GOOD PRACTICE GUIDANCE

Addressing COVID-19 Requirements for Re-Opening Business Events
This guidance prepared by the International Association of Convention Centres (AIPC), the International Congress and Convention Association (ICCA) and the Global Association of the Exhibition Industry (UFI) aims to help convention and exhibition centres, event and congress organizers and meeting destinations prepare for a smooth, safe reopening of business following the initial outbreak of COVID-19.

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A Letter from the Presidents:

The COVID-19 pandemic has stopped our industry in its tracks. Our thoughts are with everyone affected by this, around the world. As societies and economies suffer from the fallout, we have a very important role to play for the recovery. Our industry builds and runs the market places and the meeting places of the world. We connect experts, sectors, and industries. We are the fastest of all fast tracks to drive the much needed economic recoveries around the world.

We can do that! Conventions, conferences, exhibitions, and trade shows are not generic “mass gatherings” – they are organised industry gatherings. We have shown time and again already that we can put health & safety measures in place to provide the right environment for people to meet. This guide is here to assist you in doing so again now.

On behalf of our respective associations – AIPC, the International Association of Convention Centres, ICCA, the International Congress and Convention Association and UFI, the Global Association of the Exhibition Industry – we are pleased to provide members with this resource. We have worked together, collaboratively, around the world to address the urgent need for guidance around re-opening the industry.

These considerations are not just important to helping you and your clients – they are also the key to securing the permissions required to satisfy the regional and national health authorities who will ultimately decide when and how the industry can re-engage.

In engaging on this project, we are collectively recognizing a need for clarity and consistency in a time when so many materials are being generated that has become challenging for those trying to chart a way forward. By collectively endorsing the content of this guide we provide an integrated approach to a common issue – a central depository of solutions, ready to be used by industry members.

This Guide – and the two other COVID-19-related Guides that preceded it were only possible as a result of the huge and ongoing effort made by knowledgeable members of our associations whose experiences, expertise and access to highly relevant resources have made it possible to assemble this Guide in a very timely way. On behalf of the entire industry we want to acknowledge and thank each and everyone involved for their contributions; in that regard, please see the list of contributors we have identified on page 2.

Aloysius Arlando AIPC President | James Rees ICCA President | Mary Larkin UFI President
The worldwide COVID-19 pandemic has had as profound and unprecedented as impact on the industry as it has on commerce and society at large. Virtually all convention and exhibition centres and services worldwide were forced to cease operations as the initial wave of infections expanded ever further. In early March 2020, the AIPC and UFI released good practice guidance to help members manage the unfolding crisis, and in April 2020, further guidance on repurposing a convention or exhibition centre to serve as a temporary emergency facility. It is a role that many centres embraced to serve their community in a time of need, even if they were never designed to become emergency hospitals, housing facilities, or auxiliary health test sites. This guidance, then, centers on the next phase, reopening for business, with the AIPC, ICCA and UFI joining forces to source and marshal good practice from around the world. The need for the AIPC, ICCA and UFI at the beginning of this new era of “post the emergence of COVID-19” to (again) band together and collaborate closely is hard to overstate. The reason is that there is a major knowledge void around how to operate events properly, safely and responsibly while exact requirements in most countries are still little defined.

Collecting, collating and presenting good practice on how things might be done well is hence more important than ever, and having a practical resource to use as a basis is correspondingly valuable. Accordingly, building on the UFI’s “global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19” released on 5 May 2020, itself a major effort and milestone, this joint AIPC – ICCA – UFI guidance aims to be such a resource, combining as much emerging good practice among membership as possible. This guidance includes select good practice from other industries and organizations as well. The AIPC, ICCA and UFI stress that this guidance is just that: guidance based on examples. Exact local, regional and national health, safety, environmental, compliance and legal requirements differ vastly from country to country, service to service and product to product, and this guidance is not meant to represent or supplant this.

At the same time, we would urge the reader to recognize that the venue is only one part of the overall event experience, and that a well-rounded destination response must also include measures that address other components, including such things as accommodation, transportation and off-site venues. While our focus here is primarily centre-based, there is a growing body of guidance becoming available that more directly addresses these other essential areas and we encourage you to reference this for the benefit of clients, organizations and government agencies that may be part of the re-opening decision process.

This document is the product of many, many hours’ hard work by a large team of AIPC, ICCA and UFI contributors, and we are very grateful for all their contributions. Among key contributors:

AIPC • ICCA • UFI Joint Safety & Security Task Force Members:

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Coordinating of the writing, editing, collection, vetting, and formatting of this guidance information was performed by Glenn Schoen of Boardroom@Crisis BV, based in The Hague. Research assistance was provided by Madeleine Eichorn.

These six chapters are meant to structure the information provided according to the UFI 5 May 2020 framework – which was produced through and in collaboration with a range of exhibition, event, congress and convention stakeholders – and cover areas of mainstay operations as comprehensively as possible. Chapter 4, Health & Safety Measures, has a large body of general knowledge as well as material focused in part on five specific areas, namely:

a | Communications |
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<td>b</td>
<td>Crisis Management</td>
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<td>Transportation and Logistics</td>
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<td>Third Party Suppliers</td>
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All chapters are further subdivide into sections. These sections follow the general outlines of the UFI framework, with select additions. As not all of the information provided can be clearly placed just into one chapter or section, there will by necessity be some overlap.

AIPC, ICCA and UFI management hope that the guidance provided will contribute to the successful reopening of centres and the recovery of the international meetings and events industry in the wake of the initial COVID-19 outbreak.

As the context and operating circumstances of individual convention or exhibition centres will vary widely (among other factors due to different health agency rules and privacy regulations), and as centres themselves vary in size, make-up, location and services, the advisability, applicability and proportionality of various plans, protocols and procedures should be taken into account when considering their use.

Where documents or other resources are mentioned in the text, these should, in most cases, be directly retrievable via the ‘live’ link provided or otherwise by using an internet search. All documents from AIPC, ICCA and UFI member organizations shown are used with their permission for the betterment of membership and the industry.

A NOTE ON TERMINOLOGY: Readers are asked to exercise a measure of flexibility when it comes to terms used in this document in that many people use different terms for the same thing. For example: health and safety vs. public safety, measures vs. controls, large outbreak vs. pandemic, Coronavirus vs. COVID-19, and so on. Furthermore, the abbreviation HSE appears throughout this document, which stands for Health, Safety and Environment – a term widely used in industry when referring to the realm of work in which COVID-19 countermeasures are taken, but certainly not universal. For ease of use, we do apply it widely in this text. Given the above, please apply flexibility towards the terminology used in this document when reading and using the guidance. Thank you.

DECLARATION: AIPC, ICCA and UFI make every effort to ensure the accuracy of published material, but cannot be held liable for errors, misprints or out of date information in this publication. AIPC, ICCA and UFI are not responsible for any conclusions drawn from or actions taken on the basis of this publication.
The use of a framework to address COVID-19 risks and concerns is essential for those proposing new plans and procedures in a structured manner, particularly if those plans and procedures are to be carried as much as possible by an entire sector or industry. To offer proactive clarity and pursue a basic level of standardization that helps define requirements, UFI published a special framework “For Reopening Exhibitions and B2B Trade Events Post the Emergence from COVID-19” on 5 May 2020. This framework, with select modifications for wider application among AIPC and ICCA members as well, is presented below.

The original UFI framework, including a list of organizations who contributed to the Task Force and those who endorse it, can be found at https://www.ufi.org/coronavirus/.

### 1.1 Reopening for Business COVID-19 Risk Management Framework

#### I | Ensure Personnel and Personal Safety

<table>
<thead>
<tr>
<th>PLANNING</th>
<th>OPERATIONAL</th>
<th>POST-EVENT</th>
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<tbody>
<tr>
<td>Perform risk analysis.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage use of prevention materials (e.g. provide masks, disinfectant gel, disposable tissues).</td>
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#### II | Enable Physical Distancing

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<tr>
<th>PLANNING</th>
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<tr>
<td>Introduce barriers and mark floor to indicate space regulations for all queues, conference rooms and public spaces (e.g. entrance halls, restaurants, catering outlets and toilets). Add physical transparent partition on counters (e.g. admission, registration and customer service).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Allow spacious distance between booths and aisles for circulation.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage conference-style layout for side events and break-out rooms to allow physical distancing.</td>
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#### III | Increase Health and Safety Measures

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<tr>
<th>PLANNING</th>
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<th>POST-EVENT</th>
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<tr>
<td>Enable access control and conduct health screening (e.g. unified temperature monitoring).</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Work with guidelines / protocols dealing with/denying entry to stakeholders who fail health screening test (e.g. set up isolation areas; inform the local disease control department).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage cleaning, sanitation and disinfection regimes of commonly used areas.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Provide sanitizing and handwashing stations.</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Enable no-contact policy (e.g. avoid shaking hands and consider alternative greetings; encourage contactless payment; plan dedicated space for exhibitor, delegate and visitor to interact safely).</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Ventilated venues/exhibition halls and other facilities to have air-conditioning and air-filtering processes.</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Adapt frequency of waste disposal.</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Enable exhibitors and organizers to have enhanced cleaning and disinfection regimes for booths, exhibits and promotional materials (e.g. suggest that publicity materials be electronic).</td>
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<tr>
<td>Communications</td>
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<tr>
<td>Crisis Management</td>
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Attendee flow management (e.g. monitor access routes, queuing space and entrances; exit separate different areas of the event and control access).

Adapt registration process and manage set-up to reduce contact onsite (e.g. encourage online registration wherever possible; print badges at home)

Manage number of stakeholders on exhibition site (e.g. rationalize/simplify raw space/space-only stand designs and construction methods to reduce time required to build and dismantle; allow longer timeframe to set up and dismantle).

Manage number of attendees on the exhibition site and in the meeting space (e.g. limit number based on area in gross square meters of the venue/hall, as proposed by exhibition safety managers; assign tickets to designated time slots such as days and hours).

Manage catering offer to allow physical distancing and encourage additional hygiene measures (e.g. distancing tables and limiting capacities inside restaurant areas; avoid buffet-style service stations; offer pre-packed food).

Display measures and cleaning regimes accessible for everyone.

Work in legal framework that clearly defines duties and responsibilities across all stakeholders involved.

Establish and maintain direct communication with local authorities.

Set up medical service points (e.g. medical support, patient handling, treatment and clinical support, patient transport and treatment, clinical waste management).

Manage training on epidemic prevention (e.g. master the skills of disinfectant use, cleaning public places and emergency disposal).

Verify registration details on-site and where appropriate, manage process to inform health authorities.

Monitor new sources of information and establish processes to act accordingly (e.g. designate a team to follow local news, podcasts and practice rumour controls; establish mechanisms for epidemic prevention and control).

Manage procedure to address on-site concerns and answer questions from all attendees (e.g. hotline).

Monitor real-time crowd movements and establish processes to act accordingly (e.g. use technology to track in-show attendees; wristbands; Mobile Apps heatmaps)

In applying the framework, developing good practice among a range of AIPC, ICCA and UFI members as established through interviews and comments includes the following:

1 | Consider appointing a particular person to drive framework implementation and giving that person a specific title, e.g. Chief Hygiene Officer, Chief Health Officer, Chief Virus Control Officer, Chief Infection Control Officer, or Chief Risk Officer. This helps create status, focus, and clarity and shows clients, regulators and other stakeholders the importance and emphasis you place on (ownership and leadership over) health safety efforts and attaining a ‘controlled environment’.

2 | Closely involve your Legal, Compliance and where necessary HR and IT specialists in applying the framework as they can add expertise to health safety teams that can be fundamental to the (possible) application of measures.

3 | In applying and implementing the framework, use national government guidance for measures as much as possible. States Operations Director of the Scottish Event Campus (SEC) Mark Laidlaw: “you can’t go wrong with government guidance, particularly national level guidance. While by exception there are issues with local health and safety guidance and that aligning with national guidance, the norm is: local follows national. And in most cases, national in turn aligns with authoritative international guidance, such as from the WHO. But national is usually safest.”

4 | Keep your partners and other stakeholders informed about your use of the framework, and use it to keep them actively engaged so they can as appropriate support and align with your framework (adoption). Not just the events, meetings, congress and exhibition industry is witnessing rapid growth of new health safety ideas, measures, and frameworks from the very simple to the advanced like the open source ‘All Secure Standard’ initiative; so are many other industries with ties to the trade. From hospitality to trucking to equipment makers, companies and associations both are engaged in producing a wealth of new knowledge and approaches. Keeping your partners and key stakeholders informed and where possible aligned should help assist collaboration, and prevent effort wastage.

5 | Identify who in terms of regulators/authorities is the ‘final decision-maker’ on resuming operations early, and engage that authority early. Before the Covid-19 crisis it was typically local authorities who exercised greatest control over a venue or event but in many countries this power has shifted upward, albeit temporarily, as national government bodies have come to dominate consideration of, and promulgation of, new COVID-19 health safety requirements. States Operations Director of the Scottish Event Campus (SEC) Mark Laidlaw: “you can’t go wrong with government guidance, particularly national level guidance. While by exception there are issues with local health and safety guidance and that aligning with national guidance, the norm is: local follows national. And in most cases, national in turn aligns with authoritative international guidance, such as from the WHO. But national is usually safest.”

6 | Perform auditing against established checklists (‘are we doing things right?’) and organize an evaluation process for the larger question ‘are we doing the right thing?’ Do this with a combination of HSE, non-HSE and outside staff as to attain a level of independence in checking on health control measure performance, and to get insights from people on the work floor who may develop improvement ideas on their own. Capture such
ideas, consider them, and apply useful feedback to make improvements. This is an altogether new situation, and your own staff will be valuable in helping determine what works, what does not, and how things could work (even) better. An example of a simple check-off audit list on ‘General Disinfection Measures’ designed by the Lear Corporation, a global Fortune 150 company, can be found in Appendix 1. Answering the second question ‘are we doing the right things?’ involves a more creative form of risk management thinking with which assumptions are checked against practical experiences and new knowledge, and where previously used norms are checked – with a critical eye – for continued validity.

7 | Keep in mind that clients may place yet further, additional demands on your framework. ICCA COO Dennis Speet states that “even at the start of the COVID-19 outbreak we saw particular organizations place series of extra health control demands on event organizers, some quite far-reaching. It demonstrates the value of adopting a framework and documenting all you do in implementing and managing it, but it also serves as a reminder to remain flexible and ready to serve highly demanding clients.” Adds Head of Mobility Carlos Moreno Clemente from the Fira Barcelona: “bring on board your main clients to consider, contact and engage those upstream that show floor. The DWTC Team considers it important in due diligence.

8 | Seize the opportunity to position and highlight the framework as part of your Duty of Care and Good Governance efforts. Duty of Care legislation differs in many countries, but usually comes down to two main points: your site or facility should be a safe place to work, and it should be a safe place to visit. You can position your use of the framework to underscore your efforts to meet both of these Duty of Care obligations.

9 | If you choose a company you are not familiar with to help drive implementation of the framework, invest in due diligence. Several facilities providing input for the framework section 1 of your use of the framework to underscore your efforts to meet both of these Duty of Care obligations.

10 | Expect future change throughout the industry, and remain flexible. AIPC CEO Sven Bossu observes that “how the (safe) event venue of the future will look like is the question every venue professional is trying to answer. Defining that new model, based on changing customer and regulatory requirements and technological innovation, will be one of the key challenges for the entire industry. Our ambition is to drive and facilitate that discussion with a clear focus on value creation for both venues and organizers.” This larger transformative process will take time, and the framework that serves as an anchor in managing COVID-19 reopening challenges may change with it.

11 | Use authoritative sources and resources to help implement your framework. Reliability, quality, and verifiability of inputs is important in working towards an efficient, effective health and safety framework.

Evolving good practice related to framework section 1 on ensuring personnel and personal safety is outlined in the following sections.

2.1 Risk Analysis

Health safety risk analysis to control COVID-19 infection and strive towards a ‘controlled environment’ is evolving. For many if not most government health authorities around the world, World Health Organization (WHO) risk assessment guidance is the leading reference point. Any decision to restrict, modify, postpone, cancel or proceed with holding a mass gathering should in principle be based on a rigorous risk-assessment exercise, tailored to the event. The WHO guidance permeates most countries’ and indeed most industries’ risk assessment concepts, and its tenets are used and referred to in almost all newly developing guidance. One example is the work of the Global Biosurveillance Advisory Council - part of the global cleaning industry association ISBA - which plays a key role in the new “All Secure Standard” developed jointly by prominent show organizer industry firms Reed, Clarion and Informa.

The WHO toolset and background information on health safety risk assessments can be found on the WHO website. https://www.who.int/emergencies/diseases/novel-coronavirus-2019/technical-guidance-publications/healthtopics/6bdf353a-c4ff-4b51-b8b0-8560bb10935b&publishingoffice=aebab07-30dc-42a4-b66f-7c1b1739e43#4healthtopics-published=true&publishingoffices-hidden=true

1 | Consider engaging specialist support for your HSE team. Specialist companies often play a role in helping centre or event health and safety staff orient on COVID-19 risk assessment, and to tailor assessments to their needs. While there is still much variation in the details of health safety risk assessments, also when it comes to adaptions to the WHO framework and the use of different scales and templates, good practice is emerging in different areas. An example of good practice risk assessment tooling as used in the Scottish Events Campus (SEC) in Glasgow, Scotland, is the (Health Safety) Risk Register developed by the British firms Fairhurst and Murray Sport & Medicine Ltd. Together, these two leading international consultancies – heavily engaged in international events safety and medical risk mitigation – have worked since January 2020 to optimize the WHO risk assessment framework for COVID-19, an iterative process yielding a detailed HSE risk tool. The AIPC, ICCA and UFI, thanks to the SEC and Fairhurst and Murray Sport & Medicine, are grateful to present a version of the Risk Register tool in Appendix 2.
2 | Do not forget to include your ‘home worker team’ in health safety risk assessments. If you rely on a team of home workers to carry or support preparations or operations, and you want to meet your Duty of Care obligations as well, you need to make certain they are in as safe an environment as possible as well.

3 | Consider working directly with a, or your, insurance company in assessing COVID-19 related risks and solutions in preparing your facility or event. Most insurance firms have specialists in assessing risk, and many insurance firms hire these experts out for specific projects. Not only can you benefit from the expertise in assessing risk and developing mitigation measures, but you can emphasize or advertise the fact that you did so to partners, regulators and other stakeholders, and, depending on your relationship with the insurer, it can result in your building a trusted relationship when it comes to getting insurance for certain events, or even getting this at a discount.

4 | At venues, consider setting up several small ‘Analysis Teams’ to help assess HSE risks and find solutions based around people activity flows. Carlos Moreno Clemente, from the Fira Barcelona Safety and Security Department, notes that thanks to a mapping process that analyzes the total sequence of staff and visitors’ routes and activities at the facility, teams have been able to identify and address a number of hard to find safety risks, and come up with good options for addressing them. “We use a consistent approach using teams of 2-5 people who are intimately familiar with the site and processes,” observes Clemente, “and from the parking areas to the stairs to queues and coatrooms and info points, we look intently at those particular areas or services to methodically assess risk while brainstorming solutions. It has not just proven helpful in identifying risks we did not see earlier and solutions we had not considered before, but also in seeing how a risk in one area can carry through to others, and might be controlled well in advance, like diverting the arrival flows for reducing pressure at some services like coatrooms or digitalizing processes avoiding physical interaction.”

The Dubai World Trade Center (DWTC) used a similar approach but started with a different reference point, dividing its efforts over April-May 2020 into identifying and addressing risks into the following five pathways or ‘journeys’:

1 | Customer Journey
2 | Organizer Journey
3 | Exhibitor Journey
4 | Employee Journey
5 | Contractor Journey

With each of these being carefully examined in detail, the DWTC Team took great care identifying all the different health safety checkpoints and other issues for each journey, ensuring the event build-up phase, transportation, and consideration of accommodation and employee health are all included as well.

5 | Ensure your HSE team also monitors new developments around health risk assessment in other industries. Sticking to what you know or just approaching colleagues in the industry to improve often yields only incremental value. COVID-19 is a game-changer in many respects, and one of those is HSE risk assessment. Among places to monitor for new risk assessment models coming out are HSE department publications from the hospital/health, commercial real estate, military, and standardization institute sectors.

6 | Consider technology use to assess and limit risk carefully to prevent secondary or new risks. It is important to assess risk throughout operations and measures as applying certain types of controls can yield new or other dangers. For instance, a health risk assessment that results in the adoption of facial recognition technology as an access control measure (no touch) may run afoul of a risk control measure to wear a face mask, with people taking off their mask – and touching it and possibly placing it back poorly – to use a facial reader.

7 | Do not neglect other risks due to an over-focus on COVID-19. Notes Scottish Events Campus Operations Manager Mark Laidlaw: “Coronavirus has presented us with a significant challenge. When assessing the risk and the impact on our event footprint, it is important not to lose sight of the other risks we’ve been managing for some time, especially security. It is our job to assess all our risks and make sure one doesn’t impact negatively on the other. A balance needs to be found”.

2.2 Managing Use of Prevention Materials

1 | Be stringent in all management aspects around purchasing, storing, distribution and use of prevention materials. In managing the supply of a health safety prevention materials, from personal protection equipment (PPE) to hand sanitizers and wipes, consider:
   • Purchase supplies from trusted partners whenever possible;
   • Check up regularly on market prices for PPE and other materials;
   • Have HSE where needed do certificate and quality check on materials;
   • Maintain a tight inventory control including any material use-by dates;
   • Maintain tight inventory storage security;
   • Apply a tight safety regime around stored materials to prevent any supply contamination or other wastage;
   • Until a firm routine is established, have HSE staff hand out materials, and where needed explain their proper wearing / placement and use;
   • Following a standard issuance, instruction and handout protocol for when staff receive supplies for themselves, this to ensure they are issued the right PPE, and use it properly;
   • Following a standard protocol for the distribution of materials to track supplies and ensure they are brought to the right location, under sanitary conditions, and properly placed (from hand-wash gel to hand-out facemasks and plastic gloves);
   • Have HSE staff perform checks of deployed materials to see if indeed they are properly deployed, displayed, and used. This should include HSE staff checking on other staff and contractors to see if they are wearing and using PPE properly;
   • Purchase supplies from trusted partners;

2 | Focus on long term sourcing of PPE and other prevention materials. While procuring fairly standard extra cleaning supplies such as disinfection agents, wipes and tissues has not proven too challenging a task for most centres contacted for this guidance, sourcing of PPE, and notably face masks, has been more difficult. Good practice such as that conveyed by Robert Noonan of the Massachusetts Convention Center Authority (MCCA) Signature Boston is to find long-term procurement partners; lock in long term contracts; and seek to procure enough PPE for a period of six months to a year.

3 | Request material suppliers maintain their own safe health regime. A document that may be shared with suppliers who maintain storage facilitates is “Recovery Readiness – Industrial Checklist (for Warehouse Operations)” by Cushman & Wakefield.
ADDRESSING COVID-19 REQUIREMENTS FOR RE-OPENING BUSINESS EVENTS

GOOD PRACTICE: Physical Distancing

Evolution of practice related to framework section 2 on enabling physical – also widely known as social – distancing is outlined in the following four sections.

1 | Consider revisiting the new ‘hybrid event’ market.
Note that as a result of distancing and specifically seating distance requirements, a new category of event is emerging in the industry: so-called hybrid events, in which a part of the attendees are physically present, and a part virtually.

2 | As a general point of departure, it is good practice to set up a Physical Distancing Plan that outlines measures in a range of either physical, functional or service areas to ensure that measures are comprehensive, where feasible consistent, and trackable, monitorable and visible for frontiers.
While developments are still evolving in this area, one term gaining traction indicating just how quick industry is trying to move towards a fixed reference point on distances is CDS or ‘Crowd Density Standard,’ featured in the May 2020 ‘All Secure Standard’ jointly developed by Reed, Clarion and Informa.

All Secure Standard
An example of a general outline of such a ‘physical distancing plan’ is contained in the “Recovery Readiness – Industrial Checklist (for Warehouse Operations)” by Cushman & Wakefield. (See separate link to document.)

3 | As part of your plan, ensure you define where is responsible at your venue or event for enforcing physical distancing rules. Among the possibilities are all staff members and managers; HSE staff; security staff; or, an evolving practice at different venues, small ‘enforcement and incident reaction teams’ that combine HSE and security staff.
An example on basic insights on calculating (space) capacities for physical distancing can be found on pages 12 and 13 of the IAAPA Reopening Guidance document “Considerations for the Global Attractions Industry.” Please note that the distances mentioned may not apply in all countries, as different countries use different norms.

4 | Consider using and marking outdoor areas as part of a one-way routing scheme. To promote one-way routing of people, some facilities are now directing persons to walk one way within a buildings or hallway, and the other way just outside the building. Thus, using the exterior of buildings as a one-way direction. In some cases, companies are building separate little roofs and structures to cover of enclose such exterior walkways. Similarly, normally closed service-ways or non-public ‘back stage’ hallways to storage areas are now being put into use in some centres to create new two-way interior building walking routes. If you use an outdoor area as part of your physical distancing routing scheme, do not forget to ensure proper safety and security (could include CCTV cameras) monitoring.

5 | Use extensive signage to reinforce proper (floor) routing patterns. Until people have visited a venue more often, they will need guidance on which way to go. The more this information can be reinforced with signs, maps, instructions on screens or handouts, the better. Making good practice involves that short texts accompanied by simple graphics, with good or strong color contrasts, works best. Consider digital signage and try to reduce the risk of signage that may affect attendees’ flows.

3.1 Barriers and Floor Markings
Barriers and floor markings to better control people flows including in parking areas, queues, entrance halls, entryways, restaurants, around catering, around toilets, at coat rooms, exits and within main meeting, congress, exhibition and other key areas are vital to reach and maintain physical distancing requirements. A vast amount of new knowledge is being developed by a multitude of organizations, governments, companies and associations on the use of barriers and floor markings.

1 | As concerns barriers, solid ones are generally better than non-solid ones, but bear in mind this limits flexibility of use. Partitions, desks, wall elements, screens, tables, and other solid dividers generally provide a better, more effective barrier than a rope, a plastic sheet suspended by tape or rope, a tape, signs or cords because of their solidity.
This noted, in spaces where the configuration has to change often, the latter are widely used. Consider then in what areas like entryways the configuration of the space is apt to change less and where solid barriers may be more useful and effective. This is particularly true of busy staff-customer contact points, such as check-in desks and info-points, where a solid barrier with a plexi-glass partition is likely to be the preferred option. Related, when looking at things like large reception desks, consider types or models of barriers that come with heels attached so they can be (more) easily moved.

2 | Consider what material that barriers you buy is made of, in light of the need to clean and wipe surfaces frequently. Cleaning agents, some including slightly abrasive chemicals, will be used with far greater frequency in the future than before. Make certain that surfaces likely to be sprayed or wiped often are made to last and do not wear because of the intense use of chemicals.

3 | Consider the specific surface and area of use for people routing and distance-marking materials. A wide range of materials, markings, awareness signage and unique solutions are being developed and designed on an ongoing basis to support one-way floor routing and physical distancing. In effect, a whole new workplace furniture niche is emerging. In choosing markings, consider where they will be used, including lighting and likely ‘wear and tear,’ and aim to combine floor marks with signage on walls or screens where possible to reinforce the message or direction. Materials include:
- Carpets printed with distance marks
- Circular carpets with a diameter marking a particular distance
- All manner of stickers, strips, and arrow signage
- Rubber and plastic floor mats with signage
- Floor mats for use in elevators (usually, for just 3 persons)
- Wall-mounted pull-out cords

Example of outline for a Social Distancing Plan developed by the global commercial real estate company Cushman & Wakefield.
3.2 Transparent Partitions

1 | Consider introduction of transparent (or non-transparent) partitions in all areas where physical distancing rules are difficult to maintain and/or to make more efficient use of available space. Place emphasis on busy office and client-staff interaction areas such as information desks, badge or reading material handout desks, security booths, etc. This is where partitions will have their greatest value in reducing virus transmission risk.

2 | Check in acquiring plastic partitions that they can withstand frequent cleaning with chemical disinfection agents and are fire-proof. Partitions come in many different forms, from mobile/non-mobile, solid to flexible, and standard to custom made. Judge what the requirements are and ensure that the partition can withstand thorough, frequent cleaning. Similarly, ensure that you use fire-retardant or fire-resistant plastic to prevent creating, or adding to, a fire hazard.

3.3 Distancing Booths, Isles for Circulation

Good practice for organizers, builders, attendees and others when it comes to exhibition area booths distancing and layouts is still evolving, but key tenets already being put into use include:

- Thinking all measures through starting with the build-up and layouts is still evolving, but key tenets already being put into use include:
- Extending exhibition hours, so more people can be spread out over more timeslots during the day and or into the evening, optimizing distancing calculations;
- Using booth designs with surfaces that can be easily cleaned and wiped, i.e. no cloth covers;
- Where feasible, display products in such a manner that they can be well observed but do not need to be handled or picked up by visitors (or eliminate or minimize handouts);
- Making heavy use of screen technology to display information;
- Using a desk or panel as a solid barrier in the booth to separate booth/stand staff from visitors;
- Using plexiglass partitions to separate booth/stand staff from visitors;
- Asking no more than two visitors to visit a booth at any one time, well apart (for standard size booths, commonly measuring 3x3 meters in most countries);
- Placing any booth technology touch points (i.e. touchless contact) well apart;
- During the event, drawing up people density maps (or registering people visitation data) to help with health safety assessments, and make adjustments in layout or booth positioning for optimal risk reduction.

3.4 Conference Style Layouts

1 | For break-out sessions and side events, consider new conference style layouts for seating use in accord with physical distancing requirements. The key requirement at present is a set distance – which varies in most countries from 1.5 to 2 meters - between seats, and the evolving terminology indicates the most popular terms at present – which in effect come out to the same configuration – for angular arrangements are so-called ‘staggered’ and ‘checkerboard’ seating. Circular and semicircular layouts are similarly evolving.

2 | Define your potential seating capacity so as to offer clients options. Clients will not know what kind of seating options you offer until you provide them with approximate seating capacity, with or without exact layouts. To the extent you can measure this for different halls, and even better present it with a lay-out that shows the options for events, do so, particularly to demonstrate your preparedness to have smaller to mid-size meetings, break-out sessions or other events in a safely configured setting.

3 | Whichever layout you adopt or use, ensure proper guidance and instruction for use. Whether on signs or screens, such information is particularly important for seating plans that do not involve a numbered or fixed seat. Movie theaters and regular theaters are currently piloting a number of signage and instruction programs for just this purpose.

4 | Consider tapping into outside expertise on seating arrangements and layouts, which is a fast-growing business. A range of consulting companies now offer services on both paper- and computer software-based seating plans, planning, and space optimization via algorithm use, a lot of their new insights being developed over April-May 2020 for the office and sports event / arena / stadium sectors. Many of these firms offer ideas and concepts for free via articles, blogs, white papers and podcasts. Among new free resources on seating plan designs is the new ‘CoviDistance’ SketchUp tool by Modelur, a leading urban design software firm, which can be applied to a variety of settings. For details, see: https://modelur.eu/free-sketchup-tool-for-post-covid-19-workspace/

Example of guidance for theater goers at Pathe Theaters in The Netherlands, which tells visitors how to self-select a seat in relation to other people.

Image from the new SketchUp tool from Modelur.

Example of good practice: Rotterdam Ahoy seating capacity chart and floor plan. Image courtesy Ms. Desirée Balthussen.

Example of good practice: Perspex dividers on staff tables, Singex Singapore.

Exhibition hall floor route markings and hall entrance signage showing routing for event at the KINTEX, South Korea.

Sample floor map created by Dutch event organization CLC-VECTA.

Exhibition hall floor route markings and hall entrance signage.
5 | Consider dynamic as well as static seating numbers analysis. Simply put, dynamic seating analysis allows for pre-registered persons who are together who do not need to maintain physical distancing (typical example: family members) to sit together. Adding up such pairs or small groups of 2, 3, 4 or even more people and having an algorithm calculate a new seating plan can greatly enhance seating capacity. For an explanation of the concept from the theater and concert world, see: https://adaptistration.com/2020/05/06/avoid-the-static-analysis-trap/

Evolving good practice related to framework section 3 on health and safety measures is outlined in the following seven sections. The first section deals with measures in general and the following six cover particular services and functions.

4.1 General

The following eight subsections outline a series of widely applicable health and safety controls. It is noted that many local and national governments, as well as various international organizations, are still developing requirements, standards and procedures and that checking for updates and changes to these requirements on a regular basis is hence important to assure operations conform to (evolving) regulations.

Among recently released general resources to help managers structure and initiate health safety measures are the German "RIFEL Event Safety and Security in the Context of COVID-19" guideline and the global "Event Safety Alliance Reopening Guide."

4.1.1 Access Control and Health Screening

1 | Be prepared to apply flexibility in the access control and health screening process as good practice will evolve in time. Worldwide, the process of how and when to allow people to enter a venue or event from a health safety viewpoint is undergoing change. From asking questions to taking tests beforehand to using an App with a type of health passport to disinfection booths to temperature readings, the main parts of an entry screening process vary significantly. Whatever the process and the norm locally are now, change is likely as science, technology, requirements and regulations evolve. In this vain, also be careful about major capital expenditures.

2 | Organize access control as far forward as possible, starting with (pre-) registration. Registering visitors ahead of time means among other functions being able to properly:

- Gauge and confirm visitor numbers (for social distancing calculations);
- To incorporate particular groups in event, show or facility risk assessments;
- Being able to inform them ahead of time of special measures being taken or special circumstances;
- Being able to inform and advise them of special access routines if there are special requirements, like for people in wheelchairs;
- Being able to assign them specific timeslots for entry to optimize space (distancing) use; and
- Being able to send them tickets or badges ahead of time which they can print themselves and carry with them (avoiding another touchpoint at entry).

3 | Map the access control process and to the greatest extent possible and share this with customers beforehand, or if this is not possible, when they first arrive on-site. Instructions and guidance on what to expect, where to go and how to do things should start if possible beforehand via email, video (for instance posting short films on YouTube) and registration, or at least upon entry to the premises, preferably before walking to the entryway(s) or parking.
An example of such guidance is the slide-set made for the 30 April – 5 May 2020 Hunan Auto Show, the first major exhibition after the first COVID-19 outbreak and lockdown at the SNIEC Hunan.

PDF Hunan 2020 Auto show slide-set

4 | Consider setting up an entirely new temporary exterior or interior entranceway with modular booths to facilitate health screening outside or behind your regular entrance. This could include so-called ‘Clean Lane’ tunnels where people walk through a sanitizing mist, a program being piloted by SingEx in Singapore. Designers and architects in concert with health professionals are developing new temporary solutions for making a safe entry and performing a safe access control and health screening process. Among the companies making such designs in India, Israel, South Korea and the US are SITU Studio in New York and InterGlobal Exhibits Group in Denver, which show a number of such modular COVID-19 screening booth designs on their websites. https://situ.nyc/studio/projects/covid19-relief-efforts https://www.igegroup.com/care/

5 | Consider providing query resolution staff or an “I can answer your question” capability as part of your first physical access control point. People will have questions. People will sometimes be confused. People will make mistakes like losing their ticket between parking their car and making it to the front door. People will deviate from all your beautiful plans to run a proper access process - “I need to go to the toilet right now!” - so have people ready who can help answer questions and assist people as needed.

6 | Consider a special access lane for the physically challenged. People in wheelchairs or on crutches or otherwise needing assistance or support may have difficulty entering a site, including entry gates (for example those with an entry card scanner). Similarly, blind people may require assistance. Account for these potential problems in your design and approach of access points, or direct people to an alternate access point.

7 | Consider the use of access time slots for specific facilities, venues, or areas to manage people flow into a particular facility, venue or area. This helps prevent over-crowding and people flow to be able to live up to social distancing requirements. Ensure that when using this method, there is a check on the right people entering in the right timeslot, and ensure they receive instructions, if needed, about the time they are expected to either move to another area, or exit the facility. Technology solution providers can now readily couple timeslot requirements to access control functions.

8 | Pursue use of touchless access control and related technology. Self-scanning via facial biometrics, or a physical or digital (phone-carried) entry ticket, pass or badge, is widely regarded as an effective health risk-reducing measure. At the same time, the health risk debate is causing fingerprint and palm print technology to lose ground, and the physical checking and printing and handing out of passes and badges to become (much) less desirable. Some industry observers even think COVID-19 may make them obsolete.
“Health risk reduction is prompting solution leaders in this area to collaborate closely with clients responding to both government requirements and community requests for safety assurance,” observes Jo-Anne Kelleway, CEO of the Info Salons Group (a Freeman Company). “Alongside the functionality of ‘contactless’ we now see ‘frictionless’ as the larger value to deliver. In this sense, we help venues with an access control process that is at once seamless and serves the business, and fully health-risk compliant.” She further points out that such technology is considered mature worldwide. A growing number of touch-free access solutions such as those of Info Salons Group,GES and other companies are also increasingly integrated with other functions that can minimize physical contact elsewhere in a venue (like for collecting documentation) and optimize timed area entry across an event, including build-up.

9 | Health screening at access points can consist of different steps, and these may see significant change in upcoming months. Basic elements of health screening as applied to visitors at the reopening of select venues in China and South Korea in May 2020 centered on a combination of:

- Asking advance questions in the registration process about their health status;
- Asking a ‘status check’ question at their access point about their health;
- Performing a thermal camera temperature check at their access point;
- Where available or being used, checking their national App health status (clearance).

Among changes that various industry observers foresee for health checks going into the future are:

- On-the-spot fast tests for the actual COVID-19 virus;
- On-the-spot fast tests for evidence you might have had COVID-19;
- Screening by verification: showing (proof) you have downloaded and are using a regionally or nationally approved COVID-19 infection tracking App;
- Screening by verification: some form of digital international health passport;
- Screening by verification, further out: some form of proof of vaccination.

While there are a variety of other screening options being developed, including the training and use of sniffer dogs to detect the presence of the virus, persons contacted for this guidance were not aware of other such options being considered for people screening at events.

10 | In considering temperature screening checks, first ensure all legal and compliance checks on its (proper) use have been performed. It is important in this regard to bear in mind that the use of this approach is subject to a significant amount of regulations, rules and restrictions in various countries. Of the two most widely used methods, thermal camera scans (hand held or on tripod/stand) and ear-thermometer reading with hand held device), the most issues have arisen around thermal camera use. This includes its use being banned in some nations due to privacy concerns (since a positive temperature reading results in the identification of a person as a possible health risk but does so in a public setting, identifying that individual for all to see).

11 | Consider who will have responsibility for operating the temperature check equipment, and who will be performing the checks. In many countries, only local or national health authorities are allowed to organize and operate temperature screening checks. In some countries, however, health and other central authorities allow facility owners or event organizers to have responsibility for organizing the operation, i.e. acquiring equipment and organizing a staging point where the tests can be performed, but then let local health officials perform the actual checks. In yet other countries, venue owners are allowed to organize and have their own staff perform checks. Ensure that in setting up any active health screening checks, your role and responsibilities are clear.

For general guidance on proper thermal camera, laser gun and ear thermometer screening procedures, see the following detailed guidance from some of the world’s leading manufacturers of thermal screening technology.

FLIR Systems, Thermopro, Cole-Palmer and Citizen Systems Japan:


12 | Be aware that in various countries, thermal camera temperature screening in particular is surrounded by various use issues. Aside from simply wanting to do things right and properly, those deploying thermal cameras, static or hand held, should be aware that a number of issues have been raised worldwide about their use since the start of the COVID-19 outbreak. Among the issues raising questions are:

- The quality standards of some cameras (and indeed, some manufacturers);
- The calibration of the camera software;
- The appropriate temperature setting;
- The appropriate aiming point (ongoing debate over optimal ‘aiming point’ between the forehead and point between the eyes; and whether or not for accuracy all people should take off any glasses they are wearing for the reading);
- The appropriate orientation of cameras in terms of lights, glass, and mirrors in the background that may produce faulty readings;
- The appropriate use of larger-area screening cameras deployed in larger areas like halls to cover a wide area versus screening one specific person.
Recognizing that these issues exist in various countries, and taking them into account, should help one to be prepared for queries from, and account for any concerns from, regulators, journalists, clients and other stakeholders.

13 | Use clear signage to advise people they are approaching a health screening check. This helps people mentally prepare and avoids surprises.

14 | Consider having a telephone hotline for clients, vendors or other stakeholders with questions about accessing your facility or event. This way you can help them properly prepare, and there are no surprises when they arrive.

15 | Consider Security a backbone to Safety, and ensure the security function is COVID-19 risk-resilient. One practical concern many security departments and security companies have faced is to check whether security staff are physically fit and willing, in light of virus concerns, to serve. Persons with certain known health challenges or particular health vulnerabilities who may have served security well in the past may not, for themselves or work colleagues or doctors or HR, be automatically fit and smart to do so in an increased COVID-19 risk environment. As concerns security and COVID-19:

• Instruct and equip security staff appropriately to perform their access control role. Security officers frequently perform a frontline function at access points. Ensure they can do their work safely and properly. On the one hand this means equipping them with the right materials, and on the other the right instructions. Many security companies are developing new good practice procedures in relation to COVID-19. The world’s largest security firm, and one on the forefront of developing new COVID-19 guidance, is G4S. See the following document on “Personal Search Guidance COVID-19” developed by the firm for the Scottish Event Campus in Glasgow, Scotland on how to perform basic security search and screening functions safely. SEC DRAFT - G4S Security Search Guidance - COVID-19 - Version - .pdf

• Have security check that new HSE health safety control measures do not create new security challenges, and work to mitigate any new vulnerabilities. One example is efforts to improve air circulation in buildings by keeping windows or doors open; another is the use of additional entrances (more than usual) to shorten lines of people waiting to enter, which in turn require better alarm monitoring and more entryway monitoring, respectively.

• Check on updated COVID-19 security-focused guidance. To assist security operations in helping control COVID-19 risk, a range of new guidance is coming out consisting of both entirely new and modified or upgraded materials in the form of policies, plans and procedures. Two key global resources are:


 4.1.2 Negative Health Screening Test Management

1 | Set up a quarantine or isolation room to assist persons who fail an initial health screening test. Having a relatively safe place to bring someone for further checking should greatly help reduce the possibility that this person, if COVID-19 positive, might infect others, or even scare others and inadvertently cause a disruption, in more open, public areas. For general guidance on the topic, see page 9, “Means to create a temporary quarantine area” in the AIPC and UFI “Good Practice Guide on Managing COVID-19 Challenges.”


An additional key resource from Australia specifically on the technical details of an isolation or quarantine room is Chapter 4, ‘Isolation Rooms’ in the International Health Facility Guidelines. Please see: http://healthfacilityguidelines.com/ViewPDF/ViewIndexPDF/HFG_part_d_isolation_rooms

For an example of the kinds of modular, professional-grade quarantine or isolation rooms that can be ordered as an ‘interior instant build’ containment solution, please see the website of Panel Built, Inc.: https://www.panelbuilt.com/isolation-rooms/?gclid=EAIaIQobChM15PdMoZnQfVfRiuxCh3JLmQVEAhAAAeEgtCEID_BwE

2 | Have a protocol how to properly, effectively and emphatically treat persons when they fail an initial health screening test, whether visitors or staff and whether a ‘positive’ temperature reading or another form of test. This should include or cover:

(Note: these steps will of necessity differ depending on the country, and whether it is a local official doing the health screening, a facility staff member, or a contractor.)

• Whether or not a second test might be done before anything else;

• Asking that person to step aside and prepare to follow the screener to an isolation room;

• Informing that person to what step will come next, also to ease any anxiety, and check if there is any family member, friend or colleague with that person who might want to wait for them (outside the isolation room);

• Performing a health check inside the isolation room (according to local health regulations, which may or may not involve several steps, like checking for temperature, checking for visible signs of illness, and checking heartbeat);

• Depending on the findings, informing facility HSE staff and local authorities there is a person with suspected COVID-19 on-site in the isolation room, and activating the proper transportation procedure to follow (this may involve an ambulance pick-up);

• Capturing and as appropriate forwarding or preparing any tracking investigation relevant data points (if required, initiated tracking immediately to check whether anyone else nearby in line might be effected, or can be identified for later notice);

• Assisting the person from the isolation room to transport, as appropriate and as the situation or protocol calls for (on foot, in wheelchair, or by ambulance). When assisting the person from the isolation room to transport, it is critical that they follow a predetermined, predesignated route so they do not cross paths with others, or contaminate other areas;

• Informing any family member, friend or colleague with that person what is going on, and where the person at issue may be transported to for further screening and or treatment;

• Initiating isolation room cleaning procedure. If a case involves an employee or contractor, it is recommended you maintain a record for HSE, HR, and potentially, other parties. This where it is not health authorities staffing your isolation room, or if health authorities will provide a copy of their own report. An example of a straightforward one page “Employees/Visitors Presenting Symptoms at Work” form is that provided in the 2nd edition of the widely circulated Lear Corporation “Safe Work Playbook.” The sheet is included in Appendix 3 of this guidance.
4.1.3 General Cleaning, Sanitation and Disinfection

1) Consider consolidating general cleaning, sanitation and disinfection efforts in a single Hygiene Playbook, Hygiene Concept or Hygiene Plan. This can not only serve its core purpose for the venue or event, but it can be shown, shared and referred to as an iterative document that helps clients understand all you are doing and builds trust – and offers regulators a singular focal point for assessing your health safety efforts. Observes Taurus Mexico Operations Director Eduard Rodriguez: “a venue should publish its cleaning and disinfection plan with great detail, thus showcasing which particular places and activities are covered, and what materials the effort involves.”

An example of a description of such a plan – useful for sharing with third parties to demonstrate the entire effort, and all the processes followed – is the document “KINTEX’s [South Korea] Preventive Measures in Hosting a Trade Show Amid the COVID-19 Pandemic.” See link.

KINTEX’s Preventive Measures Against COVID-19.pdf

An example of a masterplan and a written outline for an Event Hygiene Concept contained in the German “RIFEL Event Safety and Security in the Context of COVID-19” guideline (see earlier link for the entire document).

2) First focus on following national guidance for general cleaning, sanitation and disinfection guidance to ensure basic requirements and compliance objectives are met. While at the global level the United Nations through the WHO and other organizations play a lead role developing and setting standards, and at the local level many regional or city governments do the same, and many big name companies are issuing guidance, it is most often national government guidance that regulators want to see followed. Many governments’ health authorities across the world now publish specific guidance on how to clean and disinfect facilities. But one example is the instruction and resource page “Cleaning and Disinfecting Your Facility” of the US Centers for Disease Control (CDC). Good practice in general terms dictates you use resources such as this to ensure you are aligned and compliant with national guidance.


3) Where feasible write out and make supporting graphics of all cleaning, sanitation and disinfection steps and instructions to facilitate learning by (new) staff, maintain awareness about procedures, and demonstrate you are working to standard. If need be use contractors to provide such cleaning protocol material. The importance to many regulators is the preciseness and detail of instructions, not the intent.

An example of the material used for general cleaning, sanitation and disinfection that demonstrates the exact ‘How To’ from the Scottish Events Campus (SEC) in Glasgow. Scotland can be found in Appendix 4. These slides include details on such particulars as cleaning lifts, wiping handrails, cleaning toilets, wall washing, shower cleaning, damp mopping general flooring, and cleaning windows and mirrors.

4) As a general rule, health safety experts stress it is important to focus cleaning efforts on ‘high touchpoint’ areas and areas where people are likely to come into close proximity, including toilets, narrow passageways, and lifts/elevators. This proximity encompasses both possible closeness between people, and proximity to walls, fixtures and surfaces on which people might leave virus spores, that other people then might inadvertently pick up. Among key ‘touch point areas’ and ‘touch points’ themselves outlined in the ‘COVID-19 Exposure Mitigation Protocols’ of the Simon Property Group, a Fortune 100 real estate investment trust with holdings throughout Asia, Europe and North America.

For link to the protocols, see:
http://47087936912c09ed7a-8bb20c70a9f94234e6f1c1_c.rackcdn.com/Simon-Property-COVID-19-Exposure-Mitigation-Protocols.final.pdf

Example of the slides on detailed cleaning instructions used by the Scottish Event Campus in Glasgow.
5 | Touchless hygiene technology use should be considered a priority, if not right now then for upgrade programs. One area to focus on is toilets/bathrooms. Among evolving good practice:

- Add or display instructions to flush the toilet with the lid closed. It is known that flushing toilets create plumes containing droplets and droplet residue when toilets are flushed with open lids. As well, this according to scientific Chinese research and Chinese authorities, the COVID-19 virus has been detected in stool samples. Hence the advice to flush the toilet with a closed lid.

- Consider (increasing) no-touch automation of:
  - Door opening/closing (both door to toilet area and to single toilet)
  - Toilet paper dispenser
  - Toilet tissue (for hand drying) dispenser
  - Toilet flusher
  - Toilet seat cleaner
  - Sink soap dispenser

Examples of touchless technology for toilets and bathrooms.

6 | Evolving guidance indicates it is not advisable to use a jet air dryer or hand dryer ('blower' type projecting hot air) because it can disperse and spread the spread of the virus. While research is ongoing on the issue several preliminary research projects indicate that the use of hand air dryers such as commonly used in toilet / bathroom areas presents a possible health safety risk. For further information, see this Harvard University blog on the issue: https://www.health.harvard.edu/blog/the-bacterial-horror-of-the-hot-air-hand-dryer-2018051113823

7 | Consider deploying bacteria and virus killing UV-C technology. While the number of producers worldwide is still quite limited and testing on exact equipment COVID-19 pathogen killing requirements and calibration is on ongoing process, a growing number of organizations is applying the technology against the virus. This includes UV-C (ultra violet light based) purifiers in ambulances, hospitals, operating theaters, dentist offices and on public transport. The Brussels Expo, first to study and high-light the technology as a breakthrough solution for a major event venue in April 2020, has designed its use to apply to meeting rooms, offices, toilets, backstage facilities and access corridors. Notes Brussels Expo CEO Denis Delforge: “We became a pioneer in the adoption of this technology following extensive health risk assessments which, among other findings, clearly indicated that UV-C targets all three main COVID-19 transmission modes, namely direct person-to-person contact, indirect contact through an object or surface, and airborne. We look at it as a health safety regime game-changer.”

8 | Consider the use of newly developing sanitizer ‘mist’ technology. Muhammad Yusi, Manager Venue Security, Crime Prevention and Operations at SingEx in Singapore reports receiving much positive initial feedback to the deployment of a pilot ‘Clean Lane’ concept walk-through tunnel that is transparent in appearance. Deployed at the entrance, the technology allows adults to walk through a sanitizing mist containing a solution of 0.1% benzaconium chloride (BKC) which helps kill germs and viruses. People are advised to shield their eyes with an eye-shield when moving through, and to not wash or wipe off the mist and leave it on for at least 10 minutes after passing. The pilot program is supported by the government-funded Temasek Foundation, and closely monitored by a team of healthcare professionals.

9 | Consider partnering with a trusted, internationally renowned partner to validate, test or certify your cleaning, sanitation and disinfection regime. Not only will the process of working with such a quality process and quality control institute, agency or company very likely yield a tighter, better cleaning and health and safety regime in general, but it offers added assurance to clients, regulators and other stakeholders, because of involvement of a reputed third party, that an organization has prepared and executes its health safety regime well. An example of a venue that has done this is Viparis in Paris, France, which works closely with renowned quality control organization Veritas.

10 | Consider other ways of minimizing the need for contact in general. From going cashless so no more cash money is needed or used inside a venue, to asking people who park in your parking garage to leave their outdoor coats in their car so the cloak room does not have to be visited, there are many possible ways to limit the need for physical contact or handover transactions.
4.1.4 Sanitizing and Hand Washing Stations

1 | Establish plentiful, easy to find sanitizing and hand washing stations throughout your venue, particularly at entry and exit points to buildings and halls, in central meeting areas, and near toilet/bathroom areas. Using banners, flags, poles and the like, the visibility of a station can be readily increased. At and separate from your stations, use signage, posters, stickers and screens to help maintain visitor awareness that such stations are about, and what the proper techniques are for washing your hands. As you place stations, remember to discontinue use of drinking fountains and/or provide no-touch water bottle filling stations.

2 | Strive towards no-touch technology use like soap and sanitizer dispenser pumps that can be activated without the need to push a button, pull a lever or lift a bottle. Ensure a good supply to your stations do not run out of materials, and many venues consider it good form to if not at all the need to push a button, pull a lever or lift a bottle. Ensure a good supply to your stations do not run out of materials. And or provide no-touch water bottle filling stations.

3 | Consider staffing your hand sanitizer stations at entry points so staff can encourage people to use hand sanitizer upon entry, and in effect facilitate and monitor that everyone does this, and enters the facility with clean hands.

4.1.5 Enabling No-Contact Policy

Promote and facilitate a no-personal contact regime. Core elements should include:

• Instructions for people to not touch other people in general;
• Avoid shaking hands;
• Helping staff and visitors manage opening doors and passing others in hallways and on staircases without touching by allowing only one person to enter/exit at a time;
• Creating visual signs for physical distancing;
• Providing plentiful (nearby) hand sanitizers to clean after any contact;
• Adding foot pulls and forearm pulls to doors to allow for easy, hand-free door openings will help to avoid touching door handles surfaces.

4.1.6 Air Ventilation and Filtration

1 | Be aware that good practice on the air or aerosol health risks of COVID-19 is still evolving. COVID-19 is thought to spread mainly through close contact from person-to-person through respiratory droplets, and there is still ongoing scientific debate about the extent to which the virus remains in the air and spreads via that route. As transmission via the air can certainly not be excluded yet, good practice is still being developed to address the issue. The following recommendations have been drawn up by the Federation of European Heating, Ventilation and Air Conditioning Associations:

• Secure ventilation of spaces with outdoor air;
• Switch ventilation to nominal speed at least 2 hours before the building usage time and switch to lower speed 2 hours after the building usage time;
• At nights and weekends, do not switch ventilation off, but keep systems running at lower speed;
• Ensure regular airing using windows (even in mechanically ventilated buildings);
• Keep toilet ventilation in operation 24/7;
• Avoid open windows in toilets to assure the right direction of ventilation;
• Instruct users to flush toilets with closed lid;
• Switch air handling units with recirculation to 100% outdoor air.

2 | In general terms, consider increasing ventilation. HVAC systems principally recirculate air, while most evolving guidance points to the need to either expel or dilute air (and draw in fresh air), and or to better filter air. Some venues including KINTEX in South Korea have switched to maximizing the inflow of fresh air by setting air conditioning to the maximum setting, and blocking all returning air into exhibition halls.

3 | Consider UV-C technology for installation in air conditioners. New devices that purify air through sterilization have been approved in several countries’ for market use in early 2020, and the COVID-19 outbreak has sparked high interest for such devices in the office sector.

4 | Consider use of so-called plant ionizer or forest air technology to help clean the air of harmful particles (allergens, molds, germs) and reduce the infectivity and transmission of virus droplets.

4.1.7 Waste Disposal
Waste disposal has become a challenge in the COVID-19 context. HSE staff should be directly involved in the review and deployment and selection of waste bins, and the routine or regime to be used for collecting that waste. Design a safe waste collection and disposal process that features:
- Closed waste bins (lid on top);
- Ample opportunity for people to dispose of personal waste, meaning many (more) waste bins, and being able to use them is safe non-touch manners, e.g. with a foot pedal or a wall-mounted knob that can be pushed with the elbow;
- Having at least some special toxic waste bins available for potentially toxic / health hazard waste, for instance at nursing station and in isolation room;
- Performing waste disposal tasks with appropriate PPE by HSE -trained staff;
- Preparing for a larger than usual volume of waste;
- Increasing the frequency of waste pick-up.

4.1.8 Facilitating Exhibitor Cleaning Operations
1 | Support exhibitors with proper signage and hand sanitizer stations at the entrances, exits, and at central points in exhibit halls whenever possible. Much visitor awareness is likely to be created outside the venue, with reinforcement inside. As for hand sanitizers themselves, if outside parties bring this to the venue, most current guidance calls for the use of sanitizers that contain more than 60% ethanol or 70% isopropanol to be effective in killing the virus.

2 | See whether health safety guidance can be provided to visitors, staff and other attendees well before the exhibit via email, Apps, and links to Internet ‘what to expect’ and ‘what you can do to protect yourself’ videos. This helps prevent surprises, helps prepare attendees for what they will experience, and offers them early opportunity to absorb safety guidance.

3 | Seek to clarify at an early stage and where necessary stipulate in contracts who will be responsible for providing which HSE materials, and what the cleaning regime around exhibitions will be. This counts for build-up, exhibition and break-down. Exhibitors are likely to bring, assumptions or have other expectations. Similarly, expectations on both sides about who will clean what, how often, should be clear. Will a venue staffer wipe all ‘3x3’ booth flat surfaces once an hour? Or will a booth occupant do that him- or herself every 30 minutes? Discuss and resolve and determine such details. Ensuring venue-wide health safety regimes are properly extended to encompass exhibition areas and engaging all involved about these issues at an early stage offers clarity and prevents later problems.

4 | Discourage/encourage exhibitors:
- To generally avoid having any food, sweets, or food product sampling for visitors available;
- To have a hand sanitizer available for own and visitor use;
- To have (or provide them) a to-standard lid-topped waste basket;
- To only offer up handouts and giveaways that are appropriately, separately packaged. An example of this from the Hunan 2020 Auto Show was the giveaway coffee mugs for visitors, all individually wrapped in special plastic.

5 | Consider use of touchless technology solutions that have built-in sanitary and physical distancing advantages. Such technology can be adopted or adapted in a variety of ways and levels from booth to exhibition to venue. A growing number of industry-leading companies have already upgraded or are still further developing contactless technology platforms specifically for use in and around exhibition booths, among the better known ones being Konduko, GES, and Info Salons Group (a Freeman Company).

4.2 Communications
1 | Consider the need to reinforce your Communications Team in the run-up to a reopening as the volume of all forms of internal and external communication may prove larger than first anticipated. You will via communications have a lot of messaging to do, including around promoting behavioral change, safety risk, new rules, and new initiatives on the part of your organization. In addition, there will likely be (very) strong interest in your reopening effort, with many questions and requests for contact, more information, interviews and meetings to follow from among others:
- Clients
- Prospective clients
- Partners
- Media
- Trade media
- Local authorities
- National authorities
- Other regulators
- Special interest groups
- Internal audience groups, e.g. unions, retirees, trainees

Make a plan based on a communication messaging and stakeholder analysis to support your reopening and prepare to meet a likely near-term temporary surge in communications requirements.

2 | Ensure you have an internal communications capability that can reach everyone fast, preferably in real-time.

Apps, Whatsapp and other capabilities enable organizers to communicate with a small number versus a large number in communications requirements.

3 | Within venues, consider use of the ‘Safe Distancing Ambassadors’ concept developed by SingEx in Singapore featuring specially trained staff who help enhance visitor awareness. Well-dressed, polite, well-instructed and well-equipped, such ‘Ambassadors’ can play a positive, proactive safety-regime supporting role by engaging attendees in a friendly, open manner.

4 | Ensure your Communications Team either has someone capable of discussing and explaining HSE matters, or prepare a person on your HSE team to do so. It is likely you will have to communicate to third parties in some kind of open or formal setting (at some point) about all you are doing. Think local government regulator meetings, trade group meetings about HSE preparations, Chamber of Commerce meetings, media interviews and the like. Top management can do that on the main points, but you will likely want to have a specialist available for presenting the particulars, preferably one who is first effective, capable communicator.

5 | Use other initiatives in your communications strategy to bolster your case and position. Partner companies, other venues, trade groups: there are many initiatives with which you can align or which you can reference to improve or support your own position. “We are working together around health safety to… “ and “Following the advice of… “ or “Making certain we are using the guidance of… “ type of messaging can emphasize your use of authoritative, credible and quality plans, thinking, and partners.

An example of this kind of document useful to refer to is the guidance put out by GoLive Brasil in April 2020 detailing considerations, conditions and ideas for reopening business.
6 | Consider communications across all areas and platforms to bolster your safe reopening messaging. Communications options in the industry continue to expand and are increasingly personalized as the development and availability of Apps, cross-platform integration and full-cycle ‘customer care’ approaches (marketing – sales – registration – experience – post-event feedback – follow-up) continue to expand. Ensure you are not missing opportunities in platforms like these to get your message out, and reinforce it.

7 | Communicate the fact that you are applying a special cleaning regime prior to opening. Whether by a press statement or articles or website videos, consider emphasizing the message, and demonstrating this with images and video, that you are properly prepared to address health and safety risks. Especially, if your venue has been recently used as a Temporary Emergency Facility. The Centro Citibanamex in Mexico City for instance stressed in a communiqué that it did a special, thorough deep clean effort after its use as a “COVID-19 Temporary Unit.” In its press release, it specifically pointed out that it had done this in close cooperation with authorities of Mexico City and the Faculty of Medicine of the National University of Mexico (UNAM).

3.3 Consider communications with your clients and partners prior to opening. By communicating with your clients and partners the cleaning regime prior to opening, you can get your message out, and reinforce it. Whether by a press statement, or articles or website videos, consider emphasizing the message, and demonstrating this with images and video, that you are properly prepared to address health and safety risks. Especially, if your venue has been recently used as a Temporary Emergency Facility. The Centro Citibanamex in Mexico City for instance stressed in a communiqué that it did a special, thorough deep clean effort after its use as a “COVID-19 Temporary Unit.” In its press release, it specifically pointed out that it had done this in close cooperation with authorities of Mexico City and the Faculty of Medicine of the National University of Mexico (UNAM).

8 | Carefully consider marketing as part of your communications. US-based Stagwell operates a group of premier global brand marketing, digital, research and communications agencies that have been helping businesses cope with the COVID-19 crisis from the start. Observes Stagwell’s Vice Chair Ray Day: “we know consumers won’t be the same as they were before COVID-19. That’s why it is so important for businesses to think about how they will take consumers on a new journey with them.” This could start with messaging around reopening, in which ‘we are safe and prepared’ is important, but there may also be opportunity to send other messages and support broader re-launch marketing efforts. One part of this could be messages on how you have supported your community and clients and partners while you were closed, whether this involved serving as an emergency facility or making donations.

9 | Incorporate client reach-out communications and their findings in your marketing strategy. Explains Angeline Van den Broecke, Director of Global Business Development and marketing of the Kuala Lumpur Convention Centre in Malaysia: “Through ongoing engagement, we communicated to clients our willingness to design new product offerings to accommodate virtual event planning and delivery, based on their wants and needs in creating events, and to help them to conceptualize what can be delivered for their events by the centre.” Such newly devised events can then be communicated to other clients and key stakeholders as part of your overall marketing strategy.

4.3 Crisis Management

1 | Properly prepare for potential health safety incidents, emergencies, and crises. Whether termed incidents, emergencies or crises, things may at some go wrong despite best efforts to have preparations, meetings, events, shows, congresses and the like proceed smoothly. Incident and crisis management preparedness was always a good practice, but may become more essential to have because of COVID-19 risks on the one hand, and requirements becoming more stringent on the other. To properly prepare, consider:

- Setting up a Health Incident Response Team.
- Optimizing your crisis management risk scenarios, plans and procedures for dealing with COVID-19 related incidents and crises.
- Discussing and reviewing your risk scenarios with trusted stakeholders.
- Practicing COVID-19 scenarios with your crisis management team. Preferably, in time, involve other stakeholders in trainings and exercises, particularly First Responders.
- For good practice reference materials on crisis management, see Chapter 3 ‘Good Practice: Crisis Management’ in ‘AIPC Good Practice Guidelines for Association Executives.’


https://www.iccaworld.org/knowledge/benefit.cm?benefitId=5205

2 | As part of your incident and crisis preparations, consider your capability to perform or assist with basic tracking of infected persons. While centres and event managers are not in the business of law enforcement and health investigations, they are generally able to facilitate such work thanks to the technologies deployed at their venue and their HSE, security, IT and other departments, policies, plans and procedures. Whether it is the scanned ticket or the security camera or the wristband that can help track a person’s past movements, even if only in general terms, having thought through how a centre can help enable a health safety or infection investigation is useful.

3 | If possible, conduct exercises with first responders and emergency services to better prepare for potential COVID-19 emergency scenarios in real life. What if people fall ill, someone threatens to spread the virus at an event, people on social media falsely accuse your centre of being woefully unprepared and not having enough PPE on hand? Can you respond quickly and appropriately, and prevent a small risk from having a big impact? Testing and exercising crisis plans and scenarios is important in any case, but now your facility may face new risks specifically tied to COVID-19. Inventory these, talk through the scenarios, practice the scenarios, and where possible, work together with authorities to train your response.

4.4 Food and Beverage and Banqueting Services

1 | Food and beverage and banquet premises and services should be subject to a detailed cleaning/ disinfection, food preparation/handling, food storage, and waste management procedure(s). Good practice should extend to staff protection (PPE availability) and to surrounding areas such as, for instance, toilets food and beverage and banqueting staff use; refrigeration rooms; storage closets; trolley staging rooms; hallways; and kitchen and food preparation areas. Guidance from SingEx in Singapore dictates that common areas should be disinfected in their entirety at least twice a day, and that proper attention should be paid to air ventilation in all food and beverage preparation areas. For guidance on safe food and beverage and banquet (handling) procedures, see the following resource:


- “Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic,” US Food and Drug Administration (FDA), general resources page. This includes more detailed guidance, in 8 languages, on the following four general areas:

- Managing Employee Health (Including Contracted Workers)
- Personal Hygiene for Employees
- Managing Operations in a Foodservice Establishment or Retail Food Store
- Managing Food Pick-Up and Delivery


2 | For the longer-term, consider acquiring COVID-19 ‘cleaning-friendly’ food and banquet area serving furniture and fixtures designed to withstand intensive sanitizing, as well as furniture and fixtures made with anti-microbial coatings. The latter is already being incorporated in everything from certain model tables and chairs to flooring and wall paint, and is also increasingly available for fixtures like faucets.
4.5 Transportation and Logistics
Facilitate your partners who perform delivery, transportation and logistics functions as much as possible. As in other sectors there is much new guidance being developed around transport, and ground and vehicular transport in general. As a general rule, a significant number of services are now functioning at a slower pace, and with lower capacity (especially transportation services) due to physical distancing and health safety requirements.

For guidance on safe package, truck, van and cargo movement operations, and on safe driving, e.g. to and from or around centre loading docks or warehouse areas, see the following resources:


Example of Information from US Government OSHA Flyer “COVID-19 Guidance for the Package Delivery Workforce”:


4.6 Third Party Suppliers
Facilitate key third party companies and organizations with their health safety programs as much as possible. Check that your suppliers be they audiovisual, software, media or any other kind of firm also have some form of health safety program; if their program can be aligned with yours; and where you can help them perform well at your venue. Among areas where you can offer assistance:

- Health screening their staff when they enter;
- Involving their staff in all safety briefings;
- Sharing, if or where appropriate, PPE supplies;
- Accommodating planning requests as best as possible;
- Integrating or connecting people and project workforce planning software;
- Sharing and providing them with latest knowledge on planning tools and requirements early. Consider such management from at least three perspectives:
  - The ability to monitor and detect issues (read: problems/anomalies/holdups);
  - The ability to slow (manage) the flow towards the point where the issue arises;
  - The ability to address or resolve (intervene to fix) the issue.

“Reading crowds is at the core of our business as safety visitors, organizers and staff is always our top priority,” observes RAI Amsterdam Managing Consultant Safety & Security Rik Hoogendoorn. “COVID-19 is changing some of the modalities, but the basis remains a strong, solid crowd management program.”

2 | Depending on your venue and event, consideration should be given to monitoring people flows in and around:

- Access routes into periphery (for people walking or on public transit) and into parking (for those in cars)
- Parking areas
- Pre-queue areas
- Queues
- Access points
- Exit points
- Interior main areas
- Interior connector areas
- Interior hall areas

3 | Important to not overlook is to plan for and have the ability for staff to intervene and address an issue or incident. This may be a person falling ill; an access control scanner that stops working; something that blocks a route so no one can pass; a dispute; or even a fight. For this purpose, consider what local health and security rules and regulations state is allowed, and consider various options. These include sending a HSE and a security staff member together to check on a situation, or a type of standard ‘Incident Response Team’ composed of multiple staff members, for instance with one equipped with extra PPE.

4 | Means to monitor for attendee flow management typically centers on a combination of security cameras and increasingly smart software capabilities, vigilant security and staff, manual and electronic people counters (point crossing readers), and a fast-expanding array of people tracking and monitoring capabilities. The latter in turn centers on access control and personal phone/App/social media technology, including, Bluetooth-enabled tracking. Among leading providers to the industry in this field are Crowd Connected and Waytation, which offer advanced event visitor tracking technology.

Example of Use of Crowd Connect solution incorporating App-based software.

Good Practice Guidance | Addressing COVID-19 Requirements for Re-Opening Business Events
5 | Apply tracking technology not just to track the presence of people but to integrate it with (pre-)registration and planning their arrival and presence in timed slots for build-up, events, and post-event breakdown of stands, booths, exhibitions and the like.

6 | Consider your ability to facilitate (government-endorsed or requested) virus tracking and tracing efforts. This same data can in most cases, depending on configuration and privacy settings, also be used for any COVID-19 alert tracking and tracing purposes.

7 | Consider relaxing crowd density data directly to ‘event owners’ so they may directly exercise responsibility monitoring attendees, often their own employees. Enforcing regulations can be a friction-ridden process. To the extent organization owners, employers, supervisors or colleagues can do the delivery of ‘we would like you to better observe the rules’ messages themselves, the effect is likely to be higher. Providing them a crowd density data stream could allow them to do this.

8 | Bear in mind that crowd control good practice in relation to COVID-19 is likely to change moving into the future, particularly for live events involving music or movement. Among factors some specialists note will take time and experience to gauge are the effects of people wearing masks in, for instance, live music events, of people wearing masks in, for instance, live music events, of people wearing masks in, for instance, live music events.

6.1 Displaying Measures and Cleaning Regimes

Display health safety procedures in printed text and in graphic form, as appropriate, as much as possible for all to see, absorb and learn from. Signage boards, walls, doors, toilet mirrors, electronic boards, bulletin boards, handouts, flyers: all important to use to reinforce basic messaging about cleanliness, personal behavior, personal responsibility, rules of conduct and the like. The guidance offered is preferably short, clear, and visually supported by bold graphics to help convey messages fast and effectively. This is particularly important in environments with large numbers of foreign visitors.

6.2 Legal Framework Defining Duties and Responsibilities

Codify the duties and responsibilities of different stakeholders and their role or function in your COVID-19 health and safety plan as much as possible, providing clarity on who is responsible for performing which duty and in which part of which process. Engage and be as comprehensive as possible in including all of your key stakeholders so as to make clear what is expected of whom in performing their duties, and draw this up in a framework format. Have your legal department or law firm help draw up and approve the framework.

6.3 Communication with Local Authorities

1 | Maintain a close relationship with local authorities and conduct regular meetings to inform them of your activities, demonstrate requirement compliance, and learn about any new issues. As part of such regular interaction, it can be important to set up a regular information pipeline to regulators to ensure they get proper, timely insight to track your performance, and help notice and address any issues. An example of such a collaborative good practice construct is the “Daily Record on the Status of Preventive Measures Against COVID-19” that staff record on a daily basis at the KINTEX in South Korea, and the findings of which are shared with health officials. See Appendix 7 to view the sheet.

Make sure that as part of this effort towards regular liaison with health authorities, you establish how and when they wish to be informed of any COVID-19 incident reporting, such as when a staff member or attendee becomes ill or is tested positive for the virus.

2 | Ensure, in concert with local government, there is no miscommunication about plans, concepts or ideas based on terminology. A growing number of prominent industry organizations are pursuing different initiatives to help the sector restart. In using them, referring to them, adopting them, following them, or engaging them or parts of these initiatives, plans or programs, ensure that the terminology you use and adopt is understood by, and accepted by, the government officials and agencies you seek to cooperate with. One prominent new effort in the field of guidance is the “All Secure Standard” of principles developed jointly by industry firms Reed, Clarion and Informa, released in May.
2020. The document contains a number of ‘post COVID-19’ outbreak terms such as Crowd Density Standard, Staggered Admission, and Venue Deep Cleaning. There terms may well become lasting standards, but ensure, as all manner of new terminology is still under development, you are from the start aligned with government, and that everyone is clear what is being discussed and reported. For the full text of the new ‘All Secure Standard’ guideline, see Appendix 8.

3 | Ask local government to assist with reinforcing (correct) communications about your centre, notably about your compliance with HSE regulations. This to prevent any misreporting of facts, any rumors from emerging, and to facilitate regular operations. A lack of information, a dispute about information, or vagueness on the part of regulators can prove impactful just at a moment you are trying to get back in business, and are working hard to meet all the requirements placed on your organization. Having local government support your own information output about health and safety preparedness, and validate it, can prove important.

6.4 Medical Service Points

1 | Establish multiple medical service points where staff and visitors can receive medical attention. This may involve rendering assistance, advice, performing a health screening test, or, in the future, performing COVID-19 test.

2 | Use your medical service point as an education and high usage, such as near main entrance areas or centrally for visitors, distances between stations, and likely points of requirements, i.e. number of halls, number of expected number of such service points dependent on emerging sanitizer stations, or also offer hand sanitizer. Make the screening test, or, in the future, performing COVID-19 test.

3 | Ask local government to assist with reinforcing (correct) communications about your centre, notably about your compliance with HSE regulations. This to prevent any misreporting of facts, any rumors from emerging, and to facilitate regular operations. A lack of information, a dispute about information, or vagueness on the part of regulators can prove impactful just at a moment you are trying to get back in business, and are working hard to meet all the requirements placed on your organization. Having local government support your own information output about health and safety preparedness, and validate it, can prove important.

6.5 Training on COVID-19 Prevention

1 | If not already present, initiate a HSE health safety training program that spells out who should be trained in what, including that which contractors or other third parties should be trained in when it comes to use of disinfection materials, general cleaning, and garbage or emergency material disposal. Consider among others regular staff training, HSE or ‘disinfection team’ training, and coordinator or manager training, including simply in all new procedures, as applicable.

2 | Track and monitor and verify who has received what training. If it can be certified, seek certification and or other proof of attendance and completion. Prospective clients and regulators may ask for proof of training having been followed.

3 | Consider which online training programs staff could follow. A growing number of COVID-19 risk programs are taught online, from how to perform certain types of cleaning to how to supervise the effort. Study available offerings, check for quality, experience and competence, and consider whether they might prove a valuable option for your team, or part of your team like new hires or temporary workers. Van der Valk Care and Van der Valk Vitaal, part of the international Van der Valk hotel and business meeting facility chain, used lockdown period physical and online training to help HR find and place new hires and uncover talent among existing staff. Talent recruitment for instance came to include experience with online learning and teaching, and questions in online training programs helped identify what talents staff sitting at home could apply in other areas while COVID-19 was limiting their regular work.

4 | Seek to incorporate ‘lessons learned’ into your staff training program as soon as possible. In a feedback loop, ideally, lessons learned on the workflow that point at the need for improvement are featured in any follow-on training for staff so mistakes can be avoided and new good practice can be instilled. See if you can appoint someone to be in charge of such feedback learning into new or the next training.

6.6 Manage On-Site Concerns and Questions

1 | Augment your standard pre-COVID-19 ability to receive customer feedback and receive and answer queries with expertise access, whether such queries are made by telephone, email/website, social media, on paper (mail or suggestion box) or in person at a desk or on the venue floor. Your staff and managers who answer questions are no experts in many areas that COVID-19 related questions are apt to be about; hence there is a need to on the one hand instruct and equip them to answer “Frequently Asked Questions,” and on the other to have HSE expertise on call. Make an expert like your HSE leader or if a different person your health and safety framework implementation leader available to answer questions. If he/she is not available or does not know the answer, consider if your Information Desk can refer the question answer and their question to health authorities, so at the very least your customer is assisted in finding the right answer source, if not always the answer itself right away.

2 | Push basic knowledge towards ‘questions answer points’. It is likely you will receive more questions early on after reopening, as everyone is trying to establish what the ‘new normal’ is and seeks to find his or her way around rules, regulations, and new physical realities. In this vain, seek to ensure members of your team that will interface with customers (the majority) are provided regular updates on basic changes in your operations and procedures.

“Help your staff prepare to answer questions politely and with patience, and keep reinforcing basic points with clarity and regularity,” notes The Hague World Forum Safety and Security Manager Merle Sijpenhof. “People are being overwhelmed with new information and new inputs, and I mean our staff and customers both, so it is important to keep your staff centered and aware that people from the outside, upon reopening, will have to adjust to a new way of how things work. Far more than the usual number of questions will be one result, and as the process of adjustment will take time, it is likely that ‘more questions’ will be the norm for quite a while. Be aware of that, and prepare for that.”

3 | Think capacity demand. Particularly when it comes to telephone and email requests, the restart of particular operations and events, kinds of events, and larger scale events will likely trigger more questions than usual in advance for those events. Similarly, right before and during the event, there may be more questions from people in the venue itself, so consider having more “May I Help You” button wearing staff about so that Information Desks do not get overwhelmed – which may cause more internal queues and physical distancing problems.

4 | Think ‘question distribution.’ One way to reduce overall ‘question and answer’ pressure build-ups is to make the ability to ask questions directly of specific (sub) event specialists easier, for instance via “Ask the Organizer” buttons inside particular event Apps. Of course there will always be a pool of questions that are generic, situational and venue oriented, but if instead of “Do you have gloves at your sanitary stations?” the question is “Will you have wipes for me to clean my chair in Hall 4 at the Business Circle meeting?” then it will be easier if the question can be directed at the Hall 4 event organizers.

Example of a health education/instruction poster that could be displayed at a medical service station.
6.7 Monitor New Sources of Information

1 | Designate a team to monitor new or incoming news on a regular basis, covering as many sources of news as possible (i.e. TV news, newspapers, social media, podcasts, radio and so on) in order to:
   - Maintain situational and specific awareness about the pandemic;
   - Track any changes in government approaches or regulations;
   - Track any changes directly relevant to your industry (including new opportunities and the emergence of new risks);
   - Learn about any rumors and be able to exercise rumor control;
   - Learn about new solution sets that might be applied to your venues or events.

This may be as simple as appointing one person to perform this duty; or assigning two persons already part of the Communications team to do this; or forming a new team altogether. The importance is that management knows someone is intentionally monitoring relevant media, and passing information on to the relevant internal parties, so no important developments get missed in a time of societal crisis when a lot of organizations are being overwhelmed with and by new information flows.

2 | Include rumor tracking and rumor control in the news monitoring function. Imagine, you are about to have your big reopening, and then someone spreads a false story about your venue or event having to cancel last minute due to a License to Operate issue. Actively monitor for mentions of your venue or event in news sources or by people in your (social media) environment, and screen for misleading rumors that might create problems. Several governments around the world help monitor for potentially impactful COVID-19 related rumors. Tracking this news can be valuable.

6.8 Monitor Real-Time Crowd Movements

1 | Where possible perform real-time crowd monitoring to ensure safety issues can be promptly detected and acted upon, and have a procedure to address problems. Electronic wristbands, Apps, and heat maps are among the options to help your safety, security, operations or other units or departments have and maintain an overview perspective on crowd movements. Examples of technologies and several service providers serving the congress, event, convention, event and meeting trade are outlined and mentioned in Chapters 3, 4 and 5 of this guidance.

2 | Consider options to use, align with, or benefit from government crowd tracking programs. A range of countries is using or working on national App programs to facilitate COVID-19 risk management through personal tracking, entry and access checks, and other features. Having such technology limits venue requirements, as in effect, the government is in many cases already taking care of organizing a solution that benefits crowd management within venues. But one example is the government of Singapore, whose TraceTogether App and SafeEntry visitor management system to support contract tracing are widely used in the workplace. Venues such as SingEx in effect directly benefit from such advanced systems deployed for what the Singapore government calls this “circuit breaker period” as it eases requirements for congress, exhibition and other events locations to add an own capability.

APPENDIX 1
Example of Auditing Sheet for Inspection of General Disinfection Measures drawn from and courtesy the Lear Corporation ‘Safe Work Playbook’ (2nd Edition)
**APPENDIX 2**

Sample Risk Assessment Tool: Fairhurst and Murray Sport International Risk Register

FAIRHURST MURRAY Covid-19 Risk Register Workbook (v3) EXAMPLE (1).pdf

**APPENDIX 3**

Visitors/Employees Presenting Symptoms at Work Form drawn from and courtesy the Lear Corporation ‘Safe Work Playbook’ (2nd Edition)

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[Image: Sample COVID-19 Case Form Report for Employees/Visitors Presenting Symptoms at Work]

- **Name:**
- **Date:**
- **Job Title:**
- **Worksite:**
- **Location of Isolation:**
- **Address:**
- **Symptoms noticed:**
  - Temperature >38°C (100.4°F) or higher
  - Shortness of breath, difficulty breathing
  - Cough
  - Running nose
  - Sneezing
  - Muscle Pain
  - Tiredness
- **Time of fever on-set:**
- **Time of isolation:**

Symptoms and isolation periods will be updated periodically as information becomes available following the emergence of a pandemic virus strain.

- **Where referred to:**
- **Notes:**

**DETAILS OF REPORTER**

- **Name:**
- **Job title:**
- **Telephone Number:**

Coronavirus preparation and arrangements to be made for employees who become ill at work.
Cleaning Instruction Slide-set from and courtesy the Scottish Event Campus in Glasgow, Scotland
BRUSSELS EXPO WILL BE THE FIRST COVID-SAFE EXHIBITION SPACE IN THE WORLD

The nerve centre of the Brussels economic world, Brussels Expo is calling in the heavy artillery to tackle the COVID-19 crisis: it will equip its 120,000 m² with germicidal air purifiers – a world first and a real ray of hope for the events sector.

An exceptional crisis calls for exceptional means to counter the colossal deficit caused by the coronavirus crisis and enable the more than 80,000 people employed by the events sector to get back into the fray. BRUSSELS Expo is rolling out a major initiative.

“We have decided to equip ALL our spaces with a new technology capable of killing pathogenic germs,” explains Denis Delforge, CEO Brussels Expo. “This decision underlines a real commitment to initiate the revival of the events sector which has been in the doldrums since 19 March, while ensuring optimal health conditions for our clients, exhibitors, visitors, suppliers, partners and employees.

From the exhibition facilities and the concert venue Palais 12, to the meeting rooms, offices, access corridors, backstage facilities and toilets, ALL of Brussels Expo will as of June 2020 be equipped with UV-C purifiers which are very effective against pathogenic organisms, in particular viruses and other diseases of bacterial origin.

UV-C purifiers are used to disinfect hospital rooms, operating theatres, ambulances, and public transport particularly against COVID-19. The purifiers ordered use a combination of technologies that make them suitable for use in the presence of the public: the UV-C lamps are encased in TiO2-coated catalyst plates and generate germicidal radiation through a photocatalytic oxidation reaction. This effective process eliminates pathogens, viruses and bacteria from the air and surfaces. This precaution is taken in addition to the required regulations for the sector (use of masks, disinfecting gel, limitation and organization of the flow of visitors, etc.).

By adopting this proactive measure, the Belgian market leader in terms of exhibition facilities is assuming the role of pioneer in its field to the full. It is also in pole position for the announced reboot.

More information:
Denis Delforge
CEO Brussels Expo
+32 476 81 30 52
D.DELFORGE@brussels-expo.com

APPENDIX 6
Example of a Press Release on Preparations to Reopen from the Messekeskus Helsinki in Finland

Press Release May 7, 2020

Safely to events – this is how Messukeskus Helsinki prepares for the start-up of coming events

Messukeskus Helsinki, Expo and Convention Centre works for the safety of events proactively and assertively.

The health of clients and staff are of vital importance also in the new situation. Messukeskus follows authorities’ guidelines closely but as a professional and experienced event organizer we also proactively want to ensure the safety of our events.

The safety of the events at Messukeskus in this new situation is prepared by a restart-team consisting of staff with multidisciplinary expertise. The task of the team is to look over the event path of the clients as precisely as possible and make it safe down to the last detail.

For instance, hygiene products and services, safety distances and effective communication will be reviewed. In order to ensure safety, entirely new ways will also be discussed. Should risk groups have their own visiting hour in the beginning of the exhibition day? Is it possible to communicate digitally about visiting flows in real time and thus prevent rush times at events?

Preparation includes effective cooperation with Messukeskus’ restaurant, cleaning and other partners.

When activities start again, clients are informed about safety effectively, through several channels and well in advance. Preliminary information about preparations is even now updated continuously on https://messukeskus.com/corona/?lang=en.
APPENDIX 7

Sample Daily Record Sheet on Status of Anti-COVID Measures from KINTEX, South Korea

<table>
<thead>
<tr>
<th>Daily Record on the Status of Preventive Measures Against COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of Event</strong></td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Checklist on Major Points Regarding Precautionary Measures**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wear temperature measured properly?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did the equipment function properly?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Were those without masks not allowed entry?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Were the response actions to the detection of symptomatic persons adequate?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Were adequately equipped with supplies?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Remarks**

**Hereafter Plans**

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APPENDIX 8

Open Source ‘All Secure Standard’ of Principles by Informa, Reed and Clarion.

Industry All Secure Standard Final 15.5.20 (1).pdf

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ALL SECURE STANDARD

**OBJECTIVE OF THE PROPOSAL**

In this fast-changing and uncertain time, event organizers are going above and beyond to ensure we protect our colleagues, exhibitors, visitors and delegates. We believe when we next meet in organized industry gatherings, our program of enhanced measures will provide us all with the assurance and confidence our shows and events have health and safety as our number one priority.

The objective of this document is to provide a best practice guide to industry colleagues who are responsible for organizing and delivering organized industry events, trade shows and exhibitions of all sizes, in all locations.

We believe in order to do this we must work collaboratively with our stakeholders to ensure the bsolitudes we have in place are practical, effective and considered best practice for the industry.

It may not be required or possible to execute every action, and so these principles are designed to encourage focus on bsolitude measures. In some jurisdictions, bsolitude measures will be mandated or prescriptive and, in such cases, will be followed as a minimum standard.

Communication between all stakeholders is a critical success factor in this program achieving its overall objective to provide assurance and build confidence for all people who participate in and visit our organized industry gatherings.

This proposal outlines what measures show organizers are taking to ensure the health and safety of all visitors, exhibitors, contractors and staff particularly in response to COVID-19. How these measures are being implemented, and why it’s an important component of the industry’s All Secure Standard.
Open Source ‘All Secure Standard’ of Principles by Informa, Reed and Clarion.
APPENDIX B | continued

Open Source ‘All Secure Standard’ of Principles by Informa, Reed and Clarion.

### CORNERSTONES

#### Physical Distancing

**WHAT**

- **Set Up & Break Down**
  - In cooperation with our venue partners, show organizers can provide enhanced guidelines to assist contractors in the set up and break down of events. Contractors should ensure that work areas, high-traffic areas, and high-touch points are clearly marked and high-touch point areas, these measures can be provided in detail in an online risk tool to assist in the facilitation of sharing information.

- **Conference Rooms**
  - With recommended density and seating arrangements for social distancing, all conference and break room seating can follow local distancing guidance. Five-star hotels can offer enhanced technology where possible in addition to gathering seating with virtual elements to aid in the facilitation of sharing information.

- **Eliminating Handshakes**
  - Show organizers will recommend the elimination of handshakes at organized industry gatherings in accordance with global and local organization and government guidance. This recommendation will be reinforced with on-site signage and announcements in addition to proposed, alternative methods of greetings.

- **Food & Beverage**
  - Show organizers can prohibit open or self-service buffets in favor of food served pre-packaged or in closed containers. Additional hands on-site to ensure compliance will be provided. Seating plans can be arranged by following the CDC, the Food and Alcohol need not to be accepted as a form of payment.

- **Social Functions**
  - All functions within organized industry gatherings will follow the CDC to include social functions like meals, awards, and gatherings, where possible, public address and specific will be delivered virtually.

- **Monitoring & Control**
  - Show organizers can appoint and train a hygiene subject matter expert from within our network of resources. This professional is responsible for ensuring the Physical Distancing Committee and other internal and external teams have the most up-to-date information and are shared with the appropriate venue staff and stakeholders.

**HOW**

- **Set Up & Break Down**
  - From the first to last moment of our organized industry gatherings, organizers can partner with all stakeholders, especially our venue partners, to provide enhanced guidelines to support the health and safety. The set up and break down processes can be developed with each contract in place to provide a best practice guide.

- **Conference Rooms**
  - A key element of our events, conferences and meetings will continue to be shared to push our industry forward with new knowledge, best practices and approaches. Ending the year with one of the largest virtual events, it enables attendees to socialize and network through digital channels. However, the in-person experience can expand the impact. Connections can be made at our in-person industry event and foster online collaboration.

- **Eliminating Handshakes**
  - By recommending the elimination of handshakes on site, show organizers follow the guidance of global and local authorities. With alternative means of greetings offered, we hope to minimize the spread of germs as much as possible. On-site signage and announcements will reinforce the recommendation in efforts to prioritize everyone’s health and safety.

- **Food & Beverage**
  - Organizers recommend the implementation of personal safety kit policies. Food service providers by both on-site and off-site service providers can continue to operate, provided that they follow the CDC’s guidelines. Operators should be aware of the guidelines and allergens.

- **Social Functions**
  - Organizers can continue to follow the CDC guidelines during social functions, including meals, award ceremonies, and conference rooms, where possible, public address and specific will be delivered virtually.

- **Monitoring & Control**
  - With a specific focus identified and earned, our teams will continue to lead and govern the Physical Distancing Committee and other internal and external teams have the most up-to-date information and are shared with the appropriate venue staff and stakeholders.

**WHY**

- **Set Up & Break Down**
  - To prevent the spread of viruses and ensure the safety of attendees and exhibitors.

- **Conference Rooms**
  - To ensure attendees can continue to socialize and network through digital channels.

- **Eliminating Handshakes**
  - To minimize the spread of germs and prioritize everyone’s health and safety.

- **Food & Beverage**
  - To provide a safe and healthy environment for attendees.

- **Social Functions**
  - To continue to provide a safe and healthy environment for attendees.

- **Monitoring & Control**
  - To ensure the continued health and safety of our audience.

### CORNERSTONES

#### Cleaning & Hygiene Countermeasures

**WHAT**

- **Venue Deep-Cleaning**
  - We can require vendors hosting organized industry events to provide a deep cleaning prior to move-in and again before the events open.

- **Cleaning Regime**
  - Enhanced and visible cleaning regimes through the events physical hall. High-touch areas can provide a visible representation of the show’s commitment to health and safety. Electronic cleaning methods are best in class technology used across industries and recommended by leading scientists for our events.

- **Stand Cleaning**
  - Exhibitors can disinfect their respective booths and exhibits regularly throughout the event. As our events discover, the use of sampling and distributing physical, promotional materials is prohibited in favor of all materials being shared digitally.

- **Hand Sanitisers**
  - Hand sanitizer stations are easily available throughout our events, particularly in key locations.

- **Waste Management**
  - In addition to washing their hands regularly and being health and country health organizations recommend alcohol-based hand sanitizers to prevent the spread of infections and decrease the risk of getting sick, irrespective of whether or not they are infected. In addition, many countries have implemented hand sanitizers made available throughout our events, particularly in key locations.

- **Conference & Seminar Rooms**
  - Shared equipment within conference rooms can be removed, including stationary and hand held microphones. Demounting, including audio and visual, can be disinfected between each room, and conference rooms should have an increased cleaning schedule throughout the day.

**HOW**

- **Venue Deep-Cleaning**
  - Working with our venue partners to provide deep cleaning prior to move-in and the opening of the show floor can ensure a safer environment for our exhibitors and visitors.

- **Cleaning Regime**
  - Enhanced and visible cleaning regimes through the events physical hall. High-touch areas can provide a visible representation of the show’s commitment to health and safety. Electronic cleaning methods are best in class technology used across industries and recommended by leading scientists for our events.

- **Stand Cleaning**
  - Exhibitors can disinfect their respective booths and exhibits regularly throughout the event. As our events discover, the use of sampling and distributing physical, promotional materials is prohibited in favor of all materials being shared digitally.

- **Hand Sanitisers**
  - With instructions and guidelines of how to regularly disinfect their booths and exhibits, our exhibitors can contribute to our full plan of micro and macros cleaning efforts. The elimination of physical materials in favor of sharing promotional items physically can also contribute to sustainability efforts in addition to minimizing risk and contact between people.

- **Waste Management**
  - In addition to washing their hands regularly and being health and country health organizations recommend alcohol-based hand sanitizers to prevent the spread of infections and decrease the risk of getting sick, irrespective of whether or not they are infected. In addition, many countries have implemented hand sanitizers made available throughout our events, particularly in key locations.

- **Conference & Seminar Rooms**
  - A key element of our events, conference rooms can continue to be shared to push our industry forward with new knowledge, best practices and approaches. Enabling the sharing of information through virtual means and through digital channels can broaden the audience reach to impact the
**APPENDIX B** | continued

Open Source 'All Secure Standard' of Principles by Informa, Reed and Clarion.

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**CORNERSTONES**

**Cleaning & Hygiene Countermeasures**

**WHAT**

Venue Ambient Environmental Controls

In coordination with our venue partners, we encourage ensuring the proper ventilation, temperature, humidity, UV air purification controls, etc. are in place. Reduced air speed should be employed to remove particles that contain viruses.

Certifications

Organisers are able to apply newly developed certifications, such as the UKAQS, Tier 4 accreditations, for infection disease and contamination control measures.

**WHY**

By collaborating with venues for proper air filtration, we hope for reduced exposure to harmful particles. Filters should be properly installed and maintained in appropriate locations. Enhanced air purification systems should be appropriately designed for the building in which they are used.

Through organisational partnerships with third-party companies to consistently validate the cleaning and hygiene countermeasures taken, our venues can meet or exceed standards of hygiene. Certifications earned can provide a scale of levels to help guide our events through the comprehensive and procedural necessary to meet requirements. These efforts are providing further confidence to our attendees as we continue to deliver the highest standard and is safe for business.

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**CORNERSTONES**

**Protect & Detect**

**WHAT**

Contact Tracing

Through the use of organisations’ mobile apps and other third-party providers, we can offer assistance to the public authorities in contact tracing efforts where country laws allow. Stakeholders’ Bluetooth enabled devices regularly send out information that could be used to trace exposure to identify anyone who has been asked to be monitored or isolated. By using a beacon it monitors. Should there be a positive diagnosis, the beacon is notified and the corresponding user notified and advised on the proper next actions to take.

InfraRed & Thermal Imaging Temperature Screening

InfraRed thermal imaging temperature screening equipment can be available at the entrance to venues or designated entry pathways. If any defined symptoms of COVID-19 are detected, including fevers, people could immediately proceed to the quarantine or where low-level medical authorities will be located. Any scanning stations or exhibition areas can be closed or provided from entering the event.

Face masks

Face masks may be required of everyone visiting or industry gatherings. In accordance with world and country health organisations’ guidance, organisers can require a face mask to be worn by each person entering the event space. The move is intended to prevent the spread of all germs.

**WHY**

With the latest advances in technology, show organs can offer assistance to the public authorities in contact tracing through Bluetooth capabilities of their mobile apps and third-party providers, including Google and Apple. Should a positive diagnosis occur, the beacon is notified by the app which will turn alert those individuals they have come in contact with and offer the proper next actions to take.

Following the guidance of world and country authorities, infraRed thermal imaging screening can be available in the entrance to the event. A common symptom of COVID-19, typically opposite 2-4 days after appearance. Thermal imaging screening are able to determine fever and other temperature related symptoms. The technology is being used by the World Health organisation due to its low cost and potential in the absence of a specific test. The technology is being used by the World Health organisation due to its low cost and potential in the absence of a specific test.

Any scanning stations or exhibition areas can be closed or provided from entering the event space. The move is intended to prevent the spread of all germs. By collaborating with venues for proper air filtration, we hope for reduced exposure to harmful particles. Filters should be properly installed and maintained in appropriate locations. Enhanced air purification systems should be appropriately designed for the building in which they are used.

Working with local hospitals and medical authorities, organisers can share procedures and protocols to follow in advance of an event. Organisers can also consider maintaining a dedicated or specific area on site can be isolated and be protected from potentially infected persons displaying symptoms of COVID-19.

Organisers’ events can also offer an increased number of first aid stations located throughout the event with enhanced medical support available. These efforts would be in coordination with local authorities and medical personnel.

First Aid stations offer enhanced support by local medical authorities and personnel. While at an event, signage will indicate where to go for expert medical attention in the event of any illness.
## Open Source 'All Secure Standard' of Principles by Informa, Reed and Clarion.

### Cornerstones

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Protect &amp; Detect</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Glass Sneeze Guards</strong></td>
<td>In areas of interaction, including Help Desks, food and beverage workers, security etc., sneeze guards can be offered.</td>
<td>Events can also include sneeze guards in areas of interaction. These measures help to physically separate and increase distance between people and contribute to the All Secure Standard, which will ensure the health and safety of visitors and exhibitors.</td>
</tr>
<tr>
<td><strong>Personal Protective Equipment (PPE)</strong></td>
<td>Key personnel, including cleaning, medical, food and beverage workers, etc., can be offered personal protective equipment, PPE, including masks and gloves.</td>
<td>Key personnel on site at events can be offered personal protective equipment, PPE, to prevent exposure. An important element of event organizers’ Protect &amp; Detect Cornerstone, this effort can include a mask and pair of clean, non-latex gloves.</td>
</tr>
<tr>
<td><strong>Emergency Response Plan</strong></td>
<td>Emergency Response Plans have been developed to include processes for possible COVID-related issues. In addition to a hygiene-related emergency plan, other plans on site will be specifically trained for an awareness of COVID-19 symptoms and the appropriate protocol to follow.</td>
<td>With a specific resource-identified, trained and informed emergency response to COVID-19 at the site, plans have been developed for events and the personnel on site will be specifically trained for an awareness of COVID-19 symptoms and the appropriate protocol to follow.</td>
</tr>
</tbody>
</table>

### Cornerstones

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Show Website, Apps, &amp; SMS</strong></td>
<td>Show organizers’ All Secure Standard and your Cornerstones can be communicated for each event through all channels, with the specific details available on the show website, SMS, event app, and urgent messages sent via SMS.</td>
<td>Communication is a critical success factor in this programme, achieving its objectives to build confidence for all people who participate in and visit our events. The All Secure Standard and your Cornerstones will be communicated for each event through all channels, with the specific details available on the show website, app and urgent news via SMS.</td>
</tr>
<tr>
<td><strong>Exhibitor Manuals</strong></td>
<td>Exhibitor manuals can be updated to include the components of the All Secure Standard with specific details of what each exhibitor needs to undertake to ensure safety and hygiene measures.</td>
<td>A key reference guide, Exhibitor Manuals can be updated to include all the appropriate All Secure Standard details for exhibitors. A single checklist can be used to ensure exhibitors undertake all the components that go into referencing frequently asked questions, procedures, and our new, enhanced measures to ensure our stallholders, attendees, visitors and delegates are protected.</td>
</tr>
<tr>
<td><strong>Event Signage</strong></td>
<td>Event signage can include common signs and symptoms of COVID-19 at communication by the appropriate medical and health authorities as a reminder for all attendees. Event signage can be displayed prominently in all common areas of the event.</td>
<td>Organizers’ programme of enhanced measures provides guidance and confidence to all visitors, and events have the opportunity to prominently display event signage with common signs and symptoms of COVID-19.</td>
</tr>
<tr>
<td><strong>Public Addresses During Show</strong></td>
<td>Throughout events, public addresses can issue messages about the importance of maintaining physical distance and the wearing of face masks and gloves. In addition to other health protocols shared from medical and government authorities.</td>
<td>Organizers can work collaboratively with our partners to ensure the broadcasting measures we have in place are practical, effective, and continue to deliver these. Part of these efforts can include public addresses reminding members about the importance of maintaining physical distance and washing hands.</td>
</tr>
<tr>
<td><strong>Pre-Show Messaging</strong></td>
<td>Messages in advance of the industry organizer gatherings can communicate key messages to industry, global and local health organizations, show admission policies, hygiene briefings and health protection measures, among other items.</td>
<td>By communicating to stakeholders in advance, to ensure all will be prepared and safely attend the event. Communicating these messages ahead of time with regards to our updated pre-event policies. Pre-event messaging can include global and local health organization updates, show admission policies, hygiene briefings and health protection measures.</td>
</tr>
</tbody>
</table>