



**JEWELERS INTERNATIONAL SHOWCASE +  
REED EXHIBITIONS'**

# **EVENTS IN THE NEW NORMAL**

Our framework to establish a robust programme of measures to support the health and safety of all our attendees



# PREFACE



Over the past two decades, our industry has responded to and recovered from isolated challenges and national emergencies such as 9/11, the SARS outbreak in 2002 and the Icelandic volcano eruption of 2010.

The Covid-19 pandemic however will change the worldwide exhibition industry beyond recognition, adding new dimensions to our organised events and demanding an even more comprehensive response.

In this difficult and uncertain time, the health and safety of our colleagues, exhibitors, visitors and fans is of paramount importance to Jewelers International Showcase + Reed Exhibitions.. We believe when we next meet in organized industry gatherings, having a consistent and coherent programme of enhanced measures will provide the assurance and confidence that our shows and events have health and safety as our number one priority.



Trade exhibitions are, as we know, a far cry from 'mass gathering' events. They are well ordered market places for conducting business and commerce where we are able to affect conditions, settings and situations. The same is said for organised business to consumer (B2C) events, while there will be certain differences to manage, we are again able to affect the exhibition space.

With that in mind, Jewelers International Showcase + Reed Exhibitions have developed a formal set of enhanced health and safety protocols in collaboration with industry task forces for our future events. These are the precautions and preventative measures for organized industry gatherings that will emerge in the wake of the COVID-19 crisis and the focus of our '5-Point Plan':



- 1 COLLABORATION AND ENGAGEMENT
- 2 RISK MANAGEMENT
- 3 (EARLY) PLANNING
- 4 COMMUNICATIONS
- 5 PRECAUTIONARY MEASURES, CONTROLS AND COUNTERMEASURES

This 5-Point Plan has been developed based on direction and guidance from relevant authorities across the globe (including the WHO), scientific advice, and emerging industry best and good practice.

In many cases we can expect that standards will be mandated by the relevant authorities. In that respect, we are planning ahead based very much on what we know now, but our goal is to improve upon those standards where we feel it is necessary and appropriate to do so to support the health and safety of all those who attend our events, in whatever capacity.

Our core principle is one of additionality – ‘what’ and ‘how’ we and our partners can adapt and do things (that we already do for the most part) to manage the Covid-19 risk in a rapidly changing / evolving situation. For instance, we already plan for emergencies, regulate admissions, space plan, provide medical support etc. Our 5-Point Plan is about building on these skills and experiences to arrive at bespoke and adaptable solutions for each of our events in the new normal.

We are working globally with the relevant authorities, eminent subject-matter experts, associations and partners to reach a collective agreement on a core set of health and safety guidelines, that Reed Exhibitions will adopt and implement. Our 5-Point Plan offers a rigorous, clear and consistent understanding of the shared practices being followed across our global exhibitions and events business.

By planning and responding in this way, we are signalling just how seriously we take Covid-19 and the health risks it presents. Our response demonstrates our commitment to protecting the health of our employees and attendees now and going forward – whatever that new normal might have in store for the global exhibition industry (including ourselves).

Our 5-Point Plan assumes a phased approach to reopening organised exhibitions and events and will be adapted as the Covid-19 crisis unfolds. The plan not only directly responds to the Covid-19 threat we face today, but better prepares us to respond to similar risks as they present themselves in the future.



# 5-POINT PLAN

1

## COLLABORATION AND ENGAGEMENT

Collaborating with the relevant authorities, eminent subject-matter experts drawn from a multitude of disciplines, global associations, partners etc. is a critical component of our approach.

Of course, this collaboration and engagement will differ country to country, but our leaders in each Business Unit are participating in industry wide lobbying efforts. This engagement will help us to ensure that local and national legislatures are ready to consider recovery measures that include provisions to help the organised events industry get back to work as quickly as possible.

In the US, we are supported by the National Centre for Disaster Preparedness at Columbia University's Earth Institute. They are working with us to better understand the Covid-19 risks in an organised trade exhibition setting; advising on our fit-for-purpose 'show setting', 'hygiene' and 'medical' control measures; and providing global public health surveillance across those countries in which we operate.

**National Center for  
Disaster Preparedness**  
EARTH INSTITUTE | COLUMBIA UNIVERSITY



## 2 RISK MANAGEMENT

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

Our 5-Point Plan hinges on our risk-informed approach to our planning and communications as well as our precautionary and preventative measures.

With that in mind, we have adopted a tiered approach to risk management that includes:

- **INTERNATIONAL AND DOMESTIC PUBLIC HEALTH SURVEILLANCE** – understanding where a country is on the Covid-19 curve (both in terms of domestic and international attendees) as well as state-imposed restrictions and controls, local healthcare capabilities and capacities etc.
- **EVENT SPECIFIC RISK ASSESSMENTS** – focusing on venue related hazards, attendee profiling, crowd management and dynamics, (likely) levels of person-to-person contact etc.

Working closely with relevant partners, our operations staff and event teams will conduct dynamic risk assessments throughout the period in the run-up to a show to ensure our precautionary and preventative measures meet all expectations, are proportionate to Covid-19 risks, and remain fit-for-purpose.

Our aim is to recognise and manage those risks between attendees, from the exhibition venue itself and / or from any activity engaged in during the course of the event.

# 3

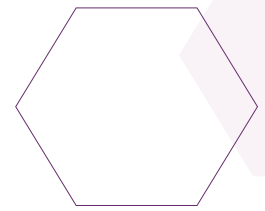
## PLANNING

We're planning collaboratively with venue owners, partners and the relevant authorities to deliver a safe and secure setting and experience for our attendees; remaining alert to the Covid-19 risks we face at any given point in time. This planning allow us the flexibility to ramp up or down our response as local circumstances dictate.

### OUR COVID-19 MANAGEMENT PLANS FOCUS ON:

- ✓ Situational awareness, empirical evidence, and up-to-date thinking
- ✓ Our own roles and responsibilities as well as those of our partners
- ✓ Continual readiness assessments in the run-up to event dates
- ✓ Actions we're taking plus any further efforts and investment required to satisfy expectations and manage shows under COVID-19
- ✓ Baseline and incremental precautionary and preventative measures
- ✓ The role attendees can themselves play in supporting our safe and secure response
- ✓ Predictable challenges and physical constraints

We will also where necessary extend our lead-in times to allow us the opportunity to ensure controls and countermeasures are in place, reviewed and tested with all those concerned. We will require that each event plan is formally signed-off and approved by our Corporate Risk and Compliance team well ahead of the scheduled event: without sign-off, the event will not go ahead.



# 4 COMMUNICATIONS

Communication is critical in order to build confidence for all stakeholders and attendees. Our 5-Point Plan will be communicated for each event through all channels and platforms, including customised email blasts, posters, pop-up banners, flyers or brochures, website announcements, social media announcements, and statements to the press.

Our event teams will communicate clearly to customers, visitors, and other attendees prior to the opening of the event.



## PRE-SHOW COMMUNICATIONS AND MESSAGING INCLUDES:

- ✓ Confirmation of event dates
- ✓ Notification of all new measures in place / what to expect
- ✓ Non-contact registration
- ✓ Admissions policies including advice to vulnerable groups, symptomatic persons etc.
- ✓ Domestic and WHO advice on travel alongside in-country restrictions / conditions, advice and guidance
- ✓ On-site precautions / conditions including contact tracing and thermal-screening
- ✓ Training of on-site staff

## IN-SHOW COMMUNICATIONS AND MESSAGING WHICH EXTENDS TO SIGNAGE INCLUDING:

- ✓ Reminders on physical distancing measures and behaviours
- ✓ Reminders about personal hygiene, where to find sanitizer etc
- ✓ Possible symptoms of Covid-19
- ✓ Advice on the availability and wearing and disposal of face masks, gloves etc.
- ✓ Access to medical support
- ✓ Updates on opening and closing hours, local transport etc. delivered over public address systems

## 5

## SAFETY CONTROLS & PRECAUTIONARY MEASURES

Our safety controls and Covid-19 countermeasures deliver - as far as reasonably practicable and in line with all directions - a safe and secure show setting and visitor experience. They cover a range of opportunities, activities and technologies and reflect the fact that organized trade exhibitions and events are a far cry from 'mass gathering' events. They are well ordered *market places* for conducting business and commerce in a setting where we are able to affect conditions with confidence.

With our core principle of *additionality* in mind, our control measures strengthen what we currently do well and at the same time, introduce proportionate and common sense measures intended to combat the risks of Covid-19.

Those prevention and protection measures we have at our disposal take account of global, federal, municipal and local directives and guidelines – some of which are complex and continually evolving. We will implement these measures to:

- ✓ Manage the health and safety risks to our attendees
- ✓ Build confidence and allay anxieties and concerns
- ✓ Maintain the attendee experience
- ✓ Respond to emerging challenges
- ✓ Satisfy our legal and moral duties

And we will continue to pursue and invest in innovative and technical solutions to combat and manage the disruptive effects of Covid-19.





# SHOW SETTING CONTROLS

These are the measures with which we will control the show setting.

First and foremost, we'll be following relevant authority direction regarding physical distancing by controlling admissions, managing assemblies and influencing people's behaviours.



**UNDERPINNING THOSE STRINGENT CONTROLS OVER ADMISSIONS, WE WILL EMPLOY A COMBINATION OF MEASURES TO PRESERVE PHYSICAL DISTANCING WHICH MAY INCLUDE:**

- ✓ Extending show dates (all phases)
- ✓ Increasing the show's overall footprint
- ✓ Increasing stand footprints and / or decreasing densities
- ✓ Insisting on pre-registration
- ✓ Extending opening hours whilst staggering admission and departure times
- ✓ Introducing designated and controlled multiple entrances / exits

**DEPLOYING MEASURES INCLUDING:**

- ✓ Introducing barriers
- ✓ Enhanced floor management and stewarding aimed at controlling footfall within the venue itself
- ✓ Encouraging seating only over standing only and removing / reducing those areas where attendees congregate en masse
- ✓ One-way crowd management and physical distancing floor markers

# ENHANCED HYGIENE CONTROLS

We will implement rigorous hygiene controls specifically designed to help prevent person-to-person respiratory transmission or transmission from touching contaminated surfaces. Each show will adapt its strengthened hygiene controls to its own circumstances and the expectations of its attendees.

**OUR STRENGTHENED HYGIENE STANDARDS AND CONTROLS WILL ALSO ALIGN THEMSELVES TO THOSE CONDITIONS SET BY RELEVANT AUTHORITIES AND ARE LIKELY TO INCLUDE:**

## PERSONAL HYGIENE

- ✓ Attendees encouraged to make use of readily accessible sanitising stations
- ✓ Contactless payments
- ✓ Imposing firm 'no handshake' policies etc.
- ✓ Increasing welfare facilities

## CLEANING AND DISINFECTION

- ✓ Strengthening in-hours and out-of-hours cleaning and disinfection regimes – including 'deep cleaning' – paying special attention to high-touch surfaces in line with local and domestic standards
- ✓ Modifying our opening hours when necessary to allow for thorough cleaning and disinfection

## FOOD HYGIENE

- ✓ (Temporary) prohibitions of food and beverage sampling in line with local guidelines
- ✓ Ramping-up food hygiene inspections throughout the show period



# PROACTIVE MEDICAL CONTROLS

WE WILL LOOK TO THE RELEVANT LOCAL AUTHORITIES AND OUR EXPERT ADVISORS TO GUIDE US IN THE USE AND DEPLOYMENT OF MEASURES INTENDED TO HELP PROTECT AGAINST THE RISK OF COVID-19, WHICH WILL INCLUDE RELATIVELY SIMPLE CONTROLS SUCH AS:

- ✓ Policies around the availability, use and disposal of Personal Protection Equipment including face masks, disposable gloves etc.
- ✓ Ensuring our registration data can support contact tracing requests
- ✓ Strengthening our medical support to ensure we're able to respond to a Covid-19 case, including dedicated isolation areas and training staff and attendees on Covid-19 symptoms surveillance

THROUGH TO FAR MORE COMPLEX CONTROLS THAT COULD BE INCLUDED IF REQUIRED / REQUESTED:

- ✓ Protective screening for staff, exhibitors and vendors
- ✓ Thermal screening (groups of) attendees on admission alongside existing security and registration arrangements
- ✓ Covid-19 testing for acquired immunity and / or infection (if testing kits are readily available to procure)



# A Shared Responsibility

Health and safety is at the forefront of all our planning. Responding effectively to Covid-19 is a shared responsibility. Our guidelines reflect the essential role that the Exhibitions and Events industry must play to help protect the health and safety of our customers and employees.

But no industry can overcome this challenge alone. Our staff, attendees, suppliers, venues and partners also have a responsibility. They must adopt new practices and follow science-based guidelines not only to protect their health and their family's health, but to safeguard the health of others.

By working together, we can overcome the challenge, begin to reopen our economies and get businesses growing again.

Thank you.



If you would like to discuss any of the elements outlined in our framework or require further information, please contact:

NATHALIE HAXBY,  
GLOBAL HEAD OF CORPORATE  
COMMUNICATIONS

[nathalie.haxby@reedexpo.co.uk](mailto:nathalie.haxby@reedexpo.co.uk)

+44 (0) 7825 735000