

Crisis Management and Recovery for Events

Supplementary questions

**6: Redesigning events in the post COVID-19
crisis: A design thinking approach**

Kom Campiranon

1. Explain how design thinking can be used to cope with the COVID-19 pandemic.

Design thinking can be used to understand the stakeholder and identify pain points (inspiration), generate potential solutions (ideation), and test prototypes (implementation).

2. Explain key specific challenges for the event sector during COVID-19.

Long lead time, high-touch environment, suspension of travel insurance, customer's limited travel budget, etc.

3. Explain the differences between the event organizers' reactive versus digital solutions.

Reactive solutions include the events' cancellation, postponement, or relocation. Digital solutions include virtual or hybrid events.

4. Explain the advantages of the "Hub & Spoke" events.

By combining live and virtual events, event participants can attend the events in their preferred city, either in person or virtually