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Southern Management launches hybrid meeting packages at its hotel properties

New packages allow clients to bring events to virtual attendees while hosting people in-person

Vienna, VA (April 21, 2021) – Many in the hospitality and events industry are looking toward the future and trying to predict what events will look like, but there are still many unknowns. Will people want to come together in large crowds? What protocols must be in place for people to feel comfortable gathering? What will the attendance restrictions be? Although many questions still exist, one thing is for sure: events are returning. In an effort to support events at its properties and enhance the experience for virtual attendees, [Southern Management Companies](#) (Southern), announced today that its Hotel Division will offer comprehensive hybrid meeting packages, which will merge in-person and online audiences for a seamless guest/attendee experience.

Each of Southern’s properties—[The Hotel at the University of Maryland](#), [Cambria Hotel College Park](#), [The Hotel at Arundel Preserve](#) and [Bear Creek Mountain Resort and Conference Center](#)—will offer hybrid meeting packages that can be customized by the audio-visual team based on the needs of each client. The packages provide all base equipment and necessary technicians to execute a shared experience for virtual and in-person attendees, with or without breakout rooms.

“Hybrid meetings are here to stay. We’re excited to be at the forefront of the industry by offering our clients affordable and unique options to engage all guests,” said Jeff Brainard, vice president, sales and marketing, Southern Management Companies. “From 500-person conferences to 50-person meetings, our team is equipped with the tools to help bring events to life—no matter the audience size or location of attendees.”

Each of the packages varies slightly to accommodate client needs, but will include audio-visual equipment, such as screens and projectors, “confidence monitors,” HD video switchers, PTZ cameras and control units, 12-channel audio mixers, microphones (including wired podium), lavalier and wireless handheld mics, audio and video technicians and premium high-speed internet connections. Additionally, clients can opt to have The Hotels utilize their Zoom licenses and digital room set-up tools, which will provide access to an audio-visual team that will work with the client to set up meeting rooms and breakouts and assign remote personnel to each room.

“The hybrid meeting packages complement our EVENT Strong initiative by reinforcing our commitment to exceptional service and experiences for all attendees. Now, not only are we able to safely welcome attendees



to face-to-face meetings and events, but we can deliver a cohesive experience for all guests, whether they are at our property or participating from anywhere around the world,” Brainard added.

EVENT Strong is Southern’s comprehensive plan to safely host meetings, social gatherings and events of various sizes. *EVENT Strong* is based on four specific areas of focus:

- ***Ever Strong***: This company-wide program is the foundation for health and safety protocols at all Southern properties. *Ever Strong* follows state and local guidelines to prevent the spread of COVID-19 and outlines key procedures for all areas of hotel operations (including sales and conference services), cleaning and sanitizing, physical distancing and face coverings.
- ***Environmental Systems***: An essential component of client and team member health and safety is the advanced HVAC technology in Southern’s hotel and resort properties. These modern systems include enhanced air filtering, which allows for both automatically and manually controlled air exchange that reduces airborne particles and aerosols. Additionally, each property has control systems for regulating airflow and circulation in event and pre-function areas. Advanced filtering and sanitizing capabilities, which vary by property, include automated CO2 monitoring, UV-C light sterilization and remote sensing and adjustment to ensure optimal air exchange. The meeting spaces have multiple units that work in concert to provide customizable settings for different programs based on client needs.
- ***Technology***: Customized audio-visual solutions accommodate hybrid meetings that combine in-person and remote capabilities. Multi-room, on-site broadcasting allows hosts to limit occupancy in individual spaces while accommodating larger group sizes.
- ***Food and Beverage***: Recognizing that food and beverage is an essential part of every successful meeting and event, Southern’s culinary and banquet service teams have expanded offerings to comply with the latest Centers for Disease Control and Prevention guidelines. These changes include replacing all self-service buffets and stations with alternative service methods, including carefully served chef-attended stations, which are well-spaced and safely executed. Culinary team members wear appropriate PPE with physical safeguards in place.

Team members at each of Southern’s properties have received training on COVID-19 safety and sanitation protocols, with more comprehensive training for those with frequent guest contact; including housekeeping, food and beverage, hotel operations, engineering and security. Action plans are in place and team members are trained on how to respond swiftly to any reported cases of COVID-19 on-property.

ABOUT SOUTHERN MANAGEMENT COMPANIES

Southern Management Companies is one of the largest privately-owned residential property management companies in the U.S. The company owns and manages 77 apartment home communities comprising of more than 25,000 apartment homes throughout the Baltimore-Washington region. In addition to residential property ownership and management, Southern Management owns and manages commercial properties as well as four hotels and conference centers. To learn more, visit www.southernmanagement.com

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