EVENTS IN **THE NEW NORMAL**

Our Global Health & Safety Strategy in a COVID-19 world

SAFETY SHOWS

Reed Exhibitions®

PREFACE

Our global exhibition and events industry continues to be shaped by the SARS-CoV-2 virus and its COVID-19 disease. Its effects and the challenges they present, are likely to be with us for some considerable time.

This is the Second Edition of **Reed Exhibitions' Global COVID-19 *'Safety Shows'* Health & Safety strategy** and represents a refresh, keeping pace with the evolving pandemic; emerging research; changes in thinking and practice etc. as the industry gradually adapts and reopens for business. We've seen the trade exhibitions and events industry react as best it could as restrictions on gatherings (of any size) and on domestic and international travel rolled-out *across the world.* Global state-imposed closures have though allowed us time to take stock and reset ready for *reopening.*

WE'RE NOW RESTARTING

We've planned-for and tested the *'what'* and the *'how'* that will be necessary to respond to the risks associated with COVID-19.

Trade exhibitions remain a far cry from 'mass gathering' events. They are still well ordered market places for conducting business and commerce where now, we and the wider industry are even better placed to affect conditions, settings and situations to manage down COVID-19 risks. Much of the same can be said of our business to consumer (or B2C) events.

SAFETY SHOWS

The health and safety of our colleagues, partners and audiences remains our number one priority and our global *Safety Shows strategy* and 5-Point enhanced health and safety plan continues to evolve to keep pace with the pandemic by focusing on:

- **Collaboration & engagement**
- **Risk management**
- **Planning**
- **Communication**
- **Safeguarding measures**

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

We anticipated country-level operating standards and conditions being imposed on us by the relevant authorities and expected of us by our partners and audiences.

Delivering compliance and improving on those standards where necessary, is at the heart of our COVID-19 **safety offer and investment strategy.**

Our *5-Point Safety plan* sets out to reduce the assessed risks of COVID-19 by complementing and building on safeguarding measures already in place outside of the trade exhibition and event setting.

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 all those who attend our events - now and going forward, whatever that new normal might hold in store for the global exhibition industry and ourselves.

Our strategy, *concept of operations* and plans not only directly respond to the COVID-19 threat we face today, but better prepares us to respond to similar risks as they present themselves in the future.

COLLABORATION

Collaborating with the relevant authorities, eminent subject-matter experts drawn from a multitude of disciplines, global trade and industry associations, partners, consumers etc. is a critical component of our approach to COVID-19 safety.

Of course, this collaboration and engagement differs country to country, but our leaders in each of our businesses are actively engaged in industry-wide lobbying efforts. This engagement helps us to ensure that local legislatures are ready to consider provisions that will allow the organised events industry to return to some level of normality as quickly as possible.

In the UK and US, we've worked with relevant authorities, venues and key contractors to build real-life simulations and trade exhibition mock-ups aimed at 'table-top' testing our COVID-19 plans and safeguards – learnings that we've carried forward into our 3D virtual simulations. In Australia, France and UAE, as is the case in many of the countries in which we operate, our senior teams have played an active role in developing in partnership national COVID-19 operating standards.

As our businesses reopen in China, South Korea, Japan, Russia and Turkey, we've seen that intense level of face-to-face collaboration and close cooperation continue throughout the show cycle with public health officials often attending events as observers.

We are supported globally by the **National Centre for Disaster Preparedness at Columbia University's Earth Institute** who are working with us to better understand the COVID-19 risks in a trade exhibition or event setting, advising on our:

National Center for Disaster Preparedness
Earth Institute | Columbia University

- COVID-safe fit-for-purpose show settings
- Our hygiene and medical safeguards, whilst
- Providing global public health surveillance across those countries in which we operate

COVID-19

RISK MANAGEMENT

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

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

1. GLOBAL HORIZON SCANNING AND COMMUNITY-BASED SURVEILLANCE AND RISK MANAGEMENT IN TERMS OF BETTER UNDERSTANDING:

- Where any country is on the COVID-19 epidemiological curve in terms of infection rates
- Local public health and healthcare systems as well as the fast approaching prospect of effective vaccines.
- RAG-rated domestic and international compliances, travel restrictions and controls, full-stop

2. SHOW-LEVEL RISK MANAGEMENT

Signed-off by our external subject matter experts, we've developed and rolled-out our global approach to show-level risk management and assess-ment focusing on person-to-person and surface-to-person COVID-19 transmission within the show setting.

Working closely with relevant partners, our operations staff and events teams conduct those dynamic risk assessments throughout the period in the run-up to a trade exhibition or event, ensuring our safeguarding measures are fit-for-purpose, compliant, cost effective and not overengineered.

Once complete, risk assess-ments are subject to rigorous scrutiny and signed-off by national CEOs, Regional Presidents and our global risk team – without consensus, shows do not go ahead.

3. COVID-19 CASE RISK MANAGEMENT

Our global protocols allow us to respond rapidly to reported COVID-19 cases, medical emergencies and to work alongside relevant authorities in support of trace-&-track efforts. Our aim is to recognise, respond to and manage COVID-19 risks to our audiences, partners and stakeholders.

PRE-SHOW | BUILD-UP | IN-SHOW | BREAK-DOWN | POST SHOW

PLANNING

Built around our global concept of operations (CONOPs) 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 audiences. We remain alert to the COVID-19 risks we face at any point in time allowing us to ramp-up or down 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 show-level COVID-19 management plans centre on:

- Situational awareness, continual readiness, empirical evidence and up-to-date thinking
- Local compliances
- Governance: our own roles,
- responsibilities, authorities and accountabilities as well as those of our partners
- COVID-19 safeguarding measures ranked according to 'minimum mandatory', 'moderate' or 'exceptional' standards
- 'Action', 'communications' and 'medical' plans reactive to predictable challenges, operating constraints and necessary investment
- Policies, protocols and standard operating procedures (SOPs)
- Resourcing
- The cooperation and behaviours of our audiences

We will also, where necessary, extend our lead-in times to allow us the opportunity to ensure that safeguarding measures are in place, reviewed and tested with all those concerned. Like our risk assessment protocols, all our plans are formally reviewed and signed-off, well ahead of a scheduled event.

COMMUNICATIONS

Communication is critical to our ***Safety Shows*** and response. Our carefully orchestrated event communications plans aim to:

- Inform our partners, stakeholders and audiences building confidence in our ability to deliver safer settings, conditions and situations
- Allay concerns and anxieties
- Instruct and thereby influence behaviours.

And in that respect they serve the same purpose now as they did under normal operating conditions.

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

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

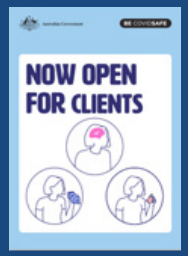
And make use of multimedia channels and technologies, including websites and mobile apps, social media, press briefings and announcements, relayed policies and in-show signage.

Our pre-show communications and messaging focuses on:

- (Pre)registration and admissions policies, excluding higher risk attendees and advising those vulnerable to COVID-19
- Local public health directions, advice and guidance particularly to do with good (respiratory) hygiene
- On-the-day prohibitions including 'no handshake' rules
- The range of safeguarding measures that our partners and audiences can expect to encounter during build-up, in-show and break-down phases including trace-&-track data collection, physical distancing standards etc.
- The behaviours we expect of our audiences

Whilst our in-show communications extend to:

- A wide range of public information signage– translated in each of the countries in which we operate, we have developed our own global standards for COVID-19 signage and pictograms
- Up to the minute public health, hospitality information and travel updates
- Directions on accessing in-show and local medical support
- Reinforcing messages around in-show, hygiene and medical safeguards.



SAFEGUARDING

Our Safety Shows strategy, concept of operations and 5-Point Plan culminate in our fit-for-purpose, compliant and proportionate:

- **Show-setting**
- **Hygiene**
- **Medical safeguarding measures**

with which we aim to:

- Manage the health and safety risks to our attendees from COVID-19
- Build confidence, allay anxieties and concerns and offer audiences peace of mind
- Maintain the attendee experience
- Respond to emerging challenges
- Satisfy our need to comply

Whilst it may not be necessary or even prudent to employ the full range of our safeguarding measures – trade exhibitions remain a far cry from mass gatherings - nevertheless, in order to keep pace with constant change, remain safe and compliant whilst exceeding expectations, we rank our safeguarding measures according to 'minimum mandatory', 'moderate' and 'exceptional' standards – country by country.

To support of our global response we have:

- Developed through our Austrian subsidiary, StandOut, our:
  - COVID-19 catalogue of manufactured safeguards, screening and signage, available to both RX globally and our partners
  - 3D flythrough showcasing those solutions in situ in our virtual Messe Vienna setting
- Commissioned through the National Centre for Disaster Preparedness at Columbia University's Earth Institute, a suite of technical assessments of specific COVID-19 risks relevant to the trade exhibitions and events industry

We continue to pursue and invest in innovative and technical solutions to combat and manage the disruptive effects of COVID-19.

In recognition, two of our businesses – Reed Expositions France and Reed Tuyap in Turkey – have successfully attained **national certifications** for their COVID-19 safety (management) systems.

SHOW SETTING MEASURES

These are the safeguarding measures with which we ***control*** the show setting. First and foremost we comply with the directions given by the relevant authorities regarding physical distancing which we can preserve through intelligent and adaptive floor planning by:

- Increasing the show's overall footprint
- Increasing stand footprints/decreasing densities
- Extending build-up, show-time and break-down dates
- Extending opening hours, whilst staggering admissions and departure times
- Controlling (pre)registrations, group bookings and walked-up admission numbers: our sign-off of show-level risks assessments includes checks and balances over crowd densities
- Managing assemblies and influencing people's behaviours using a range of crowd management / crowd dynamics measures aimed at reducing crowding, removing bottle necks and maintaining free-flowing footfall including:
  - Designated entrances and exits
  - Keep-your-distance and directional floor decals
  - One-way footfall
  - Ingress and egress controls
  - Deploying barriers and partitioning, queuing systems, encouraging seating etc.
  - Enhanced floor management, safety stewarding and marshalling

We also recognise the importance of controlling as far as reasonably practicable, the environment within the venue itself, including:

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

in order to ***reduce the risks*** of person-to-person transmission.

To that end, we've commissioned technical evaluations of the environmental impacts on COVID-19 viability from our partner, the National Centre for Disaster Preparedness at Columbia University's Earth Institute.

HYGIENE MEASURES

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 audiences. Our safeguards align themselves to the conditions and standards set by the relevant authorities and include:

Personal hygiene

- Encourage all attendees to make regular use of our readily available sanitising stations throughout the event venue
- Contactless registration, check-in and payments
- Temporary prohibitions such as 'no handshaking', 'no demonstrators', 'no giveaway goods or marketing materials' etc.
- Increasing welfare facilities

Cleaning, sanitisation and disinfection

- Imposing safe handling of promotional giveaway goods and materials: the technical assessment provided by our partner the National Centre for Disaster Preparedness has enabled us to set clear standards on the use of materials - pre-show manufacture, storage and transit, and the handling and distribution of those items
- 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
- Servicing air conditioning / air filtration systems
- Modifying our opening hours when necessary to allow for thorough cleaning and disinfection
- Biohazardous waste management

Food hygiene

- whilst there is currently little to no evidence of transmission of COVID-19 from food sources, and the risk of infection from food products, food packaging or bags is thought to be very low, there nevertheless remain risks associated with food and beverage service to do with physical distancing and general cleaning, sanitisation and disinfection.

That being the case, we:

- Impose where necessary temporary prohibitions on food and beverage sampling
- Stipulate pre-packaged and / or vended food and beverages, the use of disposable crockery and cutlery etc.
- Strengthen food hygiene inspections throughout the show period

MEDICAL MEASURES

Whilst our medical safeguards are very much dictated by the relevant authorities, we've taken lessons learned in those countries where we are open for business alongside expert advice to design, test and implement our global medical standards. These include relatively simple safeguarding measures through to far more complex controls that can be deployed if necessary.

Our range of safeguards include:

- (Pre)registration and admissions policies advising on who should and shouldn't attend shows (high-risk and at-risk individuals)
- COVID-19 safety training and awareness briefings and e-learning for staff, exhibitors and contractors
- Prescribed, mandatory personal and respiratory protective equipment (PPE & RPE) including face masks
- Protective measures such as acrylic screening
- Specified (third-party) medical services, facilities and prescribed infection control and medical response protocols
- Surveillance and screening activities including:
  - Trace-&-track data collection of all attendees though the show cycle
  - Strict adherence to global (personal) data protection / data privacy standards and protocols

And, where appropriate

- Non-invasive thermal screening (including approved technologies)
- (Self)declarations and waivers
- Point-of-contact (POC) COVID-19 testing. Our US business is currently evaluating the merits, practicalities and costs of POC testing in the context of trade exhibitions and events
- Outpatient care, handling and welfare, wellbeing and psychosocial resilience
- COVID-19 case risk assessment and outbreak investigation (in collaboration with relevant authorities)
- Statutory reporting and supporting trace-&-track efforts by relevant authorities

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

Finally, we continue to monitor closely what will be the **game changing ever-sooner prospect of COVID-19 (mass) vaccination programmes around the world** in the context of our already designed and tested medical safeguards.

AND FINALLY

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. We must all adopt new practices, respect other people's rights and follow science-based guidelines in order to safeguard our own health and safety and that of others.

By working together, we can overcome the challenge, bring our customers together and get businesses growing again.

Thank you.

Hugh Jones
Chief Executive Officer

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

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