

PREPARING FOR THE NEW NORMAL



DRURYDESIGN.COM
J.REASON@DRURYDESIGN.COM



CHRIS DRURY
Chief Creative Officer
Drury Design

REBUILDING QUALITY IN THE POST-COVID-19 WORLD

Being a leader in events means committing to quality in all that we do. Unfortunately, COVID-19 has changed the standard of quality across our industry.

The next 18 months will see an unprecedented period of innovation to return our customers' experiences to the level of quality they deserve. We need to be ready to answer the challenging questions currently on their minds.

QUALITY IS MY BRAND'S MAIN DIFFERENTIATOR, BUT OUR FIRST DIGITAL EVENTS AREN'T DELIVERING ON THAT FRONT. HOW WILL WE FIX THIS?

The current streaming platforms just aren't delivering quality. They are designed for webinars and trainings, not interactivity and engagement. They lack the technical horsepower that global events demand. But their biggest shortcoming is their rigidity; forcing brands into strict templates, stripping them of their well-established identities. This homogeny is the antithesis of creativity and authenticity.

Drury, our partners, and others are creating bespoke platforms that offer the kind of flexibility brands need. These powerful, interactive, and fully customizable solutions will become widely available in the Summer and Fall of 2020 and will continue to evolve rapidly through 2021.

HOW CAN I DELIVER THE SAME PRODUCTION QUALITY OUR CUSTOMERS HAVE SEEN AT OUR LIVE EVENTS IN THE DIGITAL WORLD?

It's no secret our industry was not prepared for a sudden and complete shift to digital events. Technology, tools, and supply chains are stretching to their limits to accommodate these new experiences. Over time, some of these problems will be alleviated.

The expansion of 5G will bring hyper-fast internet to more homes, providing much-needed improvements like sound, image quality, and easing the bandwidth burden.

MY EXECS WERE ALWAYS GREAT ON STAGE, BUT THE QUALITY OF THEIR PERFORMANCE REALLY SUFFERS ON A WEBCAST. WILL THIS IMPROVE?

Your presenters are accustomed to feeding off audiences—not screens. Even the most seasoned speakers need coaching for what works in this format. At Drury, we offer our clients our long-established ELEVATE program to enhance their presentation skills, craft their stories, and adapt their content for the medium.

HOW CAN I MAINTAIN THE QUALITY OF OUR COMPANY CULTURE WHEN MY EMPLOYEES ARE SOCIALLY DISTANCED?

Virtual happy hours and trivia events can be fun, but deeper, more impactful experiences will be needed to support culture-building in the long-term. Innovators are crafting unique digital games and challenges that promote collaboration and interactivity. They're also providing entertainment and team-building activities that make culture-based programs feel more *unmissable*.

WHAT'S THE BIGGEST BREAKTHROUGH WE NEED TO REBUILD QUALITY?

Right now, we're all retrofitting hardware and software solutions from the pre-COVID era to fit our needs. By the end of the year, the "killer app" of the COVID era will emerge; one designed to solve the challenges we're facing here and now. Chief among those challenges is virtual networking. This app will connect people according to their shared roles, interests, industries, and skills—bringing a cornerstone of live conferences into the digital world in a functional, tangible way.