



Wyboston Lakes Resort launches hybrid event tech with a major staff event. The modern and spacious 380-acre conference, training and leisure resort in Bedfordshire gathered 200 employees with its new comprehensive hybrid events solution.

In a momentous year where business has changed rapidly, it was imperative for the management team at Wyboston Lakes Resort to bring together employees from across its' two event venues as well as its' hotel, restaurant, spa and golf course for an event in September.

The meeting was designed to inform, update, engage and motivate staff on the resort's major developments over the past six months and near future, particularly for members who had been away from the business, and to share some positive news.

The Challenge

Government guidelines in response to Covid-19 at the time posed a challenge because only business meetings of up to 30 socially distanced people in a Covid-secure environment were permitted at the time. The management team at Wyboston Lakes Resort also wanted to find a way to accommodate more people in-person whilst adhering to social distancing rules and government policy. The safety and wellbeing of staff was paramount.



The Solution

The solution came in the form of a new bespoke hybrid events platform. The resort's team partnered with Maddison Media, one of the UK's leading suppliers of staged events who had developed the technology.



The platform is designed to give event organisers the opportunity to create all the elements of an engaging and successful live conference or event within a combined virtual and live format.

Louisa Watson, Director of Marketing at the Resort, said: "With current restrictions around large events, hybrid makes it possible to bring teams, clients and suppliers together. Our hybrid events solution not only replicates but enhances the event experience. And it was the perfect solution for our internal event. It provided a safe and flexible option, while reducing travel, which is in line with our green credentials.



Hybrid events can also be a good way of keeping costs under control, which is something many organisations need during this challenging time as they maintain communication and engagement through events." To increase delegate numbers on site, the decision was taken to host the hybrid event twice on one day, once in the morning and again in the afternoon. The venue's events team planned the event with precision and held a rehearsal the day before to ensure a seamless delivery for both the live and online audience.

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COVID Secure:

To ensure the safety of delegates attending in person, each received information prior to the event advising them on the venue's Covid-secure regulations. A tried and tested Safe Events Plan is in place, which features temperature check technology, one-way systems and the rearrangement of layouts and reduced maximum capacities to allow for social distancing. Other measures are an online

food ordering portal for use in the bar and bedrooms, intensified cleaning regimes, hand sanitising stations and guest in-room information all online. This policy was first implemented in April for the NHS, which has used the Resort's event facilities for essential training since the beginning of the first UK lockdown. Other clients, such as PeoplePlus and Firebrand, praised the venue team's execution of the policy as professional and unobtrusive. The venue has also been officially recognised as Covid-secure with certification from three prestigious independent bodies for health, hygiene and safety standards, which have become a top priority following the pandemic. These include the AIM Secure Accreditation from the Meetings Industry Association, the 'Safe, Clean and Legal' badge from Quality in Tourism and the AA COVID-19 Confident scheme.



The Results:

"Attendance was exceptional and far better than anticipated," said Watson. "The hybrid event allowed us to motivate our team with one message in a way that we had not been able to do under Covid rules and had not expected to be able to do quite so well. The platform offered excellent quality and the Q&A and polling functions were very simple to use for both the presenter and attendee. We have just started to take enquiries for hybrid events. It's so refreshing to see bookers thinking outside the box to deliver events and we can't wait for more positive results to come through."

A Word From Our Partner:

Lee Francis, Managing Director of Maddison Media, added: "Being asked to work with one of the UK's leading conference venues has been an absolute dream and has most definitely enhanced our company profile. Wyboston Lakes Resort is renowned for its quality, service and technical excellence, so a perfect synergy with Maddison Media. We believe hybrid and virtual events will be with us for some time so the solution we have developed in conjunction with Wyboston Lakes Resort will be unrivalled within the industry."



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