



- Event planning

# COVID-19 Testing for Events

## Three unique approaches by Color customers

Over the last 2 years, Color has built a reputation for helping large businesses and government agencies keep employees safe with comprehensive COVID-19 testing, vaccination tracking and reporting services. Many of these organizations are now turning to Color to help implement COVID-19 management strategies for their large-scale in-person events to keep attendees safe. Here are three mini-case studies of organizations that recently partnered with Color to run their in-person events — each unique, all with safety as a priority.

# 1

December 2021

## A distributed tech company brings back the holiday spirit with a in-person event

- **Background**

After two years of virtual meetings and social distancing, this rapidly-growing company of 600+ employees wanted to do something special to reestablish and build new connections by celebrating the holidays together. However, just days before the event, the first case of the Omicron variant was detected in the United States, underscoring the need to take precautions to keep attendees safe. The event organizers had already planned for a comprehensive testing program with Color, giving them the confidence to proceed.



## ● The Approach

The event organizers adopted a multi-tier approach to minimize risks and keep their employees safe.

### **Vaccination status reporting:**

The company required that all employees be vaccinated in order to attend the event. Every employee was required to report their vaccination status in the Color platform, which gave organizers insight into overall compliance rates within the company.

### **Pre-event / pre-travel testing:**

All guests were required to take a molecular (PCR) at-home test no more than 48 hours prior to the event. Remote employees traveling to the event were sent molecular tests to administer at home and return to Color for processing. Color also set up in-person testing locations at the company's offices, staffed by Color employees.

### **Day-of testing:**

For several hours prior to the event, Color operated several testing stations at the company's offices, where guests self-administered rapid (antigen) tests. Results were logged in the Color platform, and any individuals that tested positive were notified by text and instructed not to attend the event. This information was also used to update the guest list, ensuring those employees could not enter the venue.

### **Onsite testing and vaccination status checks:**

For any individuals whose results came up inconclusive, rapid antigen tests were made available onsite before they were cleared to enter the event. In addition, local guidelines required that all guests show ID and proof of vaccination before entering the venue.



## The results

**0** positive cases were detected at the event



Prior to the event, 3 positive cases were detected through pre-event testing. **The individuals were instructed to stay home and join the event virtually instead.** This gave them the opportunity to engage with their colleagues without exposing anyone to the risk of infection.

## 2

October 2021

# A global management consulting firm brings employees together for a series of company off-sites



### • Background

A large global management consulting firm approached Color with a unique request: they wanted to bring employees together at a series of company off-sites over the course of four weeks. The company had planned four separate off-sites with 50 guests attending each for a total population of 200 employees. The off-sites were scheduled one week apart so to pull this off, they needed a partner that could help establish the right cadence and strategies to keep attendees safe.

### • The Approach

Color helped coordinate and schedule a cadence of pre-event tests to screen attendees.

#### Pre-event:

Three days prior to each event, attendees were required to take a molecular test at a designated testing site. Using Color's platform, results were to be released to attendees within 24 hours of the off-site so that everyone could join in confidence knowing they were COVID-19 negative.

## The results



**0** positive cases were detected at the event



Thanks to the comprehensive pre-event testing across each of the four events, **zero positive COVID-19 cases** were detected at the off-sites.

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# 3

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September 2021

## A Fortune-500 company relaunches their **annual customer conference** — **smaller, and safer**

- **Background**

This global technology company is recognized for being a leader in innovation, and their annual conference is a critical part of their brand identity. When they decided to return to a live format in September 2021, organizers recognized that fast, accurate COVID-19 testing was critical in order to keep attendees and staff safe and healthy, and to maintain the integrity of the brand.



## • The Approach

Color worked with event organizers to develop a tech-first, multi-layered solution for pre-event communication, testing and vaccination status reporting.

### Vaccination status reporting:

In compliance with local requirements, all attendees were required to be vaccinated in order to attend the event.

### Pre-event:

Attendees were sent two at-home molecular COVID-19 testing kits ahead of time, which were to be activated and mailed in on consecutive days prior to the start of the event. Attendees received results directly to their Color account, so they could take the appropriate action whether still at home, en route, or at their hotel before the event.

### Day-of testing:

Attendees were required to provide proof of vaccination, proof of two negative pre-arrival molecular tests, and proof of one negative onsite COVID-19 test, before being allowed to enter the event. Test result data was also dynamically shared with the organizer's event software to streamline management and reporting. Color provided daily lab-based testing of every attendee onsite, plus day-of on-demand rapid antigen testing.

## The results



# >90%

compliance for  
at-home lab-based  
testing



The company was able to hold its flagship event with **zero reported incidences of COVID-19**. Comprehensive and effective communication about requirements and logistics resulted in >90% compliance for the at-home lab-based testing requirement. After the event, both the company and Color received feedback from attendees that they felt safe attending the event because of the level of testing and vaccination protocols put in place.

# Related content

## 1. [Infographic](#) →

COVID-19 testing for live events

## 2. [Modeling Tool](#) →

The impact of vaccination and testing strategies in large group settings

## 3. [Customer Story](#) →

Color helps businesses operate safely throughout the pandemic

Interested in learning how Color can help you implement a comprehensive strategy for your next event?



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### About Color

Color powers large-scale precision health programs for employers, health systems, research, and national health initiatives. We've been working with leading organizations to coordinate everything necessary to support both small and large-scale, fully in-person events so they can get back to doing what's best for their business.