



## INDUSTRY ALL SECURE STANDARD SUMMARY

The government will shortly announce approved standards and measures that will enable organised events to run safely again in the UK.

Clarion Events has played a leading role in consulting with Government and we're looking forward to helping you to plan and update your event strategies for the Autumn with a clear set of standards in place.

Following comprehensive assessments for different event formats, sizes and audience profiles we will be focused on four key pillars: Physical Distancing, Cleaning & Hygiene, Protect & Detect, Communication



### PHYSICAL DISTANCING

#### **Crowd Density Standard (CDS)**

By controlling the density, appropriate physical distancing can occur throughout the event.

#### **Eliminating Handshakes**

Recommend the elimination of handshakes.

#### **Staggered Admission**

Where needed, attendees will be allocated a designated time slot for arrival and stipulated visit duration and will be encouraged to set meetings in advance.

#### **Enhanced Quality of Visitors**

Opportunities to vet attendees through a series of demographic criteria and exhibitor feedback.

#### **Floor Planning**

Introduction of one-way visitor traffic that could create a logical flow through venues.

#### **Set Up & Break Down**

Enhanced guidelines to assist contractors in the set up and break down of events.

#### **Conference Rooms**

Rooms with recommended density and seating arrangements will follow local distancing guidance.

#### **Food & Beverage**

Replace open or self-service buffets with food served pre-packaged or in closed containers.

#### **Registration**

An increased use of technology can facilitate seamless and contactless access upon entry and exit.

#### **Monitoring & Control**

Appoint and train a hygiene subject matter expert who will be responsible for ensuring these guidelines are followed at each event.



### CLEANING & HYGIENE COUNTERMEASURES

#### **Venue Deep-Cleaning**

Requirement of venues to provide a deep cleaning prior to move in and again before the event opens.

#### **Venue Ambient Environmental Controls**

Recommend ensuring the proper ventilation, temperature, humidity, UV air purification controls, etc. are in place.

#### **Waste Management**

Collection and removal of waste receptacles will be increased during events in order to minimise risk.

#### **Stand Cleaning**

Exhibitors will be required to disinfect their respective booths and exhibits regularly throughout the event.

#### **Hand Sanitisers**

Stations will be positioned at key locations throughout the event.

#### **Conference & Seminar Rooms**

All equipment, including AV, will be disinfected between each use, and conference rooms will have an increased cleaning schedule throughout the day.



## PROTECT & DETECT

### Contact Tracing

Offering assistance to the proper authorities in contact tracing efforts where country laws allow.

### Infrared & Thermal Imaging

#### Temperature Screening

Equipment will be available at the entrances to venues at organised industry gatherings.

### Enhanced First Aid & Medical Support

Offering an increased number of First Aid stations located throughout the event with enhanced medical support available.

### Quarantine Area

Offering a dedicated quarantine area for people displaying the symptoms of COVID-19.

### Emergency Response Plans

Implementation of processes for possible COVID-19 incidents, both confirmed and suspected.

### Personal Protective Equipment (PPE)

Key personnel, including cleaning, medical, food and beverage workers, etc., will be offered PPE.

### Facemasks

Requirement of every attendee at every event in line with local authority requirements.

### Employee Screening

Potentially look at encouraging all Clarion employees to undergo COVID-19 symptomatic screening in advance of each work day.



## COMMUNICATION

### Show Website, Apps, & SMS

Guidelines can be communicated for each event through all marketing channels.

### Exhibitor Manuals

Will be updated to include specific details of what exhibitors need to do to execute the enhanced safety and hygiene measures.

### Public Addresses During Show

Repeat messages to be broadcast about the importance of best practices shared from medical and government authorities.

### Event Signage

Will include common signs and symptoms of COVID-19 as communicated by the appropriate medical and health authorities.

### Pre-Show Messaging

Communication of key pieces of information, including updates from global and local health organisations, show admission policies, hygiene briefings and health protection measures.



## NEXT STEPS

This document is a summary of the 'All Secure Standards' document which was produced in partnership with the Association of Event Organisers (AEO), Association of Event Venues (AEV) and presented to the Government Department for Culture, Media and Sport. Clarion was proud to be a leading contributor.

Beyond this summary, there is further practical detail on 'WHAT', 'WHEN' and 'HOW' exhibitions and trade shows will reopen. Risk assessment templates are being signed off by the government that all organisers will use to ensure that all participants are kept safe.

For Imago Techmedia events, these actions will be communicated in a series of follow up documents and the team will be available for 121 and group calls to answer any questions that you have. Our MD and Operations Director will also be setting up a webinar over the coming weeks.

As event organisers, we are doing everything to ensure the safety of all of our attendees and this will include input and collaboration with you, the venue and our suppliers/contractors as well as working closely with the relevant local authorities. Separate communications will also be sent to our visitor groups with guidance and detail on the steps that they should consider in preparation for their time at events.

Our primary goal is always to ensure the safety of all participants and by producing these documents, assessments and comprehensive steps, we will ensure that our events run smoothly and successfully.

If you have any questions, please get in touch with James McGough, Managing Director, Imago Techmedia, who will be happy to run through this with you:

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