

# COVID-19 testing for live events

Organizations are rapidly shifting from virtual to hybrid and in-person events. Here's what they need to plan for.

Virtual events work okay - but they have their limitations.



**66%**

of businesses have struggled to achieve the same level of success from virtual events when compared to in-person events.<sup>1</sup>



**67%**

say it has been hard to bring their products and brand narrative to life through purely digital channels.<sup>1</sup>



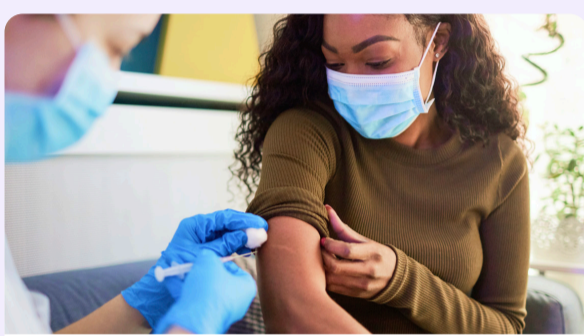
**94%**

have experienced issues with their virtual events platform.<sup>1</sup>

In-person events are critical to engaging customers, partners, shareholders and employees, but organizations need a way to do so safely. And while many organizations have been shifting to hybrid events, attendees want to know that the option to attend live is a safe one.

**>90%**

of individuals surveyed indicated they are **okay with additional safety protocols** to enable them to gather safely.<sup>2</sup>



**80%**

**of business event participants are likely to be vaccinated**

However, to minimize the chance of an outbreak and reduce risk, vaccination requirements should be coupled with a thoughtful testing strategy.

Use the [Color Testing & Vaccine Modeling Tool](#) to learn how different factors interact to reduce the transmission of COVID-19.

There are multiple options to consider when developing your COVID-19 safety plan. These can be adopted independently, or combined to fit your specific event needs.



**Vaccination status collection**



**Ship-to-home lab-based tests**



**On-site rapid testing**



**Self-reported test results**



**Protocol management**



**Analytics and reporting**

Carefully consider your audience profile before settling on a specific approach to testing and vaccination reporting.

Pre-Event Only <b>GOOD</b>	Pre-Event + Day-of <b>BETTER</b>	Full Event Lifecycle <b>BEST</b>
<p><b>Prior to the event:</b> Vaccination status collection + 1-2 pre-tests (ship-to-home), ideally 96-72 hrs prior to the event</p>	<p><b>Prior to the event:</b> Vaccination status collection + 1-2 pre-tests (ship-to-home), ideally 96-72 hrs prior to the event</p> <p><b>During the event:</b> On-site rapid (OTC) as a fallback for people whose ship-to-home tests failed</p>	<p><b>Prior to the event:</b> Vaccination status collection + 2 pre-tests (ship-to-home), ideally 96-72 hrs prior to the event</p> <p><b>During the event:</b> Daily rapid testing (OTC, self-reported recommended)</p> <p><b>After the event:</b> One take-home rapid test</p>

Communication and timing are critical elements of a comprehensive plan. Here's how a **Full Event Lifecycle** maps out over time.

					Day of Event		
1	2	3	4	5	6	7	
Vaccination status reporting	At home, lab-based test #1	At home, lab-based test #2		Receives negative lab-based test results	On-site rapid test	Take home rapid test	

Interested in learning how Color can help you implement a comprehensive strategy for your next event?

[Get in Touch](#)

## About Color

Color powers large-scale precision health programs for employers, health systems, research, and national health initiatives. We've been working with leading organizations to coordinate everything necessary to support both small and large-scale, fully in-person events so they can get back to doing what's best for their business.

<sup>1</sup> The truth about transitioning from in-person events to virtual, according to 200 marketing strategists. - [Business Insider, 09/30/2021](#)

<sup>2</sup> Research shows attending in-person business events is safer than some daily activities - [Freeman, 08/2021](#)