

# Reimagining Events Space

## SUMMARY

Uncertainty in the environment in which we are operating means that the spaces in which we produce our event experiences are all the more important. Whether internal or external, temporary or permanent structure we all need to look at our venues and locations in a different and reimagined way.

## KEY CONSIDERATIONS

When it comes to using our space differently we must carry out a risk assessment and be aware of how the space will be used. It's important to be flexible and understand that people and external factors may affect your original plans- experience has proven that once the public come into your space at times the best laid plans need to be reassessed. The bottom line for event delivery is to be aware of the **WHO, WHAT & WHY**.

**Who - this is about identifying who coming into your space and who are the right team to be delivering this.**

**What - this is about what needs to happen in order to get the doors open and to run the event safely.**

**Why - this is about understanding the purpose and the intention behind your event/ venue.**

Identifying these and working on a framework of scenario planning to allow for change and contingency plans to be activated is the necessary groundwork for progress and successful delivery.

“Structure allows for Spontaneity” is a useful phrase to remember!

## CHECKLIST

### 1. Licenses & Permissions

- ensure all relevant Licenses & Permissions have been obtained.

### 2. Customer Journey

- look at your customer journey and provide clear wayfinding particularly during COVID; for example, there may need to be a one way system.

### 3. Booking and Ticketing

- set up systems for advance booking and contactless systems. This allows for managing numbers, your offering and, importantly, the expectations of your audience.

### 4. Health & Safety

- detailed risk assessments for Health & Safety should be carried out and appropriate measures put in place e.g. hand sanitiser, masks.

### 5. Legislation and Guidelines

- ensure you are keeping up to date with Northern Ireland and UK legislation.

### 6. Insurance

- research your Public Liability insurance and talk openly with insurers about the kind of events and business you are producing.

### 7. Toilet and Accessible Provision

- think about who your users will be. If it's families, mother and baby units are vital as are units for wheelchair users. If you only want to use outside space, toilets will need to be available and self-contained.

## 8. Wayfinding

- clear wayfinding and directional signage is a must. You are responsible for the visitors who attend your events. People respond well to clear guidelines.

## 9. Accessibility

- seek advice from and consider that your customers and visitors will have a spectrum of needs, from mobility to sensory needs. As much as possible, your event should be inclusive and consider parking, quiet spaces, lighting.

## 10. Partnerships

- connect to and join other networks and share your knowledge. Success and failure are part of the learning curves and certainly within Northern Ireland we work better together.

### USEFUL LINKS

The Road to Reinvention <https://www.urbanscalereinvention.com/#>

The Disappearing Wall documentary <https://vimeo.com/485418759>

Example of reframing performance - Mile Long Opera - Highline New York

<https://www.thehighline.org/photos/programs-community/mile-long-opera/>

Sign up to Tourism NI industry news and events at <https://tourismni.com>

Keep abreast of Tourism NI Insights and Intelligence at <https://www.tourismni.com/industry-insights>

Check out TNI support resources including links to events-specific webinars at:

<https://www.tourismni.com/build-your-business/events-webinars>

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