



GO LIVE

JUNTOS PELOS EVENTOS

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(Abstract)

São Paulo
April 29th 2020

Protocol suggested for the safety recovery of the Event Industry in Brazil

Our Mission



“GO LIVE Brasil - Together for the Events” spontaneously brought together leaders from across the diverse and vibrant ecosystem of the events industry to produce local, state and federal government actions that will not only will be critical to to get millions of people back to work, but also to help the fight against the pandemic.

In addition, any recovery in the events sector will lead to incremental investments in travel, hotels, restaurants, shopping centers, entertainment and cultural activities, supporting the recovery of business in various sectors of the communities also affected by COVID-19.

Our industry use to produce thousands of events a year before the pandemic, so the economic impact of face-to-face events must be recognized as a priority in government policies.

We hope that this document will also inspire you to join our efforts, to share what we all already know as a great truth... nothing can replace the power and the need to participate in live events!

Together for the Events!

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Recovery of the Events Industry in Brazil

Considerations



- Respect the social isolation measures determined by the Government
- Adopt the Health Authorities prevention procedures
- Promote awareness of measures recommended by WHO
- Act in a relevant manner to help mitigate contagion
- Unify a public positioning for event professionals
- Support recommendations on technical arguments
- Suggest actions for the organized reopening of events
- Explain and inform preventive measures to be adopted at the Events
- Injecting confidence in the Promoters, Exhibitors, Sponsors and Participants



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Protocol suggested for the effective recovery
of the event industry in Brazil

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Introduction

The decision of the appropriate time to reopen the activities of the Event Industry, in each location, is up to the Public Authorities. Professionals and entities in the sector, however, are important players in supporting these authorities with technical recommendation, as recognized experts in this field.

While the resumption does not take place, the end of the period of social isolation should be used to:

- Develop the plan for returning to activities;
- Train the teams;
- Prepare the locations for the events;
- Check the adequacy of outsourced service teams to the new standards;
- Strengthen medical services and emergency procedures;
- Coordinate registration of participants (assembly, realization, disassembly);
- Identify measures to prevent contagion in events
- Evaluate possible controls and tests at the entrance of events
- Assess number of participants in closed spaces
- Ensure the availability of PPE.



Protocol suggested for the effective recovery of the event industry in Brazil

Considerations

- Upon the return, the activities of the Event Industry must respect protocols of social distance aimed at combating Covid-19.
- Every week there should be a joint assessment by public authorities, associations and entities representing the sector and, with that, a review of the protocols (to be relaxed or intensified depending on the status).
- The full release of the activities of the Event Industry should be conditioned to the evolution of the fight against the pandemic of the new coronavirus.





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Suggested Protocol for Recovery of Activities
at Event Venues in Brazil

Suggested Protocol for Recovery of Activities

Organizers Offices,
Exhibitors Service
Center, Press
Room, Other
supportive facilities



In those service areas and offices, it is recommended to apply the General Guidelines for Workplaces.

Other additional recommendations are:

- Improvement of the layout of the tables to meet the minimum safe distance between employees - another possibility is the use of physical barriers when possible;
- Seek to keep doors and windows open full time;
- Do not hold meetings in a closed area and try to reduce the number of participants. Also control the duration time, trying to decrease it;
- Special cleaning services (3 times per shift);
- Cleaning tables, keyboards and mics twice per shift.

Suggested Protocol for Recovery of Activities

Booths, Workshop Rooms, Arenas of Presentations and Demonstrations



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- Limited access, with control of the number of entries;
- Installation (and constant recharging) of points with hand-sanitizers dispensers;
- Use of online channels to continue serving customers who still have restricted movement;
- If possible, isolate areas of the establishments to facilitate control of the operation and reduce costs;
- Provide products and technologies for the hygiene and disinfection of shoes at the entrance of establishments;
- Avoid promotional activities that may cause crowds;

Suggested Protocol for Recovery of Activities

Booths, Workshop
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- Strongly discourage the use of reusable materials (bags, pens, glasses);
- Implementation, when possible, of one-way corridors just to coordinate the flow of customers in halls, pavilions and in the stands themselves;
- Avoid crowding at cashiers and signal the necessary distance;
- Rethinking the offer of additional services and amenities that delay participants' departure, such as offering coffee, waiting chairs, children's areas, etc .;
- Have communications that instruct buyers and employees on the protection standards in place.

Suggested Protocol for Recovery of Activities

Pavilions,
Convention Centers
and Event Venues



- Creation of multidisciplinary committees to prepare reopening plans involving all areas of the site;
- Develop communication campaigns that transmit security effectively and efficiently to professionals, exhibitors, sponsors and visitors;
- Structure internal and external prevention campaigns to Covid-19 and inform about changes in procedures and schedules that may occur during this period;
- Maintain clear and efficient communication with your employees, organizers, suppliers and customers in general;
- Disseminate communications to participants, with guidelines for implementing social distance within establishments;

Suggested Protocol for Recovery of Activities

Pavilions,
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and Event Venues



Common areas:

- Apply Covid-19 prevention announcements to cargo and social elevators;
- Maintain minimum safe physical distance between each customer and / or employee in parking queues, accreditation area and food areas, among others, demarcating the floor with stickers;
- Demarcate tables, seats and elevators that can be used, respecting the distance;
- Ensure a minimum safe distance between users at food courts.

Restrooms:

- Keep control of the number of people, respecting the sanitary rules;
- Keep toilet doors open as a priority to facilitate ventilation.

Suggested Protocol for Recovery of Activities

Pavilions,
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In parking lots:

- Adjust the electronic message in the gates about the importance of care and attention to health measures to combat Covid-19;
- Reinforce hygiene in gates and vehicle entrance equipment;
- Avoid valet operation at this stage;
- Provide masks (and Shields, if possible) and other protections for the cashier for parking payments and try to keep only one operator in this function.



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Many Thanks!

Juan Pablo De Vera