

Pre-Event Planning	
Specific Measure or Action	Responsibility
✚ Look at previous business models and prepare for new ways of working that might have been overlooked in the past, before considering the live event – what may have worked before might not be the same again	
✚ H&S (Health & Safety) will be on the fore, even above the content, because if we can't safeguard delegates then the event won't/can't go ahead	
✚ Business leaders will look to Events Profs to show due diligence – be prepared and ready to answer questions from the business to support the need for a live event	
✚ Consider putting an internal policy in place, particularly if other parts of the business manage their own events i.e. PA's and group admins. They will need to follow the policy/guidelines to verify all risks are mitigated to ensure no recourse	
✚ Create your own Events Checklist specific for your company events	
✚ Ensure the preferred venue search agency are aware of new protocols of the business prior to any venue search taking place, so they can advise venues before sourcing and/or contract stage	
✚ Check the Risk Assessments and/or Liability Insurance of your firm and reference those where applicable	
✚ Check the CSR policy of the venue – sustainability should not be sacrificed, it should still be a high consideration along with their health, safety and hygiene guidelines	
<b>GDPR</b> – check current guidelines for what can be asked of each delegate: <ul style="list-style-type: none"> <li>• What information or data are we allowed to collect prior to registration</li> <li>• Local HR/People Team will need to ensure compliance for the business</li> <li>• Are we allowed to take temperature checks onsite</li> <li>• Is the venue allowed to take temperature check on site–check if this a mandatory step with the venue and if they keep a record (GDPR)</li> </ul>	Event Organiser and Venue
<b>Pre-event Survey</b> – from the main host/stakeholder to gauge the appetite from delegates: <ul style="list-style-type: none"> <li>• i.e. we are planning to hold this event and we are comfortable it's safe and we can put in the appropriate H&amp;S measures</li> <li>• We would like to get a census from delegates and why they wouldn't attend i.e. holiday, uncomfortable to travel or be in large numbers etc.</li> <li>• Advise the plan is to deliver this event regardless - at the location/on this date</li> <li>• Offer a hybrid option or vote on virtual vs. live attendance</li> </ul> <p>Add questions into the delegates pre event survey to self-declare if:</p> <ul style="list-style-type: none"> <li>• You, or a member of your household has displayed typical Covid-19 symptoms in the 14 days prior to the event (respiratory problems, persistent cough, flu-like symptoms, loss of taste or smell)</li> <li>• You believe you may pose any risk of exposing colleagues or other delegates to Covid-19 or other infectious diseases by the event date</li> </ul> <p>Build into the company's privacy / data protection policy a statement which encompasses the following points:</p> <ul style="list-style-type: none"> <li>• "For the health and wellbeing of our colleagues and delegates, we reserve the right to maintain a 'wellness register' onsite at our events. Activities involved in creating a wellness register may include (but are not limited to): asking</li> </ul>	Event Organiser

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<p>attendees to self-identify as non-contagious ahead of the event; temperature checks for all attendees on arrival; securely storing collected data for 28 days post-event in order to identify risks; contacting attendees post-event if there appears to have been a viable risk of transmission of infectious diseases.”</p> <p>If the venue chooses to offer mandatory temperature scanning attendees on arrival, we will either need (a) a written commitment from the venue that its staff will refuse entry to the building/structure who do not pass a temperature check (including staff) or (b) that checks will be logged against a ‘wellness register’ and that the venue provides the organiser with a data protection statement to offer to attendees specifically outlining the measures being taken and how data will be stored and deleted as above.</p>	
<p><b>Joining Instructions</b> - should also cover:</p> <ul style="list-style-type: none"> <li>• A paragraph of reassurance on how we will safeguard employees during the event</li> <li>• An expectation on responsible ‘behaviour’ whilst onsite e.g. adhering to onsite protocols and respecting venue guidelines</li> <li>• Disclaimer in their event registration about travel or illness (<i>assume GDPR ok</i>)</li> <li>• Outlining health &amp; safety of guests is paramount and fundamental to the success of the event. The business and the venue have declared a duty of care and responsibility to delegates before and onsite at the event</li> <li>• Advise we’re implementing new procedures for arrival, registration, break times, PPE and social gatherings etc., which allow for these to happen safely but whilst still creating an enjoyable experience for those attending</li> <li>• Detailed protocols for safe food service, catering and hospitality covering the menus, service and merchandising</li> <li>• All delegates must be pre-invited or officially registered, last-minute walk-ins or replacements will not be admitted</li> <li>• Possibility of an onsite declaration of health to be signed on the day of event – venue requirement</li> <li>• Delegates who fail onsite testing and/or show symptoms will be asked to leave and self-isolate at their primary residence</li> <li>• Private transportation option will be covered by the business for any delegate asked to leave or showing symptoms</li> <li>• Full venue safety guidelines will be communicated to all delegates at least 24 hours prior to the event</li> </ul>	Event Organiser
<p><b>Legal Considerations:</b></p> <ul style="list-style-type: none"> <li>• Legal statement or addendum in contracts to expand Force Majeure to include pandemics</li> <li>• Event Profs should have a basic understanding of Force Majeure and what it covers</li> <li>• Consider an additional line about deferment within 12 months if a pandemic happens again, to rebook and confirm the business – will the venue offer flexible terms around this?</li> <li>• What does Events Insurance cover? Unlikely to cover pandemics as the pay-out is too high</li> <li>• What if a venue closes down due to a case of COVID-19 – where are we covered in our T&amp;Cs? What would the venue do?</li> <li>• Consider Crisis Management – what communications would you send to</li> </ul>	Event Organiser

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<p>delegates if they were in a venue that closes down 12-72 hours after your event?</p> <ul style="list-style-type: none"> <li>• Make sure you understand what you're liable for and what the venue/supplier are liable for in the T&amp;Cs</li> <li>• Consider all potential consequences, it could have a negative effect on the business or brand</li> <li>• Are you legally supported by the business as a main signatory for events contracts on behalf of the company?</li> <li>• If you have no in-house Legal Team, what external advise or support do you have access to?</li> </ul>	
<p><b>Agenda &amp; Budget Considerations:</b></p> <ul style="list-style-type: none"> <li>• Start and end times should not be scheduled during rush hour at the venue – consider staggered timings</li> <li>• If delegates are not comfortable to travel/attend, will you consider a live link for them to participate virtually</li> <li>• Allow for additional AV considerations for budget, check availability of AV at the venue is suitable for your needs</li> <li>• Additional costs for exclusive use of venue or areas within the venue i.e. no shared foyer area for breaks</li> <li>• Allow extra time for breaks, lunch, bathroom, queue management of delegates <ul style="list-style-type: none"> <li>➢ Also allows extra time for deeper cleaning by the venue during the breaks</li> </ul> </li> <li>• Transport – if you transport guests, what measures will coach companies put in place</li> </ul>	Event Organiser
<p><b>Onsite Considerations:</b></p> <ul style="list-style-type: none"> <li>• Arrival times to be staggered to prevent queuing where possible – This is to be communicated in the joining instructions</li> <li>• Attendance must be recorded and maintained by the organisers</li> <li>• All delegates receive a 'kit' of small bottles of hand sanitizer/individually wrapped wipes, pen, mints etc.</li> <li>• Identify who the First Aiders are in advance of event, whether the events team and/or venue</li> <li>• Locate the Wellness Room available onsite should anyone feel ill</li> <li>• Delegates may not live in close proximity of the venue so a room at the venue may need to be utilised for the ill party. A member of the events team should look after them</li> <li>• Have a dedicated third-party supplier onsite responsible for temperature checks</li> <li>• Consider exclusive use / areas i.e. no venues with shared foyer break areas</li> <li>• Review meeting space capacities and look at larger spaces than you would normally consider, knowing that social distancing could be in place</li> <li>• Linen-less table options to allow for wiping of surfaces and better cleanliness – tables will need to be upgraded as most are designed to be covered!</li> <li>• Banners and signage – consider using the same branded signage in company offices for familiarity and consistency to internal delegates offsite</li> <li>• Encourage using outdoor space for breaks &amp; receptions, weather permitting</li> <li>• Removal of non-essential high-touch items i.e. magazines or books in hotel bedrooms or communal areas</li> </ul>	Event Organiser and Venue

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<ul style="list-style-type: none"> <li>• Check if the venue can provide mobile dining by ordering meals digitally or via QR Code rather than printed menus at breakfast</li> <li>• Ensure Green Rooms have appropriate levels of sanitizer stations/wipes available for external guests             <ul style="list-style-type: none"> <li>➢ Check riders more closely of speakers and entertainers!</li> </ul> </li> <li>• Look at Badging options – should delegates pre-print their own badges</li> <li>• If they are internal/staff, their own company pass should suffice as an ID badge</li> <li>• Automatic dispenser hand sanitizer stations throughout the venue and in high-traffic areas i.e. registration desk, break-out areas</li> <li>• What allowances have been made by the venue for cloakrooms</li> <li>• During site visits, look for areas that might cause bottlenecks, flow of delegates is a key consideration i.e. keeping left / 2-way traffic</li> <li>• Ascertain whether a venue can offer one-way only dedicated entrances or exits</li> <li>• What provisions does the venue have in place for dedicated smoking areas</li> <li>• Onsite declaration of health to be signed on the day of event – venue requirement</li> <li>• Delegates who fail onsite testing and/or show symptoms will be asked to leave and self-isolate at their primary or local residence/accommodation.</li> <li>• Private transportation option will be covered by the business for any delegate asked to leave or showing symptoms</li> <li>• Will venues strictly work to their own PSL or can organisers still bring in their own preferred suppliers i.e. AV companies</li> <li>• What H&amp;S measures will the venue expect of external providers i.e. AV, caterers, theming companies, florists, entertainment etc.</li> </ul>	
<p><b>Post-Event Considerations:</b></p> <ul style="list-style-type: none"> <li>• Event delegates/attendees should report to the Events Manager if they fall ill or display any symptoms up to 7 days after the event</li> <li>• The Event Manager/Company has an obligation to report any illness to the venue and other external suppliers, so they may take the appropriate measures necessary to safeguard the venue and/or employees</li> </ul>	<p>Event Organiser and Venue</p>

**In Summary:**

**There is a risk of events being a challenge with businesses and they're likely to be the last thing to return.**

**People's fears are one of the biggest hurdles of getting back to normal and, as an industry, we need to be better at championing the huge benefits of live, face-to-face, interactive events.**

**What is the new normal? The new normal will be a better normal – people will want social interaction, as humans we need the interaction for so many reasons, whether for our health, social, emotional or mental wellbeing.**

**Businesses will be looking for quality, independence and purpose in what they deliver at a live event. Venues and suppliers will want to showcase how far they have come, how they have adapted or evolved through the crisis and provide reassurance on their brand to encourage us to return.**

**People have adapted, businesses will come to adapt and we will all bounce back, we *will* get through it.**

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