



LYNNWOOD
CONVENTION
CENTER



Creating Connections Through Cohesive Wellness - Registration Revamp #WellnessWednesday

Snohomish County is officially in Phase 2! That puts the Lynnwood Convention Center one step closer to being able to welcome you back!

Registration is the first component of any event; both in the planning and onsite. It is also one of the first things that will be shifting with our new normal. Attendees are going to need assurance from the start that the event will be safe. The Convention Center will assist in providing venue specific information. The event organizer will be responsible for passing the information on to attendees.

Registration, even for a free event, will be necessary to ensure contact information is captured, essential communication can be received by attendees and to track guest counts. Below we share some pre-event registration ideas for your event website, registration site and email communication to attendees. Additional ideas about onsite registration follow.

Pre-event registration ideas:

- Make sure to capture complete contact information from attendees for potential contact tracing.
- Include any specific guidelines you have for your event in all communications (i.e. masks, staggered ingress/egress) with a potential clause of "by registering, you agree to abide by these guidelines".
- The Know Before You Go email will be crucial and should highlight the guidelines you have communicated throughout the registration process. The email could also include a link to a health form for attendees to fill out within 72 hours of the event.
- Have attendees register for breakouts so that you know capacity levels ahead of time to limit overcrowding and/or unauthorized gatherings.
- Think about mailing registration packets that include name badges and agendas.
- Go paperless. Provide attendees access to the agenda and content online so they can choose to download and print as necessary.

Onsite registration ideas:

- Queuing at registration desks will not be possible with social distancing. Think about staggering arrival times of attendees and having multiple places for them to check in.
- Consider registration at the hotels as guests arrive to check in.
- Consider online registration starting 24 hours prior to the event.

Be safe!

Your Lynnwood Convention Center Team

Visit our website to find:
Physical Distancing Seating Capacities
Wellness Menu

For additional resources, visit:
Snohomish County Health District
King County Public Health
Centers for Disease Control and Prevention

lynnwoodcc.com
info@lynnwoodcc.com
425.778.7155

A SPACE TO EXPERIENCE **MORE**

