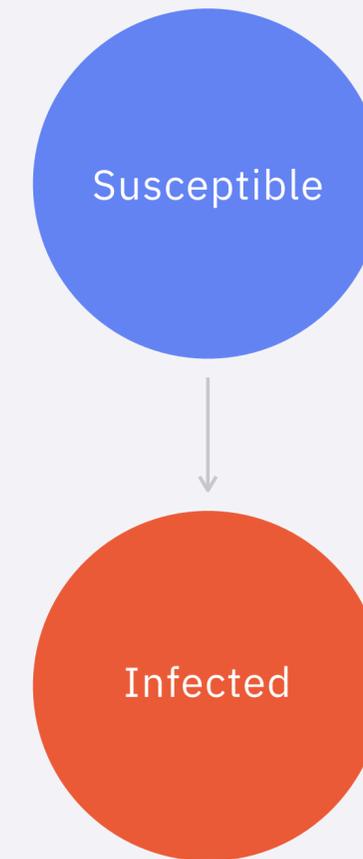
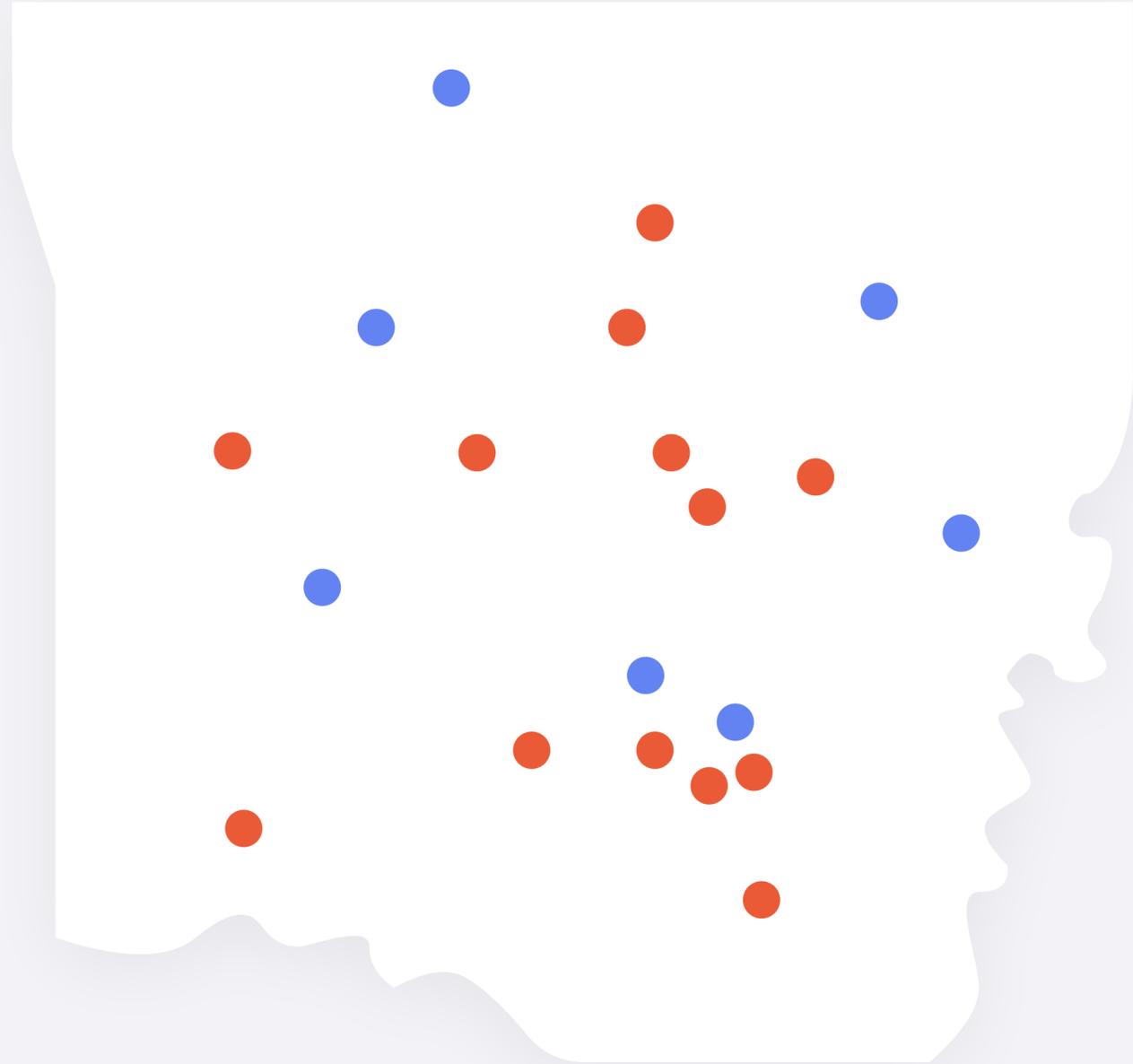
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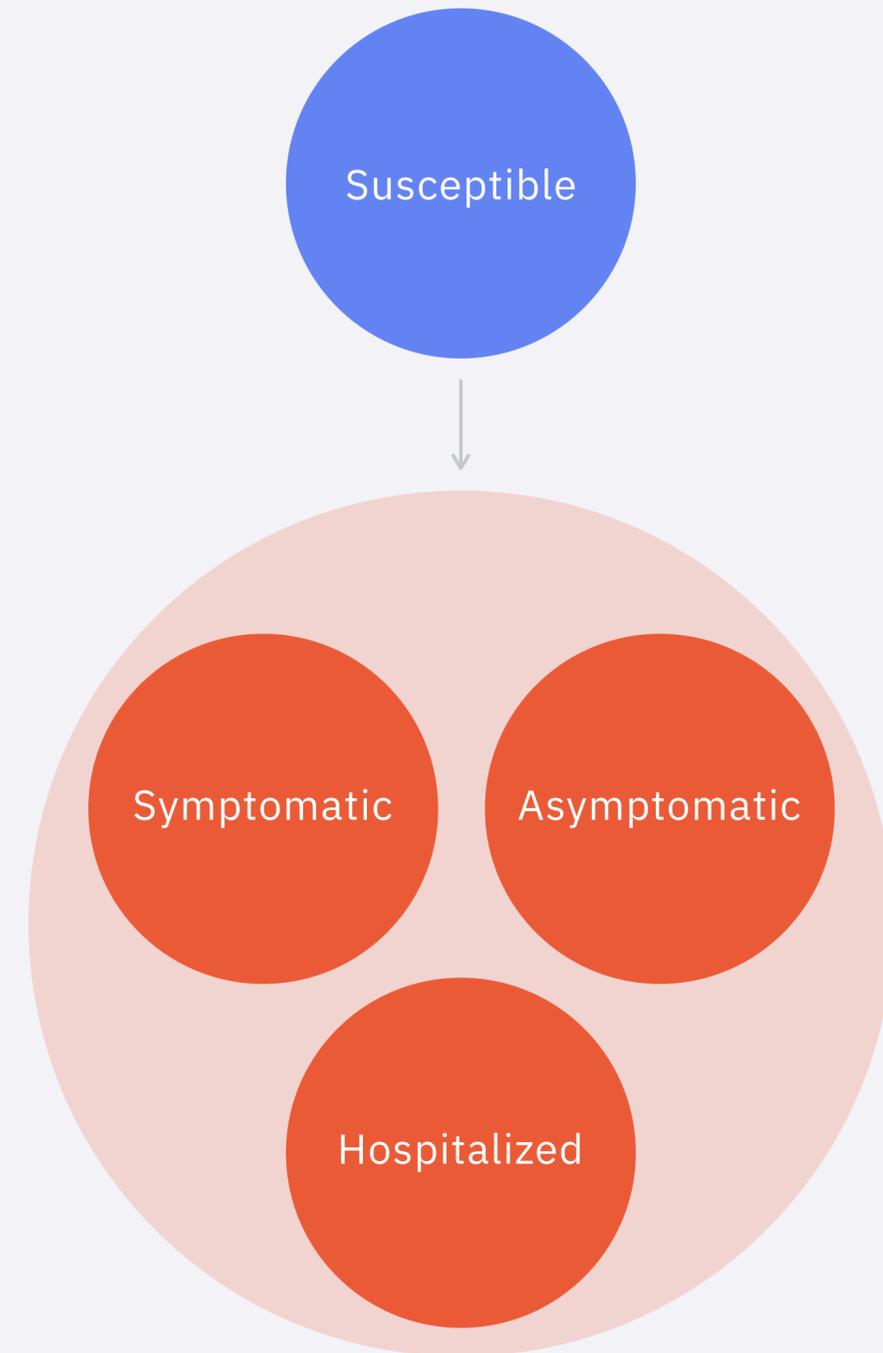
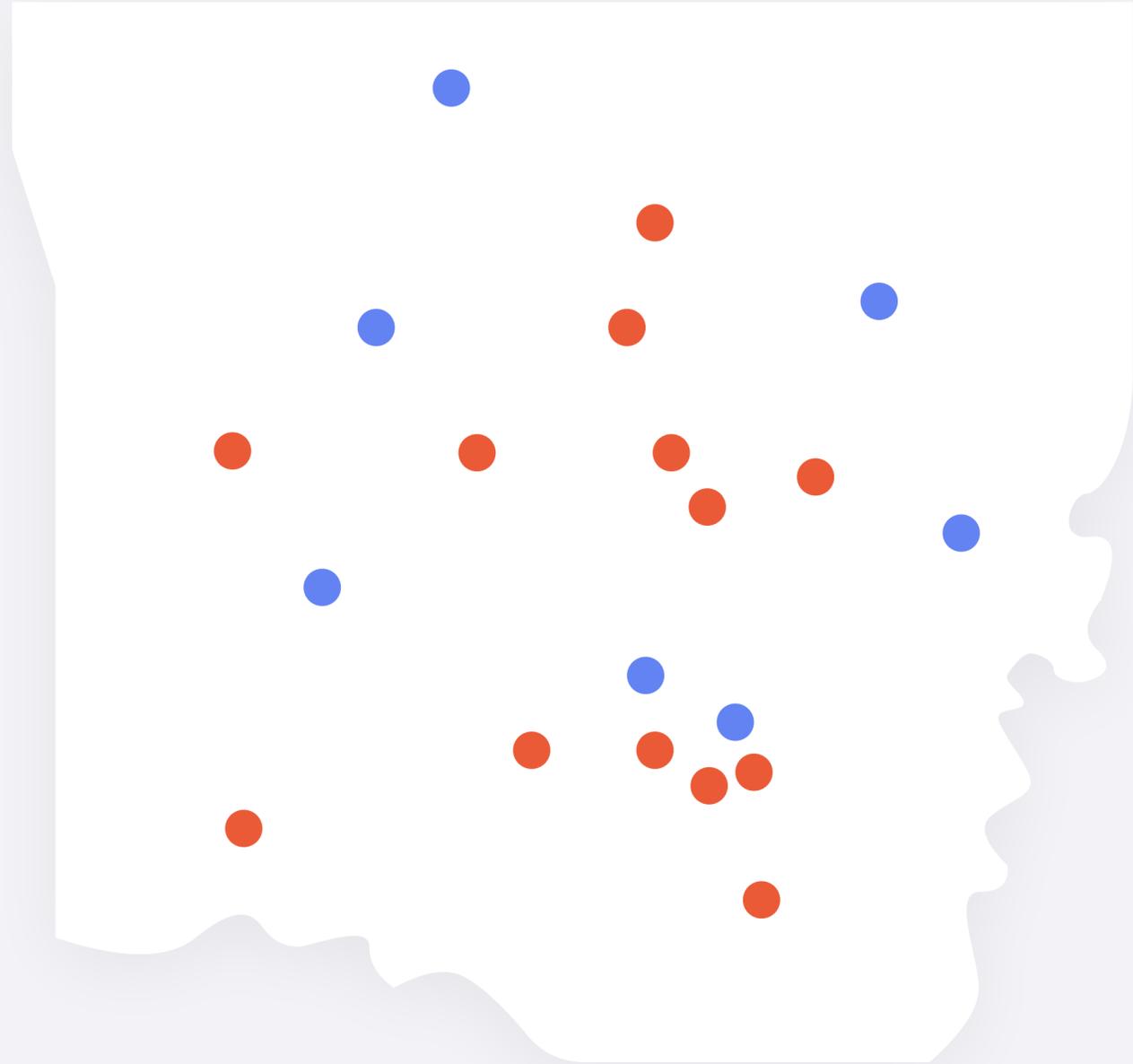
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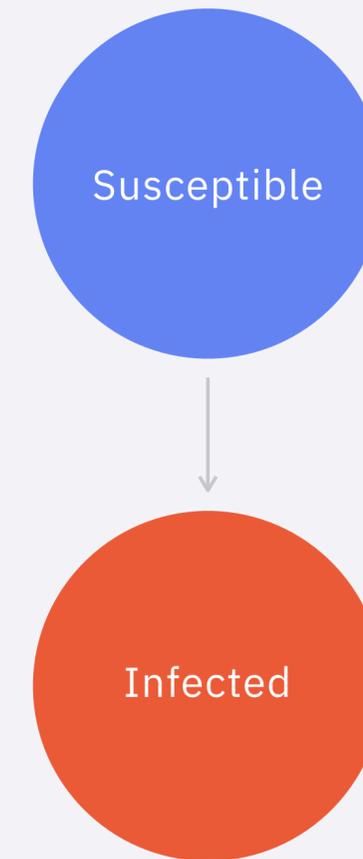
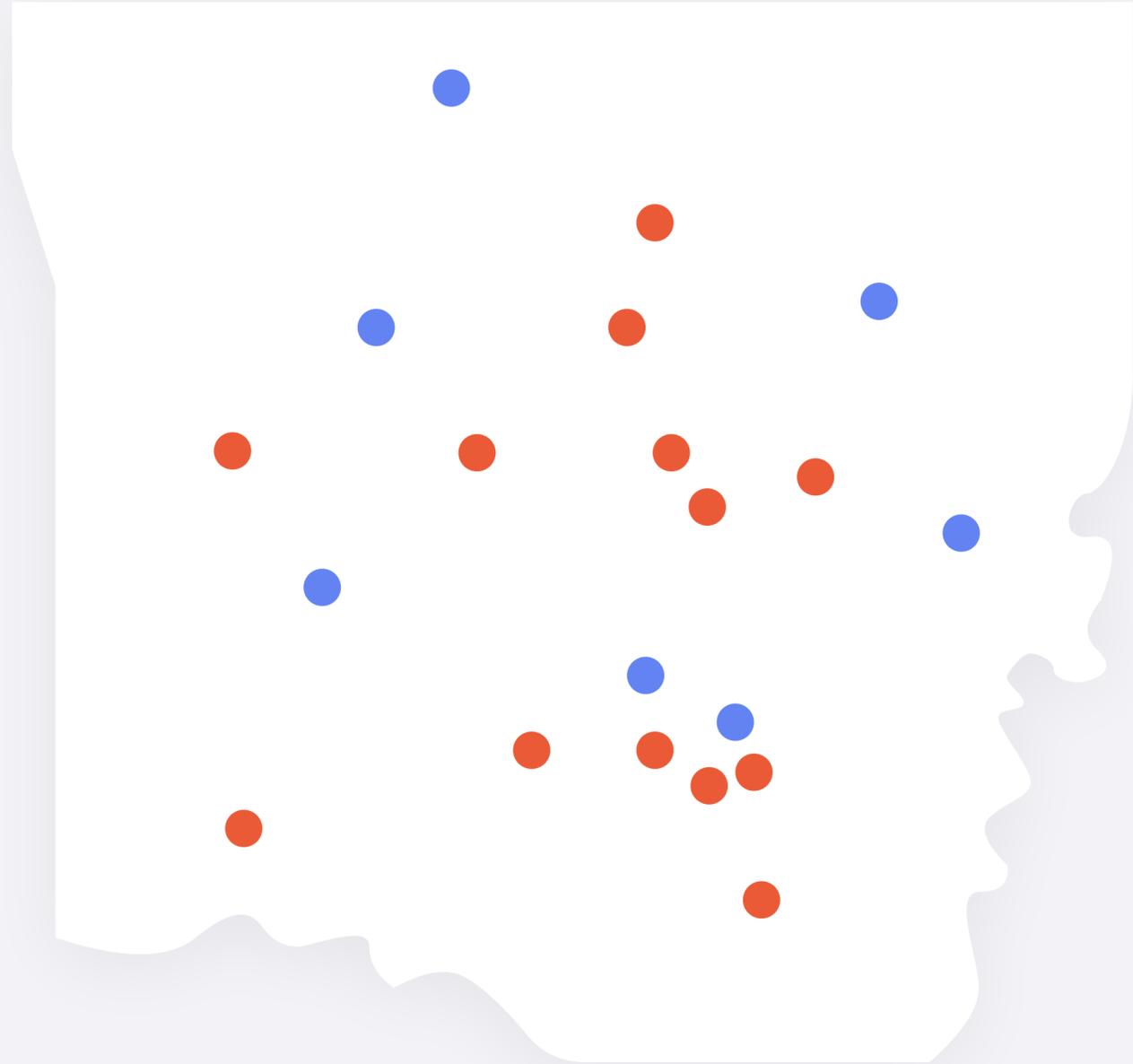
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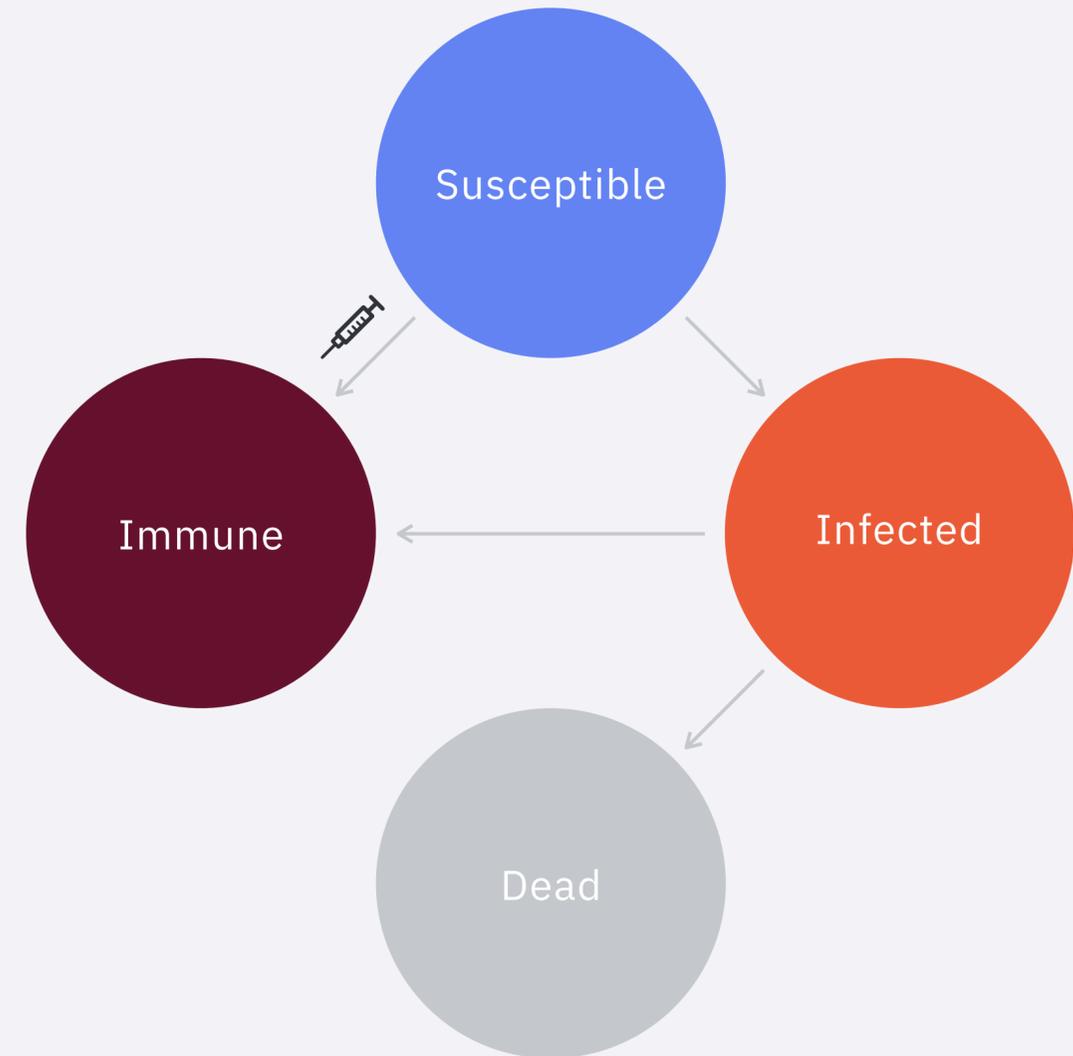
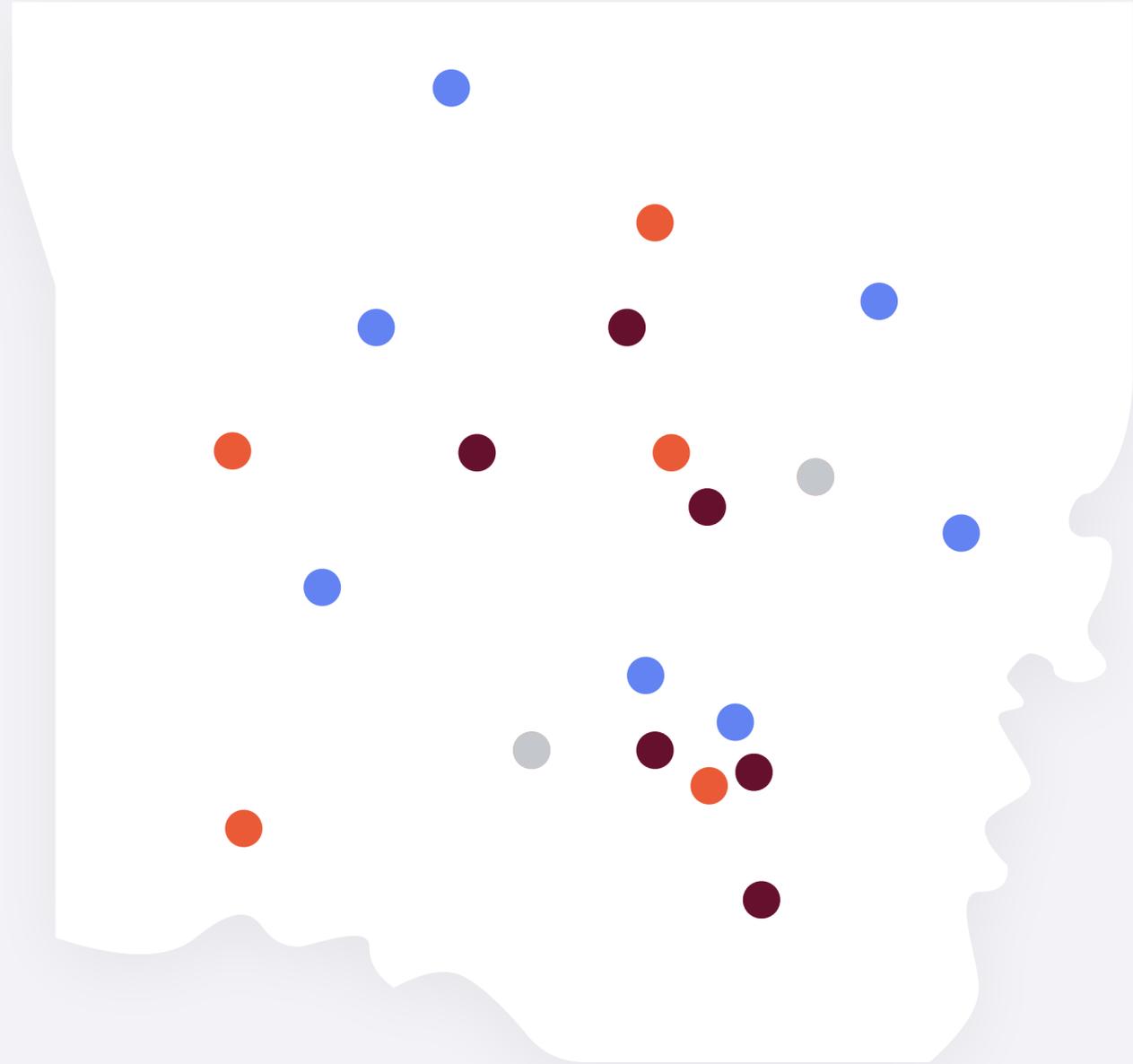
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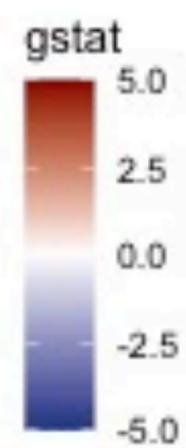
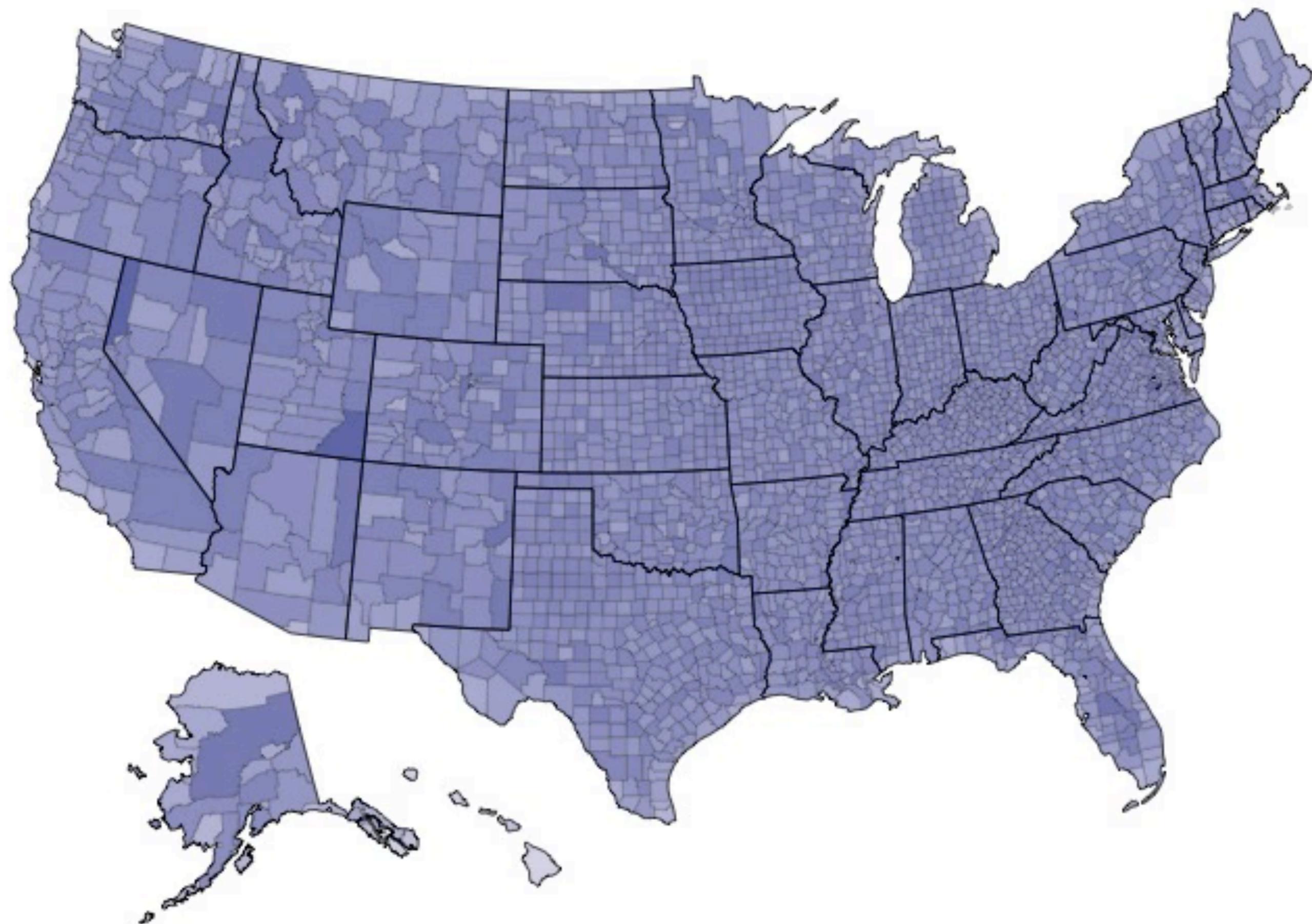


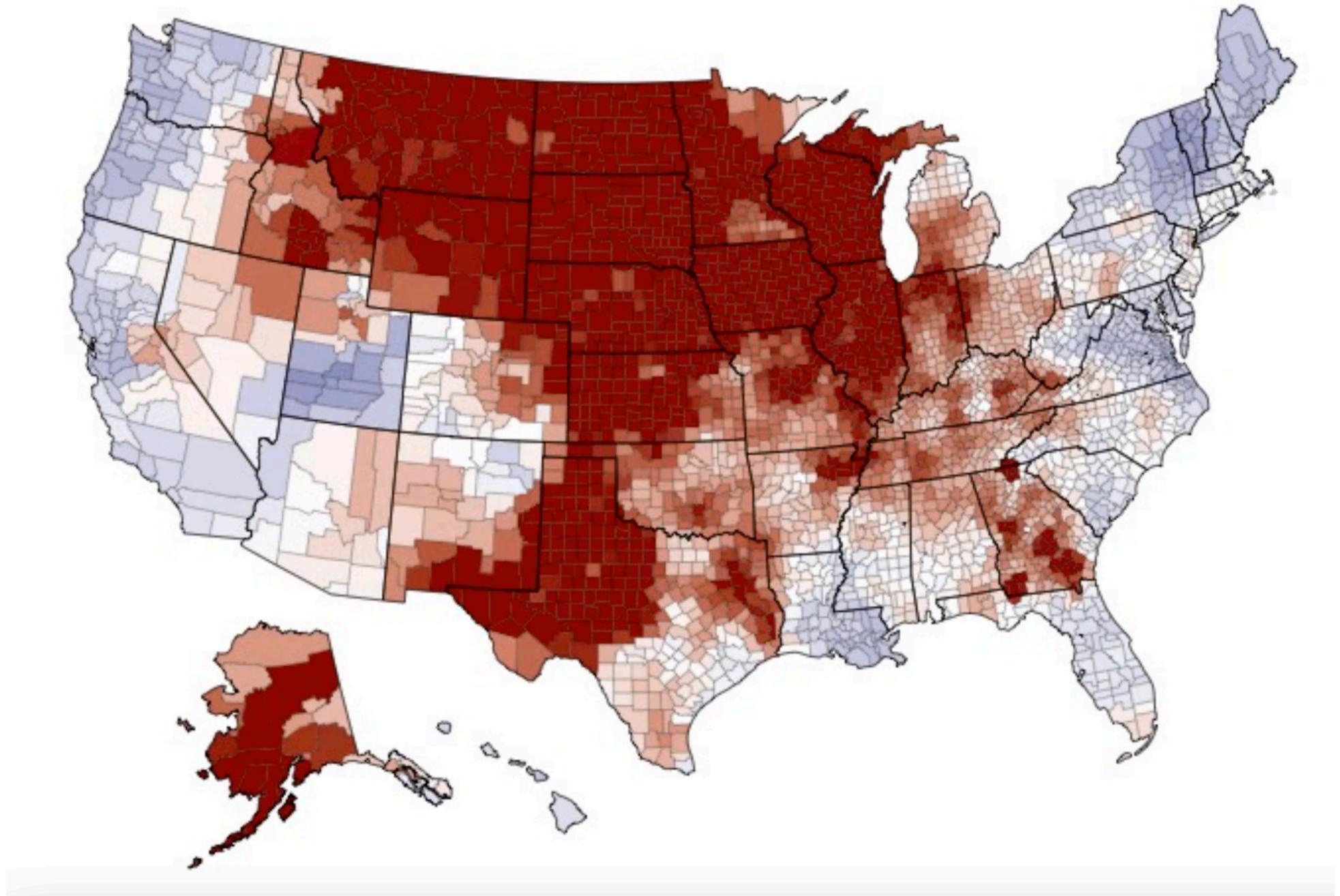
# COVID-19





What does this mean for you, today?





November 1, 2021

Oct 31, 2021, 12:41pm EDT

# AY.4.2 Delta Covid-19 Coronavirus Subvariant Has Spread To 42 Countries



**Bruce Y. Lee** Senior Contributor ⓘ

Healthcare

*I am a writer, journalist, professor, systems modeler, computational and digital health expert, avocado-eater, and entrepreneur, not always in that order.*

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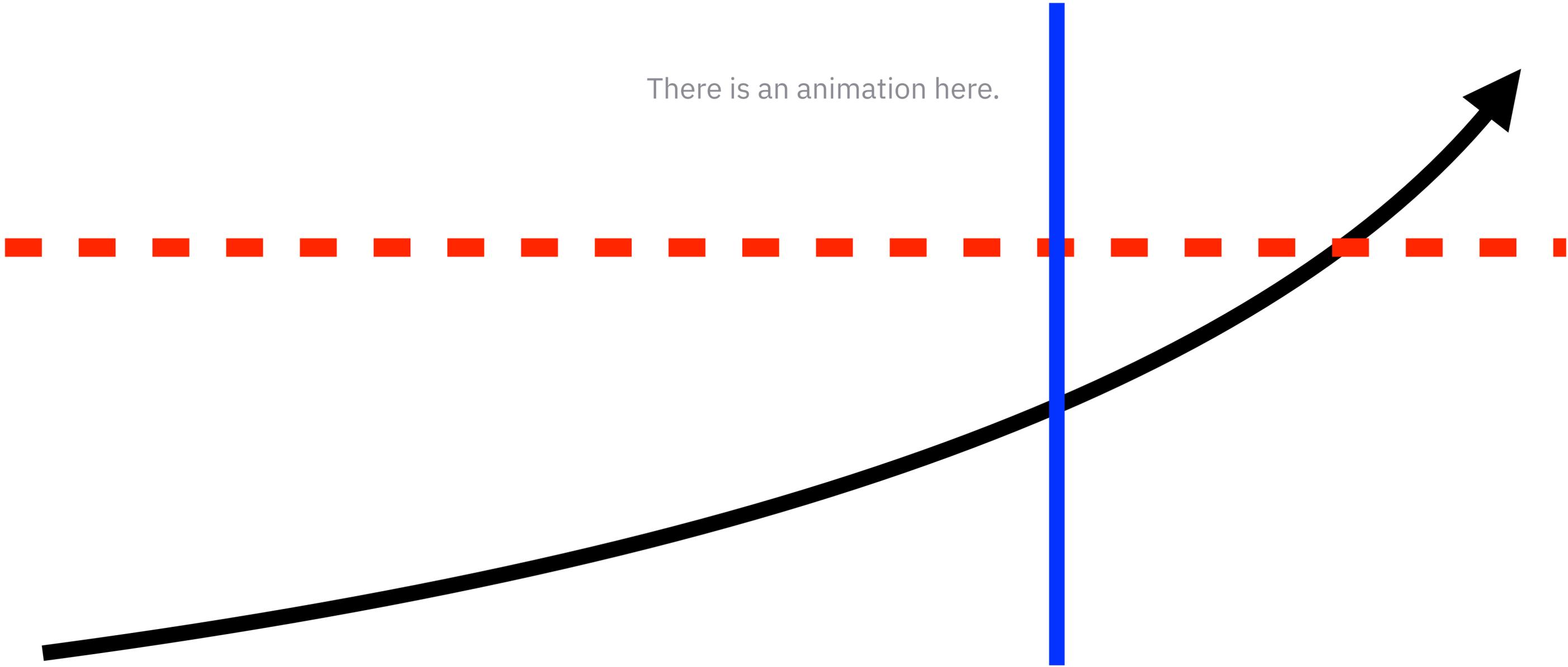


Listen to article 9 minutes



What about tomorrow?

There is an animation here.



What is it like being the new kid?





What is different about this industry?

There is an animation here.





"YOU CAN'T READ  
THE LABEL FROM  
INSIDE THE JAR."  
YOU NEED HELP FROM THE  
OUTSIDE.

What will the future look like?







Does change feel uncomfortable?





What changes are here to stay?

What will the future look like?



Civilizations expand through:

Trade

Conflict

Exploration

All three must be present for a civilization to grow and remain stable for a long period of time.

# EVENTS MAKE THIS POSSIBLE

Three patterns in the fall of ~~civilizations~~:

Internal Change

External Pressure

Environmental Collapse

The fall of civilizations is never the result of a single event or pattern.

Three patterns in the fall of **events**:

Internal Change

External Pressure

Environmental Collapse

The fall of civilizations is never the result of a single event or pattern.

Internal Change = Change in Demographics

External Pressure = Change in *Activities* / *Technology*

Environmental Collapse = Pandemics / Climate Change

# Envisioning the Event Industry in the Future

What's going on with COVID?

What's different about this industry?

What change is here to stay?

How you can choose a better future.

# Envisioning the Event Industry in the Future

How we handle COVID.

How we use our strengths in the industry.

How we adapt to change.

How will you choose a better future?

How will you choose a better future?



# Envisioning the Event Industry in the Future: How Your Business Will Change

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