Site Design and Planning for a New Era of Live Events

Presented by: The City of Toronto Economic Development & Culture

Guests:
BaAM Productions & FORREC Ltd.

Recorded September 21, 2020
City Initiatives (as of Sept 1, 2020)

- CultureTO@toronto.ca and DriveinTO@toronto.ca mailboxes to respond to COVID-related reopening queries
- BusinessTO consultation portal is available to consult on business reopening
- Toronto Public Health Guidelines for Indoor & Outdoor Events & Gatherings, Cinemas and Meeting rooms released July 29th (v1) and updated in both August and September to respond to Provincial order updates
- Pre-recorded webinar posted July 29th to supplement TPH Guidelines for events and gatherings
- Toronto Music Sector Office and Toronto Film Office continue to be available for consultation for their sectors
Pat Tobin, Director
Arts and Culture Services
City of Toronto
High Level Reminders from Toronto Public Health

- COVID-19 is still spreading within the community.
- Modifying your workspace, procedures and practices to comply with public health guidance.
- Toronto is currently in Stage 3 of reopening.
- Staffed event/gathering at a licensed facility are limited to maximum 50 guests indoors and 100 guests outdoors.
- Private event/gathering at a personal home setting are limited to maximum 10 guests indoors and 25 guests outdoors.
- All gathering limits are subject to physical distancing.
High Level Reminders from Toronto Public Health

Practise key protective measures:
• Stay home when you are sick.
• Keep a two metre/six foot distance from others not in your social circle.
• Wash your hands often, and avoid touching your face with unwashed hands.
• Cough or sneeze into your elbow.
• Wear a mask or face covering when you are in indoor public spaces, as per the City bylaw, and when you cannot maintain two metre/six foot distance outdoors.
• Clean and disinfect frequently touched objects and surfaces.
Your Responsibilities

The City of Toronto’s primary role is guided by Provincial legislation. The responsibility of reopening is that of the proponent. This includes:

- Understanding Provincial orders and regulations
- Assessing risks associated with reopening venues and event sites
- Actively implementing public health measures and to keep employees, clients, and general public safe

*Knowledge of COVID19 continues to develop so please keep in mind that the information in this presentation is subject to change.*
FORREC
Global Entertainment Designers
FORREC is an entertainment design company.
The Seven S’s to a Successful Experience:

1. Story
2. Sequence
3. Showmanship
4. Sightlines
5. Sustenance
6. Surface
7. Seasonality
Design the environment to support your event’s story
Sequence

Transition visitors from their day-to-day world to the world of the event
Showmanship

Spend money only where it matters
Sightlines

Immerse guests in the experience
Remember to always consult Maslow’s Hierarchy of Needs
Design the surface to support the event
Seasonality

Heat, sun, rain, wind, snow, cold, day, night, light…

Sculpture using winter light

Swivel chairs for a seasonal view

Aitken Place Park
FORREC Ltd.

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BaAM Productions
A Creative Experience Company
Specializing in Sports & Entertainment Events
GB2L
GET BACK TO LIVE

LEARN

LISTEN

CREATE

LIVE
pre-event

1. **UNDERSTAND** your fan mindset & impactful design engagement opportunities

   - **Excited, but nervous**
   - **Coupled with the need to get back**

   Let's Get Back!

   - **Educate me and make me feel safe and comfortable**

   - **Let me discuss this with my friends / other fans**

   - **Benefits for me and my friends**

   - **“What has Changed”**

   - **“The Why”**

   - **“The Benefits of Coming”**

2. **EVOLVE** best practices

   - **Stacked “we’re back” communications**
   - **Inform**
   - **24/7 Hotline**
   - **Hybrid Solution**

3. **CREATE** new ideas

   - **Share video from trusted influencer – coach, broadcast personality.**

   - **Employ official public-friendly illustrated “back to live” rules infographic.**

   - **Highlight the fan alert platform and event security mobile solution.**

   - **Create a virtual option to explore the venue (make them feel safe).**

   - **Communicate the changes to ensure safety. Consider a host.**

   - **Amplify those changes – on-screen at the event and socially -- so other fans know it's safe to come back.**

   - **Provide both LIVE and digital experiences, to reach the most fans.**
on site: arrival

1. UNDERSTAND your fan mindset & impactful design engagement opportunities

Entry experience

- Am I safe?
- Curious how new stuff will change my experience?
- Better not ruin it!!

2. EVOLVE best practices

- Event GPS
- Safety staff
- Thermal screening
- Timed check-in
- Touchless registration

3. CREATE new ideas

- Employ enhanced security teams.
- Controlled entry with gated levels for access.
- Provide thoughtful giveaways like a branded mask (sponsorable)

Feature:
- Instructional digital and printed signage.
- Awareness Ambassadors to assist with questions, directions, safety protocols.

Sanitizer Kits Stations

And...
- Manned water stations.
- Testing if applicable.
- Staggered entry and exit

Include:
- FastPass.
- And sneeze guards at all service stations.
on site: the experience

1. UNDERSTAND your fan mindset & impactful design engagement opportunities

Exploring the event

Am I safe?

Curious how new stuff will change my experience.

Better not ruin it!!

2. EVOLVE best practices

Touchless purchasing
Reconfigured seating & spacing
VIP experiences
Fan Info Center
Education
Niche experiences
Sponsors experiences

3. CREATE new ideas

Use Apple Pay or similar for all purchases onsite.
Provide pre-fix meals.
Share heatmapping guidance for fans.
And add virtual games for LIVE fans to help them connect safely.
Communicate infrastructure changes to demonstrate safety.
Employ Color coded denotation to control flow.
Create safe sponsor zones.

Host viewing parties outside the event to extend reach and mitigate / reduce attendance.
Extend hours to streamline entry / exit.
Create event connections between the virtual (at home) and at event experiences to add ‘live’ experience layers to the home viewer.
Collaborate with Uber Eats / Door Dash to offer similar food to the virtual – at home audience.
post-event

1. UNDERSTAND your fan mindset & design impactful engagement opportunities

- The experience was different
- I want to share with my community
- Here is what you need to know

2. EVOLVE best practices

- Social listening
- Proactive outreach
- Measurement
- Feedback loop

3. CREATE new ideas

Consider personal outreach phone call to no less than 10% of your fans:
- Thank them
- and ask them for observations and recommendations.
- Email questionnaire with discount on tix for next event for participants

Follow up 30 days post-event with any medical summaries.

“We’re glad you came back with us” video from coach/players.
GET BACK TO LIVE

GB2L

LISTEN

CREATE

LEARN

LIVE
Listen
- Research
- Site visits
- Collaborate
- Interpret / Apply
- Review

Case Study: MLB PLAY BALL PARK
Listen

- Research
- Site visits
- Collaborate
- Interpret / Apply
- Review

Case Study: MLB PLAY BALL PARK – Entries / Access
Listen

- Research
- Site visits
- Collaborate
- Interpret / Apply
- Review
Create

- Include all necessary elements in early planning stages (queueing, security, social distancing)
- Health & safety considerations

Case Study: MLB PLAY BALL PARK
Live

- Be prepared to change on the fly
- Remember: people want the path of least resistance

Case Study: MLB PLAY BALL PARK
ECONOMIC DEVELOPMENT AND CULTURE
Learn

• Use data to your advantage
• Reconsider for future events
BaAM Productions

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Thank you!

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Guidance Documents

Provincial Framework for reopening
https://www.ontario.ca/page/framework-reopening-our-province-stage-3

Toronto Public Health Guidelines for COVID and Events (PDF)

Toronto Public Health Guidelines for COVID and Events (webinar)
https://attendee.gotowebinar.com/recording/2314624117637790989
Industry Support

BusinessTO Support Centre

Provincial government consultation
https://www.ontario.ca/form/work-government-stage-3-reopening-plan
Contacting Us

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