

## Reopening The Doors

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A week since lockdown finally came to an end, the events industry is slowly recovering from the disruption caused in the past 18 months. All live events such as Weddings Festivals and Sporting events were impacted by the pandemic due to guidance on social distancing. Forward to Freedom Day on the 19th of July, we saw many event venues open their doors again to the public. The real question is, are events here to stay, or will they close again?

With the easing of restrictions, live events are now permitted to open with full capacity and indoor usage. Fortunately for many businesses, this will allow their doors to reopen again, despite the uncertainty of another lockdown. According to Eventbrite, 'Many venues and organisers are bringing back live events with additional health and safety measures in place'. For many eventgoers, this is great news, as they can get back to what they love doing. On the other hand, people concerned with the virus are still worried about the spread and are avoiding events at all costs. According to an article by The Guardian, nightclubs could be super spreading events. With most clubs being indoor venues, they are the suitable environment in which COVID-19 will spread. Nightclubs had opened their doors from early Monday morning, with thousands queuing to party again. There's no doubt that we will see an almighty rise in COVID cases throughout the upcoming months, but with the positive rollout of the vaccine process, most should be vaccinated by September. With 83 million doses given, and 36.6 million fully vaccinated, many still worry about catching the virus.

Thankfully, there is no better time for large scale events to start up again, as we approach Festival season. The Summer months are predominantly the best time for event companies to make money. With the go ahead of many festivals such as Park life and Creamfields's, fans finally have something to look forward to. Festival venues are taking every precaution, in order to prevent the spread of the virus, this includes showing a negative test on arrival.

News circulating COVID passports to enter Nightclubs has caused an outrage throughout social media platforms. In order to attend a nightclub, there must confirmation that the customer has received both injections. Although the rules are only applicable to Nightclubs, many event organisers worry it will be mandatory at all events. This will mainly affect the younger demographics of society, especially those who refuse the vaccine, but still want to enjoy activities like clubbing.

Overall, the return of live events is great for both industry workers and event enthusiasts. There is still uncertainty whether cases will peak again, causing events to close. That being said, with events back on the ground, it's time to book your next event!