



Navigating life together

# **New Campuses**

**Safety & Wellness Day**

**Tent Pole Events**

# Event Location Considerations

- Is the lot easily accessible and visible to employees?
- Do you allow lawn signs on-site?
- When would we have access to the lot to setup?
- Where would event staff/vendors park?
- Is there security or would we need additional security?
- Are you aware of permit needs (we will contact local authorities as well)?
- Are we able to bring on food truck(s)?
- Can we hang event Posters and pass out desk drops to each employee?

# Requirements

- **SPACE:** Dedicated site for 1 full day to the event (preferably outside)
  - Minimum size of site is 5,000 sq. ft. (no greater than 20,000 sq. ft.)
  - Site to be used for multiple vendor tents and active car service lanes
- **TIME:** Minimum event of 4 hours
  - We will need 2-3 hours of setup prior to the event (ideally, set-up the day before)
  - We will need 1 hour for breakdown at the end of the event
  - Recommended to be during lunch hour (eg. 11-3pm)
- **EMPLOYEE COUNTS:** Minimum of 750 people on-site at the location during the event
  - Account for summer vacation
  - Account for remote employees
  - Provide a percentage assumption of attendance based on past experiences
- **COMMUNICATION:** Allow a minimum of 3 MetLife emails to be sent to the employees
- **EVENTS:** No other events are happening at the same time
- **CONFIRMATION:** Confirm 8-10 weeks prior to the event date (Site visit scheduled 6 weeks prior)

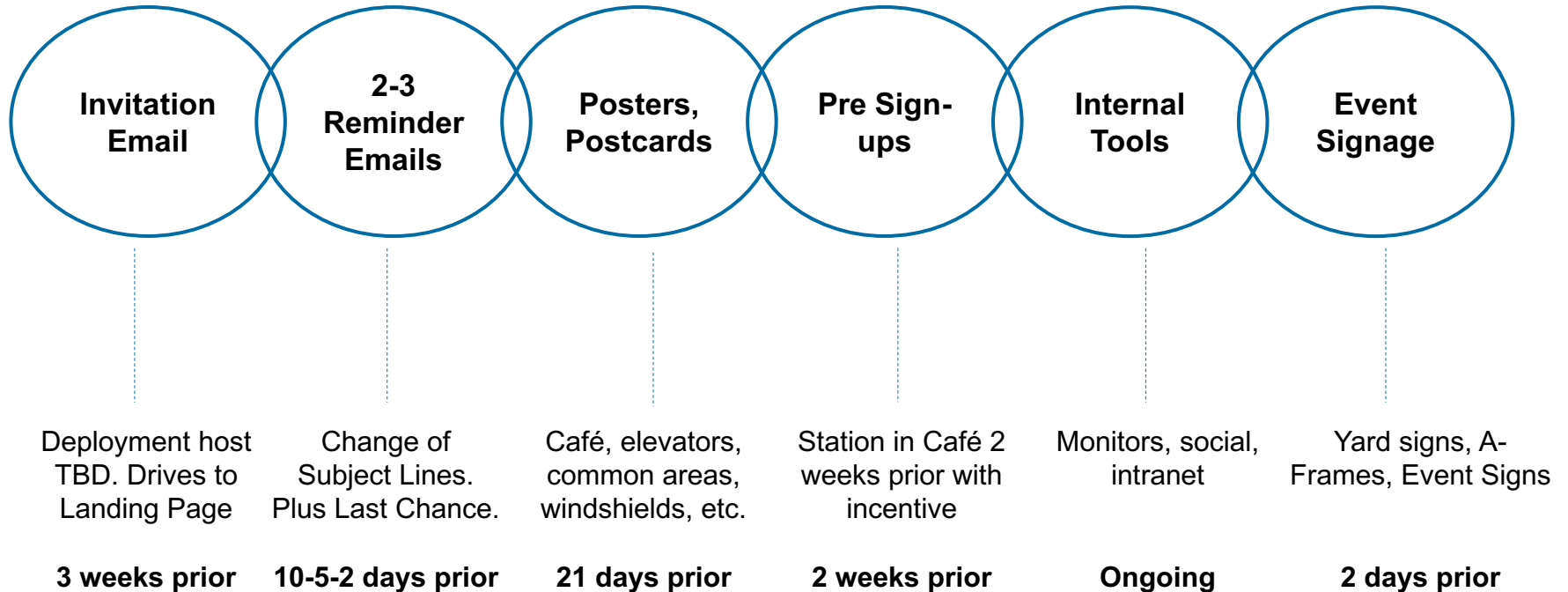
# Site Visit Requirements

- A tour of the property both inside and out
- Review any mandatory site requirements
- Take pictures, videos, measurements and map out the event areas
- Scope traffic patterns for the car services and parking
- Outline potential schematic scenarios based on space(s) and overall setup
- Discuss additional traffic considerations (bus traffic, public transportation, schools, etc.)
- Discuss special needs, wheelchair access, food precautions, etc.
- Talk through Weather precautions

# Communication to Employees

Help us promote this exclusive event and commitment to some key communication points.

*\* Note – we will develop all of the materials!*



# Satellite Events

## GOOD

### Spacing

- (1) 6 foot table

### Hired Staff

- (2) Brand Ambassadors

### Communication

- Leverage existing event communication

### Activations/Timing

- iPads on table for data collection (5 min per)
- iPad kiosk station with custom interaction
  - Game/quiz (2 min per)
  - Home safety/car safety (2 min per)
- No Car Services

## BETTER

### Spacing

- (2) 6 foot tables

### Hired Staff

- (3) Brand Ambassadors

### Communication

- Leverage existing event communication

### Activations/Timing (*'GOOD' plus below*)

- Mock Car setup (seat/wheel/Pedal) of Arrive Alive engagement (3 min per)
- Fire School mock home display alerting home hazards (5 min)
- No Car Services

## BEST

### Spacing

- (2) 6 foot tables & 3-5 outdoor parking spaces

### Hired Staff

- (4) Brand Ambassadors

### Communication

- At least (2) stand alone emails to promote offerings and collect car check RSVPs

### Activations/Timing (*'BETTER' plus below*)

- Car seat checks (10 min per – 1-2 techs)
- ALT (for locations without a large family demographic): Vehicle Safety Check (5 min per – 2 car techs)
- Wallet size takeaway on how to properly install seat + car preventative maintenance 101
- Golf car for transportation

### Food

- Bring in an ice cream cart, by MetLife table (Only if food is not provided at event)

**Above/Beyond:** MetLife ownership of entire event, re: Safety and Wellness events at Sallie Mae, Georgetown, and GSK.