



# Events in the New Normal Our Global Health & Safety Strategy

3RD EDITION | JANUARY 2022

---

## COLLABORATION AND ENGAGEMENT

---

Our global exhibition and events industry continues to be affected by the global COVID-19 pandemic. Its effects, and the challenges they present, are likely to remain with us for the foreseeable future.

This is the Third Edition of **RX's Global Health & Safety Strategy**, keeping pace with the evolving pandemic, current research and the changes in thinking and practice that have allowed us to run events once more.

Although restrictions on gatherings and domestic and international travel continue to fluctuate, events have now resumed across many countries and we have been able to implement the measures that we had planned in response to COVID-19.

Trade exhibitions remain a far cry from 'mass gathering' events. They are still well-ordered marketplaces for conducting business across a wide range of industries and interests. RX, and the exhibitions industry in general, is able to affect conditions, settings and specific situations in order to significantly reduce COVID-19 risks at our events, including our business to consumer (or B2C) shows.





The health and safety of our colleagues, partners and customers remains our number one priority. Our global strategy and enhanced 5-Point Health and Safety Plan continue to evolve by focusing on:

1. Collaboration and engagement
2. Risk management
3. Planning
4. Communication
5. Safeguarding measures

Our global strategy, concept of operations and 5-Point Plan draw on scientific evidence and guidance from domestic and international authorities (including the WHO), trade and industry associations and our own commissioned subject matter experts.

In all cases we remain compliant with country-level operating standards and the conditions being imposed on us by relevant authorities. Where necessary, we are also improving on those standards as part of our COVID-19 safety strategy.

Our 5-Point Safety Plan sets out to reduce the potential risks of COVID-19 by complementing and building on safeguarding measures already in place within the exhibition and event setting.

By planning and responding in this way, we continue to demonstrate just how seriously we take COVID-19 and the health risks it presents. We are fully committed to protecting the health of all those who attend our events.

Our global strategy, concept of operations and management plans not only directly respond to COVID-19, but better prepare us to respond to similar risks in the future.



## COLLABORATION AND ENGAGEMENT

---

Collaborating with the relevant authorities, subject-matter experts, global trade and industry associations, partners and customers, is a critical component of our approach to COVID-19 safety.

Of course, this collaboration will differ from country to country, but our business leaders are actively engaged in industry level consultations to ensure that we comply with local requirements and are able to react quickly to changes or updates in regulations. We have worked with relevant authorities, venues and key contractors to test our COVID-19 plans and safeguards. In several countries, our senior operating teams have also played an active role in developing national industry COVID-19 operating standards.



As our businesses have reopened across the world, we've seen this intense level of face to face collaboration continue throughout the show cycle, with public health officials often attending events as observers. Learnings from these live events are shared across business units to ensure continual improvements in our operating systems.

We have worked closely with the National Center for Disaster Preparedness at Columbia University's Earth Institute to better understand the COVID-19 risks in a trade exhibition or event setting, create fit for purpose show-setting, hygiene and medical safeguards and provide global public health surveillance across those countries in which we operate.

We continue to pursue and invest in innovative digital solutions for our customers which also help to combat and manage the disruptive effects of COVID-19 and provide additional opportunities for our customers to connect.

## RISK MANAGEMENT

It is vital that we continue to understand, respond to and manage the risks associated with COVID-19.

Our COVID-19 safety hinges on being risk-informed at three levels:



### 1. Horizon scanning and community based surveillance to better understand:

- Where any country is on the COVID-19 epidemiological curve in terms of infection rates
- The local public health and healthcare systems as well as state sponsored public health protocols such as testing, quarantining etc.
- Domestic and international compliances, travel restrictions and controls

### 2. Show-level risk management:

- We've developed and rolled-out a global approach to show-level risk assessment and operational planning, which covers the risks of person-to-person and surface-to-person COVID-19 transmission within specific show settings
- Our Operations and Event Management teams lead dynamic risk assessments to ensure that our safeguarding measures are fit for purpose, compliant, cost effective and not over-engineered
- Once complete, risk assessments are subject to review and sign-off by senior Operations and Event Management personnel. Our Global Risk and Compliance team supports this process, engaging with each of our Business Units to ensure consistency and alignment across our global business.

### 3. COVID-19 case risk management:

- Our global protocols allow us to respond rapidly to unexpected situations of potential concern and to work alongside relevant authorities in support of trace and track efforts.

Our aim is to recognise, respond to and manage COVID-19 risks to our customers, partners and stakeholders.

## PLANNING

Built around our global concept of operations and the principle of additionality, we plan collaboratively with **venue owners, partners and the relevant authorities** to deliver a safe and secure setting and experience for our customers, who include exhibitors, visitors and all event stakeholders. We remain alert to the COVID-19 risk levels we face, allowing us to adjust our response where local circumstances dictate.



Mapped across all five phases of the show-cycle: **pre-show, build-up, in-show, break-down and post-show**, our COVID-19 management plans at each event centre on:

- Situational awareness, continual readiness, empirical evidence and up-to-date thinking
- Local compliance requirements
- Governance: our own roles, responsibilities, authorities and accountabilities as well as those of our partners
- COVID-19 safeguarding measures relating to the specific risks involved with event activities
- Operational plans reactive to foreseeable challenges, working constraints and necessary investment
- Policies, protocols and standard operating procedures
- Resourcing
- The cooperation and behaviours of customers

Like our risk assessment protocols, all our plans are reviewed and signed-off ahead of each scheduled event.

## COMMUNICATION

Communication is critical to our COVID-19 safety strategy and response. Our event communication plans aim to:

- Inform our partners, stakeholders and customers to build confidence in our ability to deliver safe settings, conditions and experiences
- Allay and answer concerns and anxieties
- Instruct and thereby influence behaviours



Focused on **proactive and reactive** communication and messaging, those plans take into account:

- The target audience and accessibility
- Timing relative to the pre-show, in-show and post-show phases
- Constantly changing situations

We also make use of multimedia channels and technologies, including websites and mobile apps, social media, press briefings and announcements, as well as in-show announcements and signage.

Our **pre-show** communications will focus on:

- (Pre)registration and admission policies
- Local public health directions, advice and guidance
- On-the-day safety requirements and recommendations
- The range of safeguarding measures that our partners and customers can expect at the event
- The behaviours we expect of our customers

Whilst our **in-show** communications will typically extend to:

- Reinforcing messages onsite around hygiene and medical safeguards
- Directions on accessing in-show and local medical support
- A wide range of public information signage
- Current public health, hospitality information and travel updates

## SAFEGUARDING MEASURES

Our global COVID-19 safety strategy, concept of operations and 5-Point Plan **ensure compliant and proportionate delivery** of control measures in 3 main areas:

- Show-setting
- Hygiene
- Medical measures

through which we aim to:

- Manage and mitigate the COVID-19 risks to our customers
- Build confidence, allay anxieties and concerns and offer our customers peace of mind
- Maintain the customer experience at the highest possible level
- Continually review and respond to emerging challenges
- Satisfy the need for local compliance



Whilst it may not always be necessary, or even prudent, to employ the full range of our safeguarding measures, we have a robust framework of tools which are adaptable to local standards and regulations.

### SHOW-SETTING MEASURES

First and foremost, we will comply with directions given by the relevant local authorities. In addition, we draw on other show-setting measures that are likely to include:

- Increasing the show's overall footprint
- Decreasing the density of customers
- Increasing the available space in areas assigned for queuing, the consumption of food or beverages or audience seating
- Extending opening hours, whilst staggering admissions and departure times
- Managing registrations, group bookings and walk-up admission numbers
- Influencing customers' behaviour, using a range of crowd management and crowd dynamic measures to reduce crowding, remove bottlenecks and maintain free-flowing movement including:
  - Designated entrances and exits
  - 'Keep-your-distance' and directional signage
  - One-way footfall
  - Ingress and egress controls
  - Deployment of barriers and partitioning
  - Enhanced floor management, stewarding and marshalling





## SAFEGUARDING MEASURES

---

We work closely with our venues to reduce the risks of person-to-person transmission, recognising the importance of controlling, as far as reasonably practicable, the environment within the venue itself, including:

- Ventilation, air flow, air quality and purification
- Ambient temperature, air conditioning and humidity

## HYGIENE MEASURES

---

**In partnership with our venues, we insist on and implement rigorous hygiene safeguards designed to help prevent person-to-person respiratory transmission and surface-to-person transmission through contact with contaminated surfaces.**

Each show adapts its strengthened hygiene controls to suit its own circumstances and meet the expectations of its customers. Our safeguards align themselves to the conditions and standards set by the relevant authorities and are likely to include:

### **1. Personal hygiene**

- Encouraging all customers to make regular use of our readily available sanitising stations throughout the event and venue
- Contactless registration, check-in and payments
- Encouraging all customers to be mindful of everyone's personal space and to avoid physical contact such as handshaking
- Asking exhibitors to consider alternatives to giveaway products, marketing materials and product demonstrations
- Ensuring access to appropriate welfare facilities

### **2. Cleaning, sanitisation and disinfection:**

- Servicing of air conditioning and air filtration systems by the venues
- Strengthening cleaning regimes, paying special attention to high-touch surfaces in line with local and domestic standards
- Facilitating appropriate waste management protocols



## MEDICAL MEASURES

---

Whilst medical safeguards are dictated by the relevant authorities, we have put in place further measures that can be deployed if necessary. These would include:

- (Pre)registration and admission policies advising on who should and shouldn't attend shows (high-risk and at-risk individuals)
- Clear communication on the requirements for wearing face coverings at the show
- Protective measures such as acrylic screening
- Appropriate medical services, facilities and medical response protocols
- Surveillance activities including:
  - Trace-&-track data collection of customer details though the show cycle
  - Strict adherence to global data protection, data privacy standards and protocols
  - Depending on local regulations and/or guidance, pre-admittance screening activities will also include: COVID-19 status checks, such as evidence of vaccinations or test results
  - Non-invasive thermal screening
  - Health (self)declarations and waivers
  - COVID-19 testing facilities (at certain shows)

Management controls, in collaboration with relevant local authorities and services, will also include:

- Outpatient care, handling and welfare
- COVID-19 case risk assessment and outbreak investigation
- Statutory reporting and supporting trace-&-track efforts by relevant authorities

Our global COVID-19 protocols allow us and our partners to respond to incidents, from dealing with media reports through to medical emergencies.



# “ FINALLY

Health and safety is at the forefront of all our planning, recognising that responding effectively to COVID-19 risks remains a shared responsibility. Our guidelines reflect the essential role that the exhibitions and events industry continues to play in helping to protect the health and safety of our customers and all participants.

However, no industry can overcome this ongoing challenge alone. Our staff, suppliers, venues, partners and customers also have a responsibility as we continue to adopt new practices, respect other people's rights and follow science-based guidelines.

By working together, we continue to tackle this challenge, bringing our customers together and getting businesses growing again.”



**Hugh Jones**

Chief Executive Officer

If you would like to discuss any of the elements in our framework, or require further information on detailed protocols for specific locations, please contact:

**Emma Dengate**

Global Health & Safety Manager  
emma.dengate@rxglobal.com

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)