



Virtual Town Square

The Art & Science of Activating Live
Events during COVID-19

August 5, 2020, 8a PT/11a ET/4p BST



Why the Town Square?

"Sticks in a bundle are stronger"
African Proverb

Virtual
Town
Square

APR Resource Hub

With the limits of COVID-19 demanding new adaptations in the world of Production, we're here to provide you with the expertise necessary to not only continue creating quality content – but to thrive while doing so.

The graphic features three white cards on a purple background. Each card has a teal circular icon at the top: a shield with an exclamation mark, a lightbulb, and two speech bubbles. Below each icon is a bold title, a paragraph of text, and a button with a light purple gradient.

- COVID-19 Production Resources**
Here's where you can find all of our COVID-19 resources created for our global client-partners, made available for public-use. Live-updated Shooting-Location Trackers, Market Research, Global Trends, & more.
[VIEW RESOURCES](#)
- Virtual Town Squares**
Our Virtual Town Squares aim to address, predict, and create innovative Production methods utilizing the most brilliant thought-leaders across the globe. During COVID-19, we're offering this information on production capabilities entirely free.
[VISIT OUR TOWN SQ](#)
- Ask Our Subject Matter Experts**
Our Subject Matter Experts are here to help you navigate the uncertainties of Production during COVID-19. Whether it's insurance coverages, shooting locations, or budgeting concerns – we can help.
[START A CONVO](#)

For COVID-19 Resources with the latest updates, click [here](#).

productionhelpline@aprco.com



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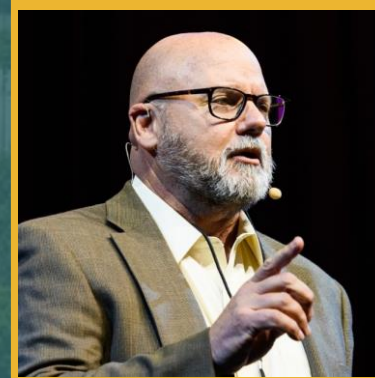
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Cindy Dababneh
McDonald's
Corporation



Kenny Underwood
Make It Blue
Collective



Steve Lemon
Event Safety
Alliance



Dr. Ali Khan
Leading
Epidemiologist



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Thank you
for joining.



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Appendix



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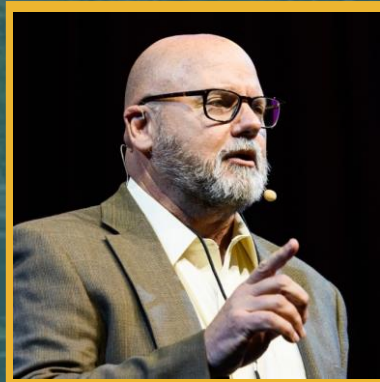
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Matt Hintze
Events & Experiential
Knowledge Lead, APR



Key Takeaways

1. The Event Industry is equipped to deal with change
2. Help and Resources are available
3. The new normal can be a good thing