



How important is
flexibility when running your
events?



Let's face it, with so much uncertainty still around running live events.

it's not surprising that many will be wondering what on earth to do, when planning their events for 2021!





So, how do we manage this situation effectively?

Do we focus fully on virtual or hybrid events?

Or still book venues for events over the coming months?





We understand how frustrating it is to postpone or cancel your events.

We also can't give you a definitive answer.

What we can do is guide you and help you prepare for certain eventualities



One thing for certain, letting your events go **DARK is most definitely not the right thing to do.**

There are so many ways you can still get your event broadcast which will still give you a great opportunity to be seen and heard.

By planning ahead, you can factor in so many elements to ensure as many failsafe options as possible.



**SHEER
EDGE**

So before you think that 2021 is a total right off for running your live events.

Think again, Sheer Edge have been supporting our clients throughout.

In and out of lockdown, supporting them in every way to run their events and still get their messages out there.

In a dynamic, powerful and responsive way.

The logo for Sheer Edge, featuring the words "SHEER" and "EDGE" stacked vertically in a bold, white, sans-serif font. The text is contained within a white speech bubble shape with a tail pointing towards the bottom-left corner, all set against a dark red background.

**SHEER
EDGE**

**Why not let us ease your burden,
we will support you to run
exceptional events
digitally, hybrid or live.**

**Let's deliver what is right for you and your
audience!**

e: hello@sheeredge.co.uk

t: 0330 223 3176