

All Secure Guidelines 2.0

9th August 2021

Introduction

The objective of this document is to provide a best-practice guide to industry colleagues who are responsible for planning and delivering organised industry events, trade shows and exhibitions of all sizes, in all locations.

We believe in order to do this we must work collaboratively with our stakeholders to ensure the biosafety measures we have in place are practical, effective and considered best practice for the industry.

It may not be required nor possible to execute every action, and so these principles are designed to encourage focus on biosafety measures. In some jurisdictions, biosafety measures will be mandated or prescriptive and, in such cases, will be followed as a minimum guideline.

Communication between all stakeholders is a critical success factor in this program achieving its overall objective to provide assurance and build confidence for all people who participate in and visit our organised industry gatherings.

This proposal outlines **What** measures show organisers are taking to ensure the health and safety of all visitors, exhibitors, contractors and staff particularly in response to COVID-19, **How** these measures are being implemented, and **Why** it's an important component of the industry's All Secure Guidelines.

It has been agreed at an event industry association level that by verifying event attendees' COVID-19 Status (e.g. NHS COVID-19 Pass, email, text message) for entry into the event (or alternative recognised proof) significantly reduces the transmission risk within the event.

The guidelines in this document are based on information currently available regarding the behaviour and characteristics of the Coronavirus, the status of testing capacity, where we are in terms of vaccine availability and local or state guidelines with respect to large gatherings in any particular community. As more clarity with respect to these variables emerges, it is expected that these guidelines may need to be adjusted accordingly.

This guidance / toolkit / advice has been prepared by AEO, AEV & ESSA in line with guidance published by DCMS / Government

All Secure Guidelines Cornerstones

1. Risk Assessment
2. Entry Control
 - Turn people with COVID-19 symptoms away
 - Enable people to check in at venue
3. Cleaning, Hygiene and Ventilation
 - Adequate ventilation
 - Clean more often
4. Communication and Training



Definitions

COVID-19 Status, for domestic purposes, those 18 and over can obtain an NHS COVID Pass if one of the following applies:

- 2 weeks after completing a full course of vaccination, whether that requires 2 doses or one dose (that is, 2 doses of the Moderna, AstraZeneca or Pfizer vaccine, or 1 dose of the Janssen vaccine) (according to the Medicines and Healthcare products Regulatory Agency authorised schedule).
- with evidence of a negative rapid lateral flow or polymerase chain reaction (PCR) test taken within 48 hours of entry to a venue, with both at-home and on-site (where available) being accepted. A lateral flow test taken at home will need to be reported into the public reporting system.
- with proof of natural immunity shown by a positive PCR test result for COVID-19, lasting for 180 days from the date of the positive test and following completion of the self-isolation period.
- Or other authorised identified documentation/ method of confirming COVID-19 status (e.g. for international attendees).

Attendee definition – *everyone onsite – Organiser staff, Venue staff, contractors, service suppliers, exhibitors, visitors etc*

Registration definition – process of attending an event, through registration/ application/ purchase of ticket etc and has a method of collection of contact data

Training – Training, briefing or communication dependant on role level and responsibility of the specific attendee.

Alert Level Considerations

It is recommended to reference the Government Guidance alert levels when carrying out the event risk assessment. Planning should be based on the COVID-19 prevalence at that time and continually monitored but with the consideration that it may change by the time of the event. The below table is a summary of suggested options which should be considered to form part of an event specific risk assessment.

The [alert levels](#) are -

Level 1: COVID-19 is not known to be present in the UK

Level 2: COVID-19 is present in UK, but the number of cases and transmission is low

Level 3: a COVID-19 epidemic is in general circulation

Level 4: a COVID-19 epidemic is in general circulation; transmission is high or rising exponentially

Level 5: as level 4 and there is a material risk of healthcare services being overwhelmed

All Secure Guidelines Cornerstones –

1. Risk Assessment
2. Entry Control
3. Cleaning, Hygiene and Ventilation
4. Communication and Training

Level	Pre-Event	Onsite
2 or 3	(1) Event Risk Assessment (2) Attendee to verify COVID-19 Status – do not attend if displaying any symptoms (2) Promotion of pre-registration. Attendee Pre-Event registration process includes self-declaration of COVID-19 Status (4) Communication with all stakeholders on event measures	(2) Attendee Onsite registration (where pre-registration not possible) to include self-declaration of COVID-19 Status (2) Appropriate level of COVID-19 Status checks* at entry, relevant to event risk profile (2) Display NHS Test and Trace QR Code at Entry (3) Venue enhance ventilation system (3) Enhanced cleaning regime
4	(1) Event Risk Assessment (2) Attendee to verify COVID-19 Status – do not attend if displaying any symptoms (2) Promotion of pre-registration wherever possible. Attendee Pre-Event registration process includes self-declaration of COVID-19 Status (4) Communication with all stakeholders on event measures	(2) Attendee Onsite registration (where pre-registration not possible) to include self-declaration of COVID-19 Status (2) 100% proactive COVID-19 Status checks at entry (2) Display NHS Test and Trace QR Code at Entry (3) Venue enhance ventilation system (3) Enhanced cleaning regime (1 & 3) Recommendation of the use of face coverings and following other relevant government guidance
5	(1) Event Risk Assessment (2) Attendee to verify COVID-19 Status – do not attend if displaying any symptoms (2) Promotion of pre-registration wherever possible. Attendee Pre-Event registration process includes self-declaration of COVID-19 Status (4) Communication with all stakeholders on event measures	(2) Attendee Onsite registration (where pre-registration not possible) to include self-declaration of COVID-19 Status (2) 100% proactive COVID-19 Status checks at entry (2) Display NHS Test and Trace QR Code at Entry (3) Venue enhance ventilation system (3) Enhanced cleaning regime (1 & 3) Mandatory use of face coverings (1 & 3) Additional containment measures can be applied (e.g. Crowd Density, Physical Distancing) (1 & 3) Consideration of onsite Venue led testing

* appropriate levels could range from self-declaration to 100% proactive onsite checks

1. Risk Assessment

Ensure that your event takes place in line with relevant guidance.

Ensure your risk assessment includes protocols for managing suspected or confirmed cases amongst attendees.

In events or event areas which have a higher risk due to –

- Crowd density prior to any entry controls
- Higher risk audience/ visitors
- Restricted/ poor ventilation
- Energetic activities

Additional control measures should be put in place during this time/ in this area, such as –

- Reduced capacity/ controlled capacity/ controlled entry (staggered entry)
- Physical distancing
- Mask wearing
- 1-way system

Risk Assessment should consider other events/ activities within the same Venue.

Assess the risks relevant to your event and put in place practical measures to reduce them.

Engage with local authorities and other relevant bodies early in your event planning process, to ensure your event can take place as safely as possible.

Early engagement between event organisers, venues and local transport authorities to manage crowds near transport hubs and routes to and from the venue should be factored into the event planning process.

What	How	Why
Free movement between people	<p>Proof of COVID-19 Status for entry into the event (i.e. NHS COVID-19 or equivalent recognised proof).</p> <p>Recommendation of other government guidance, such as the use of face coverings in areas of high crowd density and/ or low ventilation can be put in place where appropriate.</p>	<p>Ensuring the required COVID-19 Status of the attendees significantly reduces the risk of transmission within the event.</p> <p>As a result, attendees can follow current government guidance or Organisers can implement further mitigations depending on the alert level or specific event risk profile.</p>
Large numbers of attendees	<p>Consider profile of audience in relation to current infection risks/ rates.</p> <p>Venues to coordinate with Organisers an effective method of engagement with Local Transport, Hospitality Providers and other relevant Local Stakeholders.</p> <p>Organisers can create a Travel Management Plan and Local Hospitality Plan where deemed</p>	<p>Good engagement with Local Services providers can validate event management plans.</p>

	<p>appropriate to consider the impact of the event to the Local Area.</p> <p>Organisers can work with Venues to coordinate an appropriate Access and Egress Plan.</p>	
Transmission – Aerosols	<p>Attendee to verify COVID-19 Status.</p> <p>In coordination with our venue partners, organisers can ensure that appropriate ventilation is in place.</p> <p>Organisers can, if there is a particular high risk of aerosol transmission, put further mitigations in place, such as utilising outdoor spaces, recommendation of the use of face coverings.</p>	By reviewing the methods of transmission specifically Organisers can consider any appropriate additional control measures required.
Transmission – Droplets	<p>Attendee to verify COVID-19 Status.</p> <p>Organisers can, if there is a particular high risk of droplet transmission, put further mitigations in place, such as reducing face to face activity, reduction of dwell time, installation of separation screens, recommendation of the use of face coverings</p>	By reviewing the methods of transmission specifically Organisers can consider any appropriate additional control measures required.
Transmission – Surfaces	<p>Attendee to verify COVID-19 Status.</p> <p>Organisers and Venues can coordinate enhanced cleaning throughout the event, specifically on high touch points.</p> <p>Organisers and Venues can coordinate the provision of hand sanitiser and hand washing facilities at the event.</p> <p>Organisers can, if there is a particular high risk of surface transmission, put further mitigations in place, such as the use of contactless methods.</p>	By reviewing the methods of transmission specifically Organisers can consider any appropriate additional control measures required.
Transmission – all	Organisers can communicate mitigation considerations to all	By communicating the measures put in place, organisers can expect

	third-party stakeholders who manage and arrange their own spaces within the event.	attendees to comply and assist in their deployment.
Health Authority/ Local Authority Engagement	Consider profile of audience in relation to current infection risks/ rates. Venues to coordinate with Organisers an effective method of engagement.	Good engagement with Health Authority/ Local Authority to review and validate event management plans
Monitoring & Control	Venues and Organisers can appoint role(s) and train personnel to monitor and control the appropriate planned COVID-19 mitigation measures are in place and processes are followed. Where applicable, this resource will be responsible for ensuring the latest information and updates are shared with the appropriate teams and stakeholders.	With specific resource(s) identified and trained, for adherence to the appropriate planned COVID-19 mitigation measures appointed for adherence to the All Secure Guidelines, we can establish accountability. We can also employ specific resources to remind attendees where applicable of the appropriate COVID-19 measures in place. By sharing information, updates, and best practices within the industry, we can build teams with subject matter expertise in order to assure the continued health and safety of our attendees.
Floor Planning	Organisers can review their floor plan layouts to identify areas of high crowd density and include as part of attendee management plans.	Clear floor plan layouts allow for appropriate attendee flow to be maintained and easily monitored, all of which contributes to our enhanced healthy and safety standards.
Set Up & Break Down	Communication of an appropriate contractor pre-registration process which can include the processing of COVID-19 Status (based on appropriate alert level). Organisers can promote further government guidance where these would augment COVID-19 Status.	From the first to last moment of organised gatherings, organisers can partner with all stakeholders, especially venue partners, to provide enhanced guidelines to contractors to prioritise health and safety. The set up and break down processes can be detailed for each control in place to provide a best practice guide.
Smaller Spaces	For smaller spaces within an event, organisers can consider the ventilation systems in place and can review whether the control of attendee density or further mitigations are required.	Improved ventilation systems are proven to reduce the risk of transmission of COVID-19.
Food & Beverage	Organisers can review the use of open or self-service buffets in favour of serviced buffets.	Food hygiene standards already control health risks around food provision.

	<p>Venues and catering partners can provide food served pre-packaged or in closed containers.</p> <p>Providers can minimise contacts around transactions, for example, considering using contactless payments.</p>	<p>The additional review of the method of service is important with COVID-19 in mind to reduce the risk of transmission.</p>
Social Functions	<p>Organisers will produce a specific risk assessment for any social function or similar event which should include all considerations within All Secure Guidelines as a minimum.</p>	<p>It is a legal requirement to undertake a risk assessment to identify the hazards and put appropriate control measures in place. Social functions should be considered as a standalone event.</p>

2. Entry Control

Organisers can significantly reduce the transmission risks within the event space by introducing preventative and proactive entry control measures to eliminate or substantially reduce the COVID-19 risk at source.

What	How	Why
Pre-Event Registration/ Ticket Purchase	Organisers can promote pre-registration/ ticket purchase wherever possible so Organisers can effectively communicate the event mitigation considerations.	By communicating to attendees prior arriving at the event attendees are more likely to understand and comply with the event requirements.
Checking in/ Contact Tracing	<p>Display an NHS QR code for attendees to check into venue.</p> <p>Subject to compliance with data privacy agreements, Organisers can through the use ticketing and registration processes, mobile apps and other third-party providers, offer track and trace assistance to the proper authorities, if requested.</p>	Although there is currently no requirement for Organisers/ Venues to manage the collection of attendee data/ venue checking in process, the Organisers ability to capture this data could assist in future government communications, if required.
COVID-19 Status Verification	<p>Attendee to verify COVID-19 Status.</p> <p>Recommendation of other government guidance, such as the use of face coverings in areas of high crowd density and/ or low ventilation can be put in place where appropriate.</p>	<p>By attendee self-verification and, where appropriate depending on alert level, checking the COVID-19 status of attendees, Organisers can significantly reduce the risk of transmission within the event.</p> <p>This is considered to be the most effective method to reduce and control the COVID-19 risks within an event.</p> <p>As a result, attendees can follow current government guidance or Organisers can implement further mitigations depending on the alert level or specific event risk profile.</p>
Attendee Management	Prior to any COVID-19 Status verification Organisers can create an attendee management plan which considers elements such as, the queuing, number of entrances, attendee flow, physical barriers, signage, badging/ ticketing processing, management of arrival times.	<p>Ensuring the required COVID-19 status of the attendees significantly reduces the risk of transmission within the event.</p> <p>As a result, attendees can follow current government guidance or Organisers can implement further mitigations depending on the</p>

	<p>Organisers can appoint role(s) and train personnel to monitor and control the appropriate planned COVID-19 mitigation measures are in place and processes are followed.</p> <p>Organisers can consider the effect of pre event communication relating to COVID-19 status requirements and ensure that it is appropriate for the event risk profile.</p> <p>Organisers can promote further government guidance where these would augment COVID-19 Status.</p>	<p>alert level or specific event risk profile.</p>
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Alert Level 5 Considerations/ Event Specific Risk Profile Considerations		
<p>Crowd Density</p>	<p>Organisers can review the capacity of the event to allow for appropriate crowd density depending on the alert level or specific event risk profile.</p>	<p>By adding additional mitigations, such as reduced capacities/ physical distancing Organisers can reduce the potential risk during the highest alert level, allowing events to continue running safely.</p> <p>By reviewing the crowd density for an event, the physical distancing of attendees can be managed where appropriate.</p>
<p>Staggered Admission</p>	<p>Some event formats can be divided into time slots across the days of their occurrence. Organisers can provide the ability to facilitate visitors' attendance during a designated time slot in order to evenly spread the attendance to allow for physical distancing and the minimisation of contact.</p>	<p>By adding additional mitigations, such as staggered admissions, Organisers can reduce the potential risk during the highest alert level, allowing events to continue running safely.</p> <p>By reviewing the admissions process for an event, the physical distancing of attendees can be managed where appropriate.</p>
<p>Separation Screens</p>	<p>If there is a particular high risk of droplet transmission or physical distancing cannot be maintained, Organisers can put further mitigations in place, such as separation screens.</p> <p>Organisers can communicate mitigation considerations around</p>	<p>The use of separation screens has been shown to reduce the droplet transmission risk of COVID-19.</p>

	using separation screens, to all third-party stakeholders who manage and arrange their own spaces within the event.	
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3. Cleaning, Hygiene and Ventilation

Take steps to reduce the risk of transmission at the event, including putting in place cleaning and hygiene protocols, and ensuring venues has adequate ventilation.

Encourage attendees to wear face coverings in crowded and enclosed settings, to protect themselves and others.

What	How	Why
Venue Ambient Environmental Controls	In coordination with our venue partners, organisers can ensure that appropriate ventilation is in place.	The aim is to reduce exposure to harmful particles. Where applicable filters should be properly installed and maintained in appropriate systems to treat recirculated air, and systems should be appropriately designed for the building in which they are used.
Venue Enhanced Cleaning Regime	<p>Venues hosting organised events can provide enhanced cleaning throughout all stages of event tenancy.</p> <p>Provision should be made for key touch points, such as door handles, restrooms, food and beverage areas and help points.</p>	Venues can provide enhanced cleaning to ensure a safer environment for visitors. Regular appropriate cleaning has been shown to reduce the transmission risk of COVID-19.
Stand Cleaning	<p>Organisers can communicate mitigation considerations around cleaning to all third-party stakeholders who manage and arrange their own spaces within the event.</p> <p>Venues and/ or Cleaning Suppliers can provide additional cleaning services for areas.</p>	By highlighting the importance of cleaning and hygiene standards to third party stakeholders, such as exhibitors and contractors the transmission risk of COVID-19 will be reduced.
Hand Washing and Hand Sanitiser	<p>Organisers and Venues can coordinate the provision of hand sanitiser and hand washing facilities at the event.</p> <p>Provision should be made for high attendee circulation areas and key touch points, including restrooms, food and beverage areas and help points.</p> <p>Organisers can communicate to all third-party stakeholders who manage and arrange their own spaces within the event to provide hand sanitiser within their areas.</p>	Regular, appropriate hand washing and hand sanitising has been shown to reduce the transmission risk of COVID-19.

Shared Equipment	Shared equipment within areas such as conference rooms and event features can have an increased cleaning schedule applied throughout the event.	Regular appropriate cleaning has been shown to reduce the transmission risk of COVID-19.
Face Coverings	<p>Organisers can encourage attendees to wear face coverings, for example through signage.</p> <p>Face coverings should be encouraged within enclosed and crowded spaces.</p> <p>Organisers can mandate the wearing of face coverings if, through risk assessment, their event risk profile requires this.</p>	The wearing face coverings has been shown to reduce the droplet transmission risk of COVID-19.
PPE	<p>Organisers can consider through a risk assessment whether staff need to be provided with personal protective equipment.</p> <p>Particular attention should be made where staff are providing close contact services.</p> <p>The extra precautionary use of PPE to protect against COVID-19 is not encouraged unless responding to a suspected or confirmed case of COVID-19.</p> <p>Unless in a situation where the risk of COVID-19 spreading is very high, the risk assessment should reflect the fact that PPE has an extremely limited role in providing extra protection.</p>	<p>Where PPE is already being used for a particular work activity to protect against non-COVID-19 risks, then it should be maintained.</p> <p>PPE should be the final control measure considered where the risk cannot be sufficiently eliminated, reduced or managed by a safe system of work.</p>
Managing suspected or confirmed cases	Organisers can follow current government guidance when creating a Plan which considers the management of any suspected or confirmed cases identified onsite.	By developing a plan will provide good advice and experience for attendees to the event.

4. Communication and Training

Consider how best to communicate information to attendees.

Put in place a communications plan to ensure relevant information on COVID-19 measures is communicated to attendees before and during the event.

Use pre-event communications to inform attendees of important information

Consider how best to communicate these messages during the event.

Communication can be used to encourage attendees to use the NHS COVID-19 app to scan the Venue [QR code poster](#) to support NHS Test and Trace. However, this should not be a condition of entry.

What	How	Why
Show Website, Apps, email & SMS	The organiser, venues and suppliers All Secure Guidelines and four Cornerstones can be communicated for each event through all channels, with the specific details available on the show website and app and immediate or urgent messages sent via SMS.	Communication is a critical success factor in this programme achieving its objective to build confidence for all people who participate in and visit our industry events. The All Secure Guidelines and four Cornerstones can be communicated for each event through all channels, with the specific details available on the show website and app and urgent news via SMS and email
Exhibitor Manuals	Exhibitor Manuals can be updated to include the components of the All Secure Guidelines with specific details of what exhibitors need to execute the enhanced safety and hygiene measures.	A key reference guide, Exhibitor Manuals can be updated to include all the appropriate All Secure Guidelines details for exhibitors. A single source of information, this manual could be the go-to for referencing frequently asked questions, standard operating procedures, and our new, enhanced measures to ensure our colleagues, exhibitors, visitors and delegates are protected.
Event Signage	Event signage can include COVID-19 information, such as common signs and symptoms or COVID-19 Status verification requirements The signage can be displayed prominently in all common areas of the event.	Organisers' programme of enhanced measures provides assurance and confidence shows and events have health and safety as our number one priority, including opportunities to prominently display event signage with common signs and symptoms of COVID-19.
Public Addresses During Show	Throughout events, public addresses can repeat messages about the importance of following government guidelines.	Organisers can work collaboratively with our stakeholders to ensure the measures we have in place are practical, effective, and considered best practice. Part of

		this effort can include public addresses repeating messages about the importance of maintaining social distance and washing hands.
Pre-Show Messaging	Messaging in advance of the event can communicate key pieces of information, including updates from global and local health organisations, show admission policies, hygiene briefings and health protection measures, among other items.	By communicating to stakeholders in advance, organisers are helping to ensure proper expectations are in place, especially with regards to updated or new policies. Pre-show messaging can include health organisation updates, show admission policies, hygiene briefings and health protection measures.
Methods of Communication	Organisers and Venues can consider how to communicate important information to all of the attendees, for example those who do not speak English as a first language, and those with protected characteristics (such as people who are hard of hearing or visually impaired).	By effectively communicating to all attendees they are more likely to understand and comply with the event requirements.
Training	<p>Venues and Organisers can appoint role(s) and train personnel to monitor and control the appropriate planned COVID-19 mitigation measures are in place and processes are followed.</p> <p>Where applicable, this resource will be responsible for ensuring the latest information and updates are shared with the appropriate teams and stakeholders.</p>	<p>With specific resource(s) identified and trained, for adherence to the appropriate planned COVID-19 mitigation measures appointed for adherence to the All Secure Guidelines, we can establish accountability.</p> <p>We can also employ specific resources to remind attendees where applicable of the appropriate COVID-19 measures in place.</p> <p>By sharing information, updates, and best practices within the industry, we can build teams with subject matter expertise in order to assure the continued health and safety of our attendees.</p>

The AEV, AEO and ESSA trade associations are managed by the EIA secretariat. EIA advocates that members of all three associations work within or beyond the requirements of UK law. Where a British standard, HSE guidance, approved code of practice, other central or local government guidance or examples of case law suggest that specific working methods or standards are needed to meet the requirements of UK law, the EIA advocates that members adopt these.

In instances where groups of members wish to collaborate on finding alternative, but equally as safe, methods of work that they feel are more suited to the operational constraints of the event industry than those described elsewhere, the EIA will facilitate that collaboration and any benchmarking or HAZOP activity that is required, advise members of their specific duties and liabilities and where requested publish their findings.

The EIA cannot and does not however officially advocate any standard or working practice other than those produced by HSE, BSI or other government agencies and offices, whether published within the guidance or not, and reminds all organisations, members and non-members alike, that it is their individual responsibility to assess the risks of their work and to establish practices that comply with the law and that prevent work related injury and ill-health.

Attendee code of behaviour

Organisers may want to issue a code of conduct to attendees, as part of their pre-event communications. This is particularly useful for large events with crowds, such as elite sport events with spectators, large music events and festivals.

This could include asking attendees to agree that they will:

- **Undertake their own health risk assessment**, considering if they wish to travel to and attend such an event (taking into account their own age and any health conditions or vulnerabilities).
- **Follow any relevant guidance on travel**. For large events with an international audience (such as major cross-border sporting events), this should include relevant regulations on international travel, such as testing and quarantine measures.
- **Check for symptoms of COVID-19** (a high temperature, new and persistent cough, or a loss of/change in sense of taste or smell) before travelling to the event. Spectators should be informed that if they, or anyone they live with, have one or more of these symptoms (even if they are mild) they should not attend, and should follow the guidance on testing and self-isolation.
- **Not attend the event if they need to self-isolate**, for example because they have been asked to self-isolate by NHS Test and Trace, are required to isolate after travel, or because they are displaying any COVID-19 symptoms.
- **Demonstrate their COVID-19 status** through vaccination, testing or natural immunity, as a condition of entry.
- **Adhere to any relevant COVID-19 safety measures in place at the event**, including observing directions given by stewards.
- **Adhere to any other relevant behaviours** identified through your risk assessment or usual event planning, such as responsible use of alcohol.