

Safer Events - A Framework for Action

Managing the risk of COVID-19 in organised meetings and events

Supported by Hire Space

Version 1.9

Last Updated 16th September, 7.35am

Government guidance updates

You can read our full interpretation of the latest legislation here. In summary:

- Legislation which came into force on 14th September, 2020 allows for Covid-safe business events to be held, provided groups of over six do not “mingle”
- The new legislation appears to remove the cap of 30 on business events. We have yet to have official confirmation of this. We recommend keeping business events under 30 until the review on business events on conferences by October 1st.
- Certain social events may happen in gatherings of up to 30 people. These include weddings, "significant event gatherings", sports participation, outdoor events, events between linked households, and protests
- These measures will remain in place for the duration of the “emergency period,” which must be reviewed “at least once every 28 days.”

We have added a new section to this white paper (“Appendix C”) which will be updated frequently with practical guidance for holding events as the industry returns post-lockdown.

Background

The UK meeting and events industry provides 700,000 jobs to people in the UK and contributes £70bn to the UK economy. While the threat of transmission of COVID-19 at organised meetings and events remains high, events are only permitted in the UK with significant restrictions on their scope.

As the threat of transmission subsides, it will become possible to hold organised meetings and events indoors while prioritising the safety of event attendees and the people they may come into contact with.

However, there is a threat to these 700,000 jobs as the supply chain struggles to support itself through the gradual re-opening of organised meetings and events. This threat to jobs is manageable and can be addressed.

We advise that event professionals prepare for the return for events by undertaking independent accreditation, such as the [Safer Event Organiser online training accreditation](#), in order to demonstrate their understanding of safety requirements and inspire confidence in their clients and event attendees. There is currently a 50% discount available on digital accreditation and training for anyone made unemployed during lockdown.

We are currently engaged with the government in the drafting of the higher-level guidelines for indoor events, and are pushing hard for the announcement to fully recognise the value of the sector as it facilitates a return to business events as normal.

Objectives

This project is intended to provide a consensus on the measures required to effectively manage the risk of COVID-19 in organised meetings and events. This is expected to help facilitate the re-opening of the meeting and events industry to help protect jobs, while putting public safety first.

We seek to effectively communicate these measures to all stakeholders, including venues, event organisers and delegates, to create trust between all parties and ensure that meetings can be carried out safely. Our strategy to do this is through two independently assessed accreditations, one for venues and for event organisers. All these independent assessments will be conducted by a fully qualified Chartered Member of the Institute of Occupational Safety and Health, member of the International Institute of Risk and Safety Management, and certified by the Occupational Safety and Health Consultants Register.

Further than just being a set of guidelines, the objectives of this project are more far reaching and attempt to provide venues and event organisers with the tools and confidence to host organised meetings and events. This will include training and materials to communicate these measures to delegates and other stakeholders, and equipment, such as PPE and cleaning products.

This project covers a broad range and scale of organised meetings and events, from small business meetings of under ten people, up to medium/large events of 500 people in the UK. These organised meetings and events are all envisaged to be invitation only or private events held by an organisation which can take responsibility for the environment and conduct of delegates within the event.

Because a core part of this product involves the communication of specific measures, it is only practical to do this within one jurisdiction and does not seek to provide guidance for events outside of the UK. It also doesn't seek to consider events of over 500 people, as these events may require different measures and are generally considered to be less likely to be

initially allowed by government guidelines, as evidenced by current absolute limits on events in countries such as Germany. If you are looking for guidelines for non-UK or events over 500 people then UFI have been leading industry consensus on this.

This project has been supported by Hire Space, who are providing the operational resources to undertake safety assessments and helping to provide publicity through their position in the meeting and events industry.

Research and Data

This project has been produced through a collaboration with venues, event organisers, delegates, health & safety professionals and government guidelines. Information studied can be found in Appendix A.

Further, this project has conducted its own primary research through a survey of 203 delegates. This survey was designed to better understand delegates' attitudes towards different measures so that they are likely to be able to be implemented with high compliance. Further, it helped us to understand the appetite of delegates to attend organised meetings and events with safety measures in place.

The survey asked a series of questions about attending events later this year as public health guidelines allow. The key results can be found in Appendix B.

Consultation Group

The measures that this project advises are all contextual and as the COVID-19 pandemic develops they will be continually updated to meet the requirements of the time. To make sure that they stay relevant not only to the scientific advice, but also to the broader context of the meeting and events industry, a Consultation Group of senior event organisers and venues to help inform the project has been formed.

Current members include senior meeting and events professionals from Hearst UK, Reuters Events, Morningstar, NAVEX Global, Chemical Watch, Vertu Motors plc, Clearview Financial Media and Kennedys.

Measures

The following measures have been created in collaboration with health and safety bodies, venues and event organisers and both national and international public health bodies.

They are intended to standardise our industry approach to managing the risk of COVID-19 transmission at organised meetings and events, such that they can be independently verified and communicated in a coherent way to delegates and other stakeholders.

Further, they are also intended to act as a gold standard for safety and exceed the government guidelines at any given time. While the project is independent and there is no requirement for a given event organiser or venue to follow these guidelines, they are all compulsory for event organisers or venues who wish to become accredited for Safer Events.

The responsibility for ensuring these measures are met is shared between both venues and event organisers. You can find which party is responsible for which measure in the tables below.

This is a working draft and is subject to change as driven by government guidelines and public appetite for interaction at the time. They have been divided into seven areas to aid communication.

1. Delegate and Staff Screening	
Specific Measure	Responsibility
GDPR compliant health verification must be performed on all workers and delegates on entry to the building. Screening can be conducted in one of two ways: <ul style="list-style-type: none"> ● On site contactless thermometer check. Those with a temperature above 37.8°C / 100°F must not be admitted. A retest can be done after 15 minutes if they show no other symptoms ● Self-declaration of health on the day of the event 	Venue / Event Organiser
Delegates are be required to agree to adhere to safety measures and social distancing while on site	Event Organiser
There must be a sufficient stock of contactless thermometers such that delegates can be checked on entrance without unnecessary queues	Venue
Delegates or workers who fail on-site testing, or show symptoms during the event, must be rejected from the venue and proceed directly to their primary residence where they must isolate for 14 days	Event Organiser
All queues for any on-site screening must be outside the venue and clearly marked with 2m distances and protected from other foot traffic	Venue
Venues must create and display a coronavirus NHS QR code prominently by the entrance	Venue
Everyone attending the event, including workers, must scan the	Venue/ Event

coronavirus NHS QR code upon entry. If they are unable to, a written record of their attendance should be taken and stored for 21 days after the event	Organiser
Encourage attendees and workers to use the NHS COVID-19 app close contact function	Venue/ Event Organisers
Any seating plan must be maintained by event organisers for 21 days after the event	Event Organiser
All delegates must be invited or pre-ticketed, walk-ins shall not be admitted	Event Organiser
Full safety guidelines must be communicated to all delegates at least 24hrs before the start of the event	Event Organiser
Reasonable efforts shall be taken to minimise delegate travel	Event Organiser
Screening measures must be in place for all site visits. Virtual site visits must be used where possible	Venue
Venues must keep the contact details of event organisers for at least 21 days after the event.	Venue
Venues/Organisers must inform each other, their delegates and their local NHS trust if they become aware that anyone had tested positive within 21 days of the event who didn't scan the coronavirus NHS QR code	Venue/ Event Organiser

2. Staff Training and Policy

Specific Measure	Responsibility
There shall be no disincentivization to reveal symptoms for fear of missing out on work or pay. Fully paid sick leave must be provided for all staff so that there is no incentive to work with symptoms. This must apply to both employees and casual workers	Venue / Event Organiser
Any member of venue staff who has been required to self-isolate will be allowed to return to work immediately following any isolation period, with any replacement staff hired only on a temporary basis	Venue / Event Organiser
Venue staff must complete core coronavirus training and records for all staff must be maintained by the venue, or the agency responsible for any casual workers	Venue
One member of venue staff must be allocated for every 100 attendees to	Venue

monitor social distancing measures being observed. If alcohol is served then one member of staff must be allocated for every 50 attendees to monitor social distancing.	
Social distancing floor markings present in all staff areas	Venue
All workers must wash hands with soap and water, or hand sanitiser, a minimum of once every hour.	Venue
All on-site Event Organisers must wash hands with soap and water, or hand sanitiser, a minimum of once every hour.	Event Organiser
Venues must maintain a list of all on-site workers, with contact details, for 21 days after the event	Venue
At least one fully trained member of Venue staff must be on site to take responsibility for all Venue measures	Venue
At least one accredited Event Organiser must be on-site to take responsibility for Event Organiser measures	Event Organiser
Staff shift patterns should be set up so the same people work together consistently in their own bubbles, including separate front and back of house bubbles	Venue
Breaks should be staggered to avoid overcrowding in staff areas	Venue
Use radios and messaging apps for staff to communicate wherever possible, to avoid unnecessary trips within the venue	Venue / Event Organiser
Have processes established for liaising with relevant Local Authorities and businesses on the implementation and planning of events, and on the management of pre and post event footprint	Venue

3. Social Distancing	
Specific Measure	Responsibility
For business events, groups larger than 6 people must not be allowed to mingle. We define ‘mingling’ as breaking the social distancing criteria set out in the point below.	Event organiser / Venue
Provide capacities to organisers for 1m and 2m social distancing	Venue
No fixed seats within 1m of another fixed seat and no face to face seating, unless physical barriers are set between seats (e.g. perspex barrier) or seats are specifically reserved for groups from the same household	Venue

Delegates to keep a distance of at least 1m apart at all times where possible to be monitored by a member of staff	Venue
Social distancing reminders, including floor markers, must be present in all areas accessible to delegates	Venue
Contactless payment available for any purchases. Cash must not be accepted	Venue
Lift capacities accounting for social distancing should be clearly signposted and adhered to	Venue
A clearly signposted room, or area, must be designated as a Safe Space for attendees and staff to visit if they are feeling unwell, and should be safely escorted from the building by a manager	Venue
Start and end times must not be scheduled during rush hours 8:00-9:30am and 17:00-18:30pm	Venue / Event Organiser
Arrival times must be staggered where necessary and communicated with attendees in advance to minimise queuing time for attendees	Event Organiser
A dedicated person must be in place to ensure social distancing is adhered to in any queue for entry	Venue
Setup schedules and delivery times must be discussed between Event Organiser and Venue to ensure no clash that will cause overcrowding of loading bays, lifts and key access routes	Venue & Event Organiser
Perspex barriers must be in place where attendees and security staff come into contact, or attendees need to stand closer than 1m, including at checking of tickets and bags, and at registration desks	Venue
“Dropping off” and “Collection” points to be established where possible, rather than passing of items hand to hand	Venue
Room capacities must be clearly marked by entrances to all rooms	Venue
Staggered timings must be implemented for groups moving between breakout / syndicate rooms	Event Organiser
A system must be in place to ensure disabled access is not compromised by queues, for instance by allowing people with disabilities to skip queues	Venue
One way flow of delegates must be in place wherever possible, with clear signage indicating the direction of travel	Venue
Alternative sinks and urinals must be left unused to ensure 1m social distancing where possible	Venue

All queues within the venue must be clearly marked with 1m distances, including for toilets	Venue
Doors should be propped open, excluding fire doors, wherever they will be in frequent use to avoid needless contact with door handles	Venue
Seating must be organised to avoid sharing of seats between delegates, for example by using such as seating plans or numbered seating	Event Organiser
Ensure that steps are taken to avoid people needing to unduly raise their voices while speaking face to face without wearing a face covering	Venue
Speakers addressing a crowd should either be behind a plexiglass barrier or more than 4 meters away	Event Organiser
Physical delegate packs should be avoided, or designed be taken home by the delegate	Event Organiser

4. Personal Protective Equipment (PPE)

Specific Measure	Responsibility
Delegates will be required to wear face coverings, unless the event takes place outside and 2m distancing is followed or everyone present is already part of the same bubble	Event Organiser
Workers who are <ul style="list-style-type: none"> • in direct contact with delegates, or • working on catering for delegates will be required to wear a fitted respirator mask and surgical gloves	Venue/Event Organiser
Other workers will be required to wear face masks	Venue
Speakers must be required to wear masks unless positioned a minimum of 2m away from attendees, and other speakers, when speaking	Event organisers
Delegates must be offered a mask free of charge on entry	Event Organiser
Delegates must be offered individually wrapped sterile wipes or small bottles of hand sanitizer free of charge on entry	Event Organiser
Suitable disposal facilities for used PPE must be provided on exit	Venue
Delegates must be offered a brass key made from a sterile copper alloy to allow them to press lift-buttons and open doors without direct contact. These may be re-collected on exit	Event Organiser

5. Sterilisation and Cleaning

Specific Measure	Responsibility
One contactless hand sanitiser station (minimum 60% alcohol content) available for every 30 delegates, positioned throughout the venue and at entrances and exits	Venue
Deliveries and supplies must be sterilised upon entry to the venue	Venue
Door handles, railings, lift buttons, pin pads and bathroom fixtures sterilised every 2hrs	Venue
Deep clean after every event	Venue
UV Light Steriliser available for non-contact sterilisation of items which are difficult to sterilised with a cleaning agent	Venue
Any fixed seating must be cleaned between two different attendees sitting in it	Venue
There must be no shared attendee touchpoints for any food or beverage dispensers e.g. water jugs / coffee dispensers. Attendees should be encouraged to bring their own reusable cups where possible	Venue / Event Organiser
No handheld microphones passed amongst audience members, or between speakers	Venue / Event Organiser
If you use a centralised ventilation system that removes and circulates air to different rooms you must turn off recirculation and use a fresh air supply. Where possible, consider ways to increase the supply of fresh air, for example, by opening windows and doors (unless fire doors).	Venue
Where practical, venues should: <ul style="list-style-type: none"> ● Increase the existing ventilation rate by fully opening dampers and running fans on full speed ● Operating the ventilation system 24 hours a day ● Increase the frequency of filter changes ● In the absence of known ventilation rates, a carbon dioxide sensor shall be used as a surrogate indicator to switch on additional mechanical ventilation or open windows. 	Venue

6. Hybrid Event Provision

Specific Measure	Responsibility
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A live streaming option must be available to Event Organisers which can provide <ul style="list-style-type: none"> • 4K 60fps camera on site • Sterile lapel mics for speakers • Live streaming via an RMTP web stream 	Venue
Internet upload speed of 10 Mbps	Venue
Virtual attendance option, which does not unnecessarily disadvantage virtual attendees, communicated to all delegates	Event Organiser
Virtual attendance as default for international delegates	Event Organiser
Sterilise microphones after set up and between uses	Venue

7. Food and Beverage	
Specific Measure	Responsibility
A Food Safety Management System (FSMS) that includes existing food hygiene guidance and HACCP processes should be followed.	Venue / Event Organiser
All suppliers wishing to supply must have achieved a BRC Standard Grade B or above (or equivalent ISO, SALSA, NSF International Due Diligence Audit Standard or other GFSI accreditation)	Venue / Event Organiser
No buffets, finger food, or self service, including utensils. Table service must be the only option for catered dining	Venue / Event Organiser
All counters and tills behind plexiglass barriers	Venue
No external packaging to be brought into food preparation areas	Venue
As masks have to be removed to eat, 2m distancing must be strictly enforced with floor markers or seating, unless plexiglass barriers are used between diners. If possible, food should be consumed in an outside setting	Venue / Event Organiser
Encourage delegates to bring own utensils, cups and bottles	Event Organiser

8. Event Security

Specific Measure	Responsibility
Security manager or department should be consulted on and involved with all changes made to the venue for health and safety purposes	Venue
Information that could help a hostile entity identify an attractive target and carry out an attack should not be included in detailed risk assessments published on public websites	Event Organiser
Removal of security features such as street furniture or bollards should not be undertaken without due consideration of security implications and unless approved by qualified venue or event security	Event Organiser
Where practical, provide separate stewarding to manage the social distancing and other safety aspects to enable your security staff to focus on their core responsibilities	Venue
Restricted access entry points, such as those facilitated by keypad, biometrics and/or pass should remain fully in operation. They should not be deactivated.	Venue
Adapt any existing search and screening processes to take account of physical distancing according to guidance from the Centre for the Protection of National Infrastructure (CPNI)	Venue

Accreditation Process

The accreditation process for venues and event organisers is now open. Each accreditation is independently assessed by a fully qualified Chartered Member of the Institute of Occupational Safety and Health, member of the International Institute of Risk and Safety Management, and certified by the Occupational Safety and Health Consultants Register.

There are two processes, one for venues and one for event organisers, which are conducted as follows:

Accreditation Process for Venues

Stage	Description
1. Submit Interest	Venues can sign up for a free consultation at https://hirespace.com/c/safer-events/venues/#form/
2. Consultation	Before the consultation call, venues will be asked to fill out a short survey to find out more about your venue and the measures you are already/planning on taking.

3. Recommendations	An assessor will then respond with a set of recommendations which must be completed in order for the venue to be accredited.
4. Assessment	Venues can either perform a remote assessment where they upload photographic evidence of all the measures taken and then conduct a Zoom call with an assessor or venues can opt for an in-person assessment from an assessor.
5. Venue Certification	<p>When an assessor has verified that the venue has fulfilled all the requirements, the venue will be notified. At this point they will be issued with:</p> <ul style="list-style-type: none"> ● Framed certificate with unique assessment number and hologram ● Digital certificate with unique assessment number ● Safer Venue window decals ● £50 voucher to spend at the Safer Event Shop <p>Their name will also be added to the online record of accredited venues at https://hirespace.com/c/safer-events with their unique assessment number. The accreditation will also be shown on their Hire Space profile, if applicable.</p>

Accreditation Process for Event Organisers

Stage	Description
1. Submit Interest	Event Organisers can register interest to become accredited at https://hirespace.com/c/safer-events/become-a-safer-events-organiser . You will then receive an initial call from a member of our Safer Events team who will talk you through the process.
2. Book Training	Following your call, you will be sent a form to allow you to book, and pay for, your training. A certification fee of £95 per organiser applies and a 5% discount is available for each additional team mate you book for
3. Training	Once you have booked training for yourself and your colleagues you will be sent login details to an online learning hub, complete with all the learning materials required for your assessment. You should allocate 2 hours to review the training materials before any assessment.
4. Assessment	On your chosen date, you will be sent a link which allows you to complete your assessment online. You will be given until 5pm that day to complete your online assessment at a time of your convenience. Your assessment will then be processed the

	following business day.
5. Organiser Certification	<p>On successful completion of the assessment the Event Organiser will be sent:</p> <ul style="list-style-type: none"> ● Digital certificate with unique assessment number ● Digital Safer Event design assets to communicate accreditation to stakeholders ● Safer Event risk assessment template ● Two event accreditations credits (normally £29 each) ● £10 voucher to spend at the Safer Event Shop ● Their name will be added to the record of accredited Event Organisers at https://hirespace.com/c/safer-events with their unique assessment number <p>The accreditation for the team member will be valid for 6 months. Their organisation will be accredited while at least one team member has a valid accreditation. The unique assessment number must be used when submitting a specific event for certification.</p>
6. Renewal	<p>Accredited Event Organisers will be notified that they need to renew their accreditation 3 weeks before expiration. They will be required to undertake online training and assessment to renew their accreditation. 1 hours should be allocated for study and assessment for renewal.</p>

Accreditation Process for Specific Events

Stage	Description
1. Submit Brief	When a certified Event Organiser starts to plan an event they must submit their initial brief, including their unique assessment number (UAN), through an online form. Only certified Event Organisers may certify new events. Event Organisers do not need to re-accredit the same, or similar, events held at the same location once they have been accredited once.
2. Initial Consultation	A member of the team will arrange a time for a call within 24hrs to discuss the event and suggest safety measures to be taken. They will follow with a set of written recommendations.
3. Assessment	A final event brief is then submitted for approval, including a certification fee of £29 (unless the Event Organiser has a free event accreditation credit). Approval will always be provided within 24hrs of submitting the final brief for assessment.
4. Event Certification	When an assessor has verified that the event has fulfilled all the requirements the event organiser will be notified the event has been approved. At this point they will be issued with:

	<ul style="list-style-type: none">• Digital certificate with unique assessment number• Delegate communication pack, including all materials needed to communicate the safety measures to delegates <p>This event certification can be re-used for 6 months for the same, or similar, events held at the same location.</p>
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Frequently Asked Questions

Do all accredited Safer Events have to be held at an accredited Safer Events venue?

No. Not all accredited Safer Events have to be held at an accredited Safer Events venue.

However, if an approved Event Organiser chooses to hold their event in a venue that is not accredited then they will become responsible for all the measures that would otherwise have been the responsibility of the venue. This is likely to incur additional work and costs.

We recommend that Event Organisers that plan to hold regular events at a specific venue work with that venue to support the venue's own accreditation. Alternatively, if an Event Organiser regularly hosts events in their own space then we recommend that they accredit that space.

Does an accredited Event Organiser need to be responsible for each event?

Each new event must be submitted for approval by an accredited Event Organiser. That event organiser will be responsible that all the measures are followed on the day and, where possible, they should be on site to do so.

Should they be unable to attend an event through holiday, illness or other commitments, then they can nominate another accredited Event Organiser at their organisation to assume their responsibilities.

How to get involved

There are five ways to get involved with the Safer Events project.

1. Join the Consultation Group

To request to join the Safer Events Consultation Group, please contact Edward Poland on ed@hirespace.com or call on 07786 013 995.

2. Get your venue accredited for Safer Events

To get your venue accredited, please visit <https://hirespace.com/c/safer-events/venues> and request a consultation.

3. Get your event accredited as a Safer Events

To get your next in-person event accredited, please submit an event brief to be accredited at <https://hirespace.com/ask-an-expert> by clearly mentioning Safer Events in the Specific Requirements section.

4. Help publicise the Safer Events project

If you are a media outlet interested in talking about Safer Events then we are happy to provide comment on Safer Events and the issues involved in this project. Please email media@hirespace.com or call 07786 013 995 to discuss further.

5. Sign the petition

Hire Space and Mash Media have teamed up to petition the government to “Allow organised meetings and events, with safety levels in line with pubs and restaurants”. You can [sign the petition here](#).

7. PPE and equipment is available from the Safer Events shop

Purchases can be made from <https://shop.hirespace.com/>. All efforts have been made to ensure the best available rates on the market. Further discounts are available for hospitality businesses, and a 10% donation to the NHS exists for all PPE purchases.

Appendix A

- BECTU (1 June 2020) “Health and safety and returning to workplaces” [Link](#)
- Convene (13 May 2020) ”Updated Operating Standards” [Link](#)
- Department for Business, Energy & Industrial Strategy (11 May 2020) ”Working safely during coronavirus” [Link](#)
- Department for Environment Food & Rural Affairs (1 June 2020) “Guidance for food businesses on coronavirus (COVID-19)” [Link](#)
- Hilton (27 April 27 2020) “Hilton Working with RB/Lysol and Mayo Clinic to Elevate Hygiene Practices” [Link](#)
- HM Government (May 2020) “The UK Government’s COVID-19 recovery strategy” [Link](#)
- Hong Kong Wedding Show 2020 (22 May 2020) “Safety Precautions Measures” [Link](#)
- Mark Bannister (24 May 2020) "Covid Event Planning" [Link](#)
- Meetings Industry Association (1 May 2020) “Social Distancing Survey” [Link](#)
- Ministry of Housing, Communities and Local Government (13 May 2020) “Closing certain businesses and venues in England“ [Link](#)
- World Health Organisation (29 April 2020) “Coronavirus disease advice for the public” [Link](#)
- The Management of Health and Safety at Work Regulations 1999 [Link](#)
- How to use WHO risk assessment and mitigation checklist for Mass Gatherings in the context of COVID-19 [Link](#)
- MIA (24 June 2020) Roadmap to Reopening and Operating Safely [Link](#)
- Cabinet Office (24 June 2020) What you can and can’t do after 4 July [Link](#)
- Department for Business, Energy & Industrial Strategy (24 June 2020) Working safely during coronavirus (COVID-19) - Offices and Contact Centres [Link](#)
- HM Government (24 June 2020) Keeping workers and customers safe during COVID-19 in restaurants, pubs, bars and takeaway services [Link](#)
- Department for Business, Energy & Industrial Strategy (24 June 2020) Working safely during coronavirus (COVID-19) - The Visitor Economy [Link](#)
- NDML (24 June 2020) Coronavirus Reopening Handbook [Link](#)

Appendix B

Would you attend an in-person event with safety measures in place if invited?

Yes	54.3%
Don't know	24.7%
No	21.0%

Would you attend an in-person event with safety measures in place, if it was requested by your work?

Yes	94.0%
Don't know	4.6%
No	1.4%

“Would you attend this event if invited?” vs “How much would you enjoy the event?”

		How much would you enjoy the event?		
		Negative	Neutral	Positive
Would you attend this event if invited?	Yes	33.3%	88.6%	98.4%
	Don't know	34.4%	10.3%	0.0%
	No	32.3%	1.1%	1.6%

“Would you attend this event if invited?” vs “How safe would you feel at the event?”

		How safe would you feel at the event?		
		Negative	Neutral	Positive
Would you attend this event if invited?	Yes	24.4%	74.7%	90.8%
	Don't know	38.9%	16.6%	4.6%

No	36.7%	8.7%	4.6%
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“Would you attend this event if invited?” by gender

		Gender		
		Female	Male	Rather not say
Would you attend this event if invited?	Yes	52.9%	57.6%	62.5%
	Don't know	26.9%	19.6%	12.5%
	No	20.2%	22.8%	25.0%

“Would you attend this event if invited?” by age group

		Age Group				
		18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old
Would you attend this event if invited?	Yes	85.7%	53.7%	59.3%	46.7%	42.9%
	Don't know	3.6%	26.0%	21.5%	30.0%	26.8%
	No	10.7%	20.3%	19.2%	23.3%	30.4%

“Would you attend this event if invited?” by seniority

		Seniority				
		Entry	Senior	Manager	Director	CXO / Partner / Owner
Would you attend this event if invited?	Yes	72.2%	41.7%	50.3%	51.0%	68.5%
	Don't know	16.7%	31.5%	28.8%	24.0%	13.0%
	No	11.1%	26.9%	20.8%	25.0%	18.5%

The original survey can be seen [here](#).

Appendix C

This section will be updated frequently with practical guidance for holding events as the industry returns post-lockdown.

Learnings come from our own events, from those of our clients, and from feedback from the businesses following this white paper. You can [read our case study](#) of Hire Space's own Safer Event. If you'd like to contribute to this section, please email covid@hirespace.com

Note, this is advice, and does not form part of compulsory measures required for accreditation.

Communication

- Over-communication is fundamentally important. Attendees are reassured by overt displays of safety. Consider what opportunities do you have to re-enforce messaging.
- Explain safety measures by email in advance of the event. Not everyone will read these, but people will feel comfortable seeing them.
- Have big screens on entry, saying "This is a Safer Event" and explaining the safety measures you've taken.
- Have a strong safety showing at the entrance to the event. Take people's temperature, give them a brass key, give them hand sanitiser. First impressions are important.
- Use staff taking temp checks / doing registration / doing security to communicate safety measures up front, or point people towards big screens.
- Do a full safety briefing once everyone has arrived. It's easy for safety instructions to be missed by a few people, especially when arrivals are staggered.

Safety measures

- As with communication, nothing is too much. Some attendees may think certain safety measures are unnecessary, but the majority will be reassured that you are taking safety seriously.
- Perspex barriers are appreciated by attendees and staff, and are mitigation to reduce from 2m social distancing.
- Hand sanitiser is an easy win. Have lots everywhere.
- Be ultra alert to people removing masks. Easy to undermine the messaging if a few people slip up. Have someone watching out for this and calling people out.
- Have a system for attendees to call out safety lapses, including from other attendees. This might seem officious, but it will reassure people.
- One-way systems can be confusing. Signpost them heavily.
- Train all staff working the event on the safety measures, and the science behind them. This will allow them to explain them to attendees with confidence.

Technology and content

- Hybrid technology is inclusive. Make the investment. Multi shot camera angles work well.
- Virtual attendees need lots of preparation in advance about how to use technology, and when they are expected to engage with it - for instance asking or answering questions. As an organiser, you need to understand it properly in order to communicate it. Don't leave it all to the technicians on the day.
- Virtual Q&A encourages people who don't usually speak out. Adds a lot.
- Event host should engage virtual attendees early in the event agenda, to get them feeling comfortable about taking part
- Refer back to the event agenda frequently on slides. Easier for virtual attendees to keep pace.
- Keep content short and snappy, especially important for hybrid.
- Collaborative work between in-person and virtual attendees is challenging. Plan this thoroughly, and make everyone aware in advance what's expected of them. Be conscious of audio challenges when in-person and virtual are collaborating.

Catering

- Food service and eating is an especially sensitive area for attendees. Signage and communication of safety measures should be extremely prominent in areas where attendees will eat and drink.
- Perspex barriers are appreciated, consider using them between attendees as well as at food service areas.
- Bento box style catering works well.
- Don't have a drinks reception. People won't miss it, it's too risky in the short term, and there's always the pub afterwards for smaller groups.
- Use compostable materials wherever possible. Attendees are conscious of the environmental impact of event safety post-Covid.