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WEDDINGS/  
SOCIAL EVENTS - SOP



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CORPORATE EVENTS - SOP



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CORPORATE ACTIVATIONS-  
SOP



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LARGE CONFERENCES-  
SOP

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**PROPOSED EVENTS REOPENING GUIDELINES**



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GOVERNMENT / LARGE  
SCALE PUBLIC/POLITICAL  
EVENTS SOP



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RURAL MARKETING SOP



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RELIGIOUS EVENTS - SOP



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MUSIC FESTIVALS/  
CONCERTS - SOP



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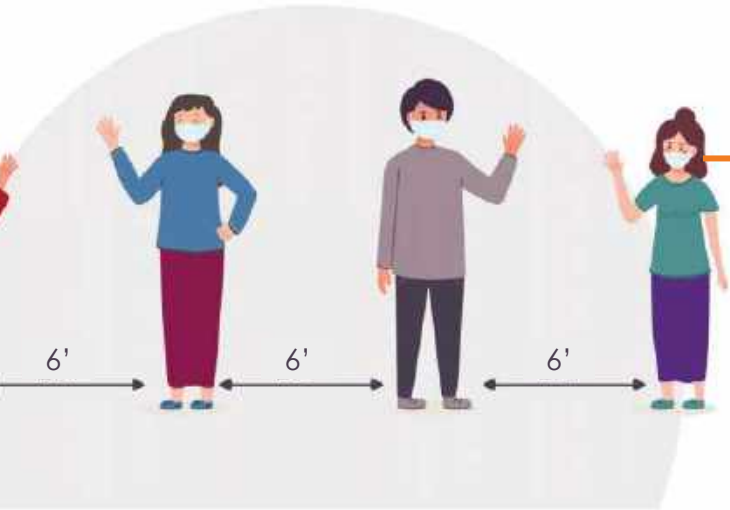
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# WEDDINGS/ SOCIAL EVENTS - SOP



## What is COVID-19?

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by most recently discovered coronavirus called severe acute respiratory syndrome coronavirus 2 (SARS- CoV-2). The disease was first identified in Wuhan, the capital of China's Hubei province, and has since spread globally, resulting in the ongoing 2019–20 coronavirus pandemic.

## What are the symptoms of COVID-19?

The most common symptoms of COVID-19 as per WHO guidelines are fever, tiredness, and dry cough. Some patients may have aches and pains, nasal congestion, runny nose, sore throat or diarrhoea. These symptoms are usually mild and begin gradually. Some people become infected but don't develop any symptoms and don't feel unwell. Most people recover from the disease without needing special treatment. A small percentage of people who get COVID-19 becomes seriously ill and develops difficulty breathing. Older people, and those with underlying medical problems like high blood pressure, heart problems or diabetes, are more likely to develop serious illness. People with fever, cough and difficulty breathing should seek medical attention.



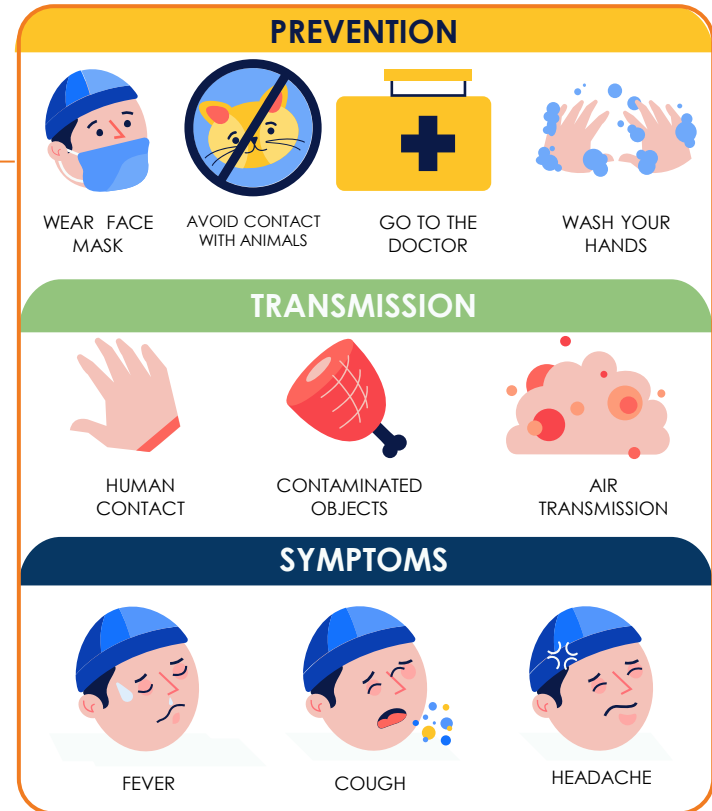


# UNDERSTANDING THE PANDEMIC COVID-19

## HOW COVID-19 SPREADS?

People can catch COVID-19 from others who have the virus. The disease can spread from person to person through small droplets from the nose or mouth which are spread when a person with COVID-19 coughs or exhales. These droplets land on objects and surfaces around the person. Other people then catch COVID-19 by touching these objects or surfaces, then touching their eyes, nose or mouth. This is why it is important to stay more than 6 feet away from a person who is sick.

People are thought to be most contagious when they are most symptomatic (i.e., experiencing fever, cough, and/or shortness of breath). Some spread might be possible before people show symptoms; there have been reports of this type of asymptomatic transmission with this new coronavirus, but this is also not thought to be the main way the virus spreads.



**WEDDINGS/ SOCIAL EVENTS - SOP**







## IMPACT OF COVID-19

The global COVID-19 pandemic has forever changed our experiences— as customers, employees, citizens, humans and our attitudes and behaviours are changing as a result. Self-quarantine. Physical distancing. Community spread. These formerly obscure terms are now every day words. New habits and behaviours are forming that in many cases are not likely to go away after the crisis passes. Once the immediate threat of the virus has passed, what will have changed in the way we think and behave, and how will that affect the way we design, communicate, build and run the experiences that people need and want? The answers to these questions will be revealed in the ways people and businesses react and find innovative ways to rise above these challenging times.





# INTRODUCTORY NOTE

This document will guide us to re-approach people for weddings and social events at most authentic, transformational, safe way while addressing every event or wedding of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan their wedding or conducting a social event, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by wedding planners and professionals; our goal is to provide enough information so each user can make reasonable choices





1. Installation and use of 'Aarogya Setu' app shall be mandatory for all. Self-assessment through Aarogya Setu Mobile App is recommended for all the entrants and is mandatory for ones with a smart-phone. All the entrants should be instructed not to have a close contact with anyone if they are experiencing any of the symptoms in respect of the virus.
2. Physical distancing of at least 6 feet to be followed as far as feasible.
3. Use of face masks to be mandatory. Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose with face masks.
4. Practice frequent hand washing with liquid soap (for at least 40-60 seconds) even when hands are not visibly dirty. Provision/ Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.
5. Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.
6. Signage, digital messaging to all participants and their entourages about COVID-19 and how to prevent infection
7. Regular disinfection and cleaning of surfaces, in venues and in personal spaces
8. Non-sharing of equipment and cleaning of equipment after each user.
9. We should plan or hold events at 50% of the capacity designated for the space where such events are being planned.
10. Open grounds / ventilated spaces should be preferred.
11. Anyone unwell or symptomatic should not be allowed to participate in the event and the isolation protocol should be followed.



Isolation Protocol for crew or guest who become ill or exhibiting symptoms of COVID-19 during an event : Isolation Coordinators, should be determined by the event crew.

Telephone communications are preferable, so the Isolation Coordinator can wear the appropriate PPE (Personal Protective Equipment) prior to aiding the suspected person. If the Isolation Coordinator is directly contacted by a person with a suspected infection, they must ask the person to go directly to the designated Isolation Room through the route that minimize the contact of suspect case with the general public.

## Procedure:

1. Once the suspected infected person arrives in the isolation room, immediately provide them with a mask and nitrile gloves if not wearing. Explain to them that it is to help protect other employees and prevent the spread of a potential virus.
2. The Isolation Coordinator must call the Operations Head for advice regarding transportation to health facility.
3. The Isolation Coordinator, and any other attending the suspected infected person, should also wear required PPE (Personal Protective Equipment) s like protective mask, face shield and nitrile (surgical) gloves while working with the suspected infected person.
4. The Isolation Coordinator should direct the ill person to the nearest hospital as advised by the local health authority.
5. Ensure that the isolation area is thoroughly cleaned and disinfected, in addition to all other common surfaces recently touched by the infected person. All persons carrying out this cleaning must wear disposable nitrile (surgical type) gloves, and all support persons' PPE (Personal Protective Equipment) should be appropriately discarded prior to resuming normal work functions.



## Isolation Room: \_\_\_\_\_

The isolation room is to be made only for purpose for isolating any suspected COVID-19 person till the time the transportation to hospital is arranged. The isolation room should be separate from the event venue with restricted access.

## Guidelines for the Isolation room are as under: \_\_\_\_\_

- Location - Where possible, the isolation room should be an exterior room (building or portable structure). If not, then an enclosed area away from the general population can be used. It should be in a segregated area which is not frequented by outsiders.
- Post signages on the door indicating that the space is an isolation area. Restrict the movement of the staff near the isolation room.
- Stock the PPE (Personal Protective Equipment) supply outside the isolation room or area. Setup a trolley outside the door to hold PPE (Personal Protective Equipment) .
- Place appropriate waste bags in a bin.
- Ensure regular cleaning and proper disinfection of common areas, and adequate hand hygiene of suspected person and attendants. Keep adequate equipment required for cleaning or disinfection inside the isolation room or area and ensure scrupulous daily cleaning of the isolation checklist for Isolation room or area.





# VENUE – PRE EVENT

1. Select a venue that is accomplished and ready with basic Covid compliances in place
2. The venue must be in **Green Zone** right from selection to the completion of the event.
3. The venue must provide for an area of 4 sq. mt per person on the basis of which the size of guest list will be decided.
4. Venue must allow inspection of premises, agree to document and commit in black & white wrt covid compliances and safety measures
5. Must provide a video wrt measures taken to be sent to all invitees as CBM
6. Be ready to offer testimonials from users of the venue since April'20 regarding satisfaction for safety measures and compliance. This ensures demonstrated competence in Covid risk mitigation and is a significant confidence building measure
7. Satisfy the customer and events team regarding protocols in place
8. Commit to delegate at least one hotel team member to be part of "Covid Risk – Mitigation, Audit and Compliance Committee "
9. Venue must send in advance a self -declaration form to all visitors to the event – guests, vendors and event team, asking for details about their travel history and health check reports especially Covid report, if any. The event team can assist
10. To install Walk-through magnetometers which are effective at detecting metallic objects while allowing security workers to maintain physical distance. Hand wands are a less costly alternative which still allow no-contact metal detection, but they require the security worker to be closer than six feet so this should be used only exceptionally





# VENUE – PRE EVENT

11. To install UV sanitizing or disinfecting boxes ( Those in which belts, mobiles, keys, wrist watches can be placed to get sanitized)
12. Hosts be requested to advise their guests not to carry presents to the venue instead use gift registry or send to home directly
13. All guest names and car numbers are enlisted at the main entrance for entry restricted only to those who pre-register
14. Keep a compiled footage ready from CCTV inside the banquet, if required, from the time preparations begin wrt sanitization, staff following safety measures, appropriately dressed with PPE (Personal Protective Equipment) /masks and gloves etc.
15. An area or two areas be provided for guests /workers to be quarantined should they fall ill / feel symptomatic of Covid during the event
16. The back of the house safety manager should enforce distancing at entries, waiting areas, and queues to reinforce signage posted throughout these areas.
17. All vehicles and staff be verified to be as per advance list sent
18. All vehicles and materials be compulsorily on hold for 4-6 hours before unloading
19. All workers be allowed in only with proper PPE (Personal Protective Equipment) and after temperature checks
20. All workers be briefed to wash hands before entering the venue and once in every 60-90 minutes during production
21. A supervisor should ensure that cleaning logs are carefully entered







# VENUE – DURING EVENT

1. Create a buffer zone between hotel main entrance and banquet porch so that there are no long traffic jams outside while due process is being done
2. Cars exteriors are sanitized by spraying or vaporizing
3. All guests undergo a mandatory contact-less temperature check and temperature is recorded
4. Guests are offered sanitizers and face masks as a part of hygiene protocol.
5. Chauffeurs driving in guests are briefed on arrival at the gate in presence of the guests in the car for comprehensive sanitization mandates for safe conduct. ( this in front of the guests, as this will gain guest confidence about measures being taken)
6. Chauffeurs undergo temperature checks in the parking bay
7. Chauffeurs must wear masks, visors and gloves and wait outside the car only in pre-designated open areas.
8. Hot Tea/Coffee, Water and Hot Food provided to chauffeurs so that they do not have to risk going out for food and beverages
9. All guests must be mandatorily directed to restrooms for washing hands with liquid soap/ Sanitization stations before they touch anything at the event arena. Additional washing areas may need to be set up.





## Sanitizing High-Touch Areas

10. As soon as guests begin arriving for the event or vendors/workers arrive to load in and work, surfaces and objects that are touched frequently, such as the ones listed below, should be regularly disinfected in lobby, hallways, dining and food service areas
  - I. Door handles, handrails, push plates
  - II. Handrails for stairs, ramps, and escalators
  - III. Elevator buttons – inside and out
  - IV. Tables and chairs
  - V. Trash receptacle touch points
  - VI. Restrooms
  - VII. Sink faucets and counters, and toilet handles
  - VIII. Lids of containers for disposal of women's sanitary products
  - IX. Soap dispensers and paper towel dispensers/trays
  - X. Baby changing stations
  - XI. Adequate touch free hand sanitizing stations be installed
  - XII. Masks, Visors, gloves be kept handy with a person to give away the same, if asked for
  - XIII. Second temperature check in the banquet PFA
11. Briefing guests verbally or digitally regarding arrangements, physical distancing norms and directions to go to several areas inside viz. rituals, reception, dining etc.
12. Temperature checks of all guests to be recorded before departure to ensure no infection may have happened during the event





# VENUE – POST EVENT

- Sanitize all areas used for the event after the last guests leaves but before any worker enters for dismantling
- Temperature Check of all workers before they get into the area for dismantling
- In the interest of safety, it may be advisable to have not more than one or two production team dismantle at one time
- Allow at least two hours between sanitizing and dismantling
- Ensure physical distancing, and other compliances like PPE (Personal Protective Equipment) etc. with the assistance of event crew during dismantling
- Ensure proper disposal of unused food items etc.
- Hand over a copy of the CCTV footage inside the banquet to the client/event crew (to the contracted party)
- Handover a due discharge certificate to all vendors and the event crew with regarding to compliance
- Check temperature of all workers after their work is over
- Sanitize all areas used for the event after the last worker leaves





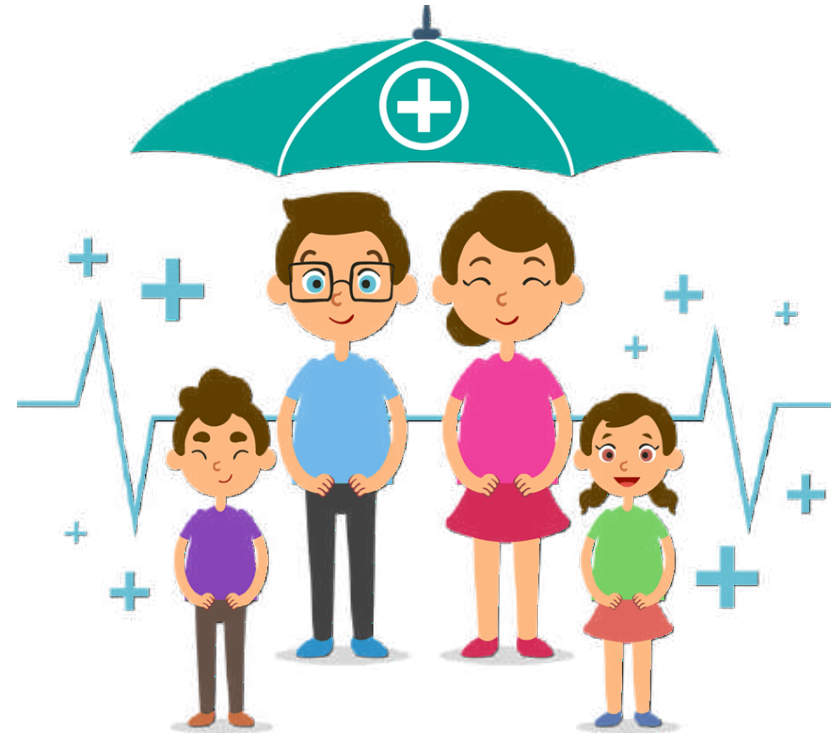
# EVENT CREW – PRE

1. Educating crew on healthcare during Covid -19
2. Daily temperature check and turn away protocol at entry for team
3. Self reporting forms on travel history
4. Daily Sanitizing of bags, helmets and in-pocket objects (keys, phones, etc)
5. Reduced team (50% or less) with increased efficiency for social distancing
6. PPE (Personal Protective Equipment) gear (shields, gloves and shoe covers) compulsory from 3 days prior to venue engagement
7. Sanitizing of all objects entering work premises
8. In extreme situations, a more stringent SOP to be followed in the lines of the latest SOP directed by the Government of India to the Indian Commercial Pilot Association (ICPA) for airline crew. This would entail a period of three to seven days home quarantine prior to event for all crew members who will be present among guests during the event. This shall also apply to bartenders, F&B crew and hospitality crew.





- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





# EVENT CREW – DURING

## DURING EVENT

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1. Educating crew on venue / hotel norms and safety procedures
2. Food and beverages for crew provided by company with health measures to minimize exposure
3. Compulsory PPE (Personal Protective Equipment) gear during the entire period of the event
4. Tech Check to be followed by limited staff
5. Show run team to be limited to only operators & limited personnel
6. Console to be placed in such manner that it has space between sound, lights & led technical persons and scope for physical distance
7. Only family performers/professional artistes/Tech Crew would be allowed near the main stage area
8. Back stage area to be large enough with physical distancing foot marks and movement space
9. All the artists should have their dedicated mics with the name tags and should not be shared
10. Complete Venue to be sanitized after the setup is completed (minimum 4 hrs prior to the event)





# EVENT CREW – POST

## POST EVENT

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1. Temperature checks on the way out
2. All personal belongings like helmets, keys etc. to be sanitized before collection and departure.
3. Keep monitoring for any symptoms for 15 days post the event, and to inform the team lead in case of any developments.



**WEDDINGS/ SOCIAL EVENTS - SOP**





# PRODUCTION CREW – PRE

1. Educating crew on healthcare during Covid -19
2. Daily temperature check and turn away protocol at entry for team
3. Self reporting forms on travel history
4. Fitness certificate should be submitted from the vendors for their manpower before the event
5. Daily sanitization of bags, helmets and in-pocket objects (keys, phones, etc.)
6. Reduced team (50% or less) with increased efficiency for physical distancing. Teams to work in shifts
7. PPE (Personal Protective Equipment) gear (shields, gloves and shoe covers) compulsory from 3 days prior to venue engagement
8. Sanitization of all objects entering work premises
9. Sanitization and six hours cool down compulsory for all material upon arrival at the venue
10. Setup to be completed and sanitized six hours prior to guest entry
11. Materials vehicle should be sanitized before the loading
12. Material to be sanitized before loading the vehicle
13. Vendor must carry UV sanitization box
14. All the décor elements should be made at the vendors location with complete sanitization + clean wrap & then installed







# PRODUCTION CREW – DURING

## DURING EVENT

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1. Sanitization of all tools and machinery in a separate area before entering event areas
2. Temperature check for crew before leaving warehouse and on arrival at the venue
3. PPE (Personal Protective Equipment) gear compulsory during the entire setup time and event time for technicians and show running team
4. Should wrap up the setup in given timelines & there should be no movement in/out of the venue at the time of event





# PRODUCTION CREW – POST

## POST EVENT

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1. Immediate sanitization of all objects and surfaces of completion of event
2. Six hours cool down before dismantling / removal of objects and material
3. PPE (Personal Protective Equipment) gear compulsory during dismantling
4. Records of crew noted down



**WEDDINGS/ SOCIAL EVENTS - SOP**





1. Food-grade sanitizers and disinfectants be used in the hotel's kitchen/caterers' stores, godowns and kitchen
2. Vendor temperature checks
3. Prescribed PPE (Personal Protective Equipment) usage
4. Safe distancing norms
5. Zero-contact receiving
6. Advanced sanitization measures
7. Microbiology lab Test Certificate certifying the quality of raw materials, cooked or semi-cooked food
8. Certified/Verified hygiene training programme for all staff delegated for the event
9. F & B staff should know the health risks related to their work, and they should understand cleaning procedures and risk mitigation measures and may have to arrive early for shifts and work in new ways ]
10. Table numbers be allocated in the Reception/Dining area and displayed in PFA
11. Since guests' presence is expected as per RSVP, Tables and Chairs be set up following safe distance norms of six feet between each unrelated party with name tags clearly placed on the tables
12. Walkthrough signages be clearly displayed leading from one area to another in a way that post-dinner guests can move straight to car hailing areas for returning. This will help in avoiding overcrowding of zones





13. Educating crew on healthcare during Covid -19
14. Daily temperature check and turn away protocol at entry for team
15. Self reporting forms on travel history
16. Daily Sanitization of bags, helmets and in-pocket objects (keys, phones, etc.)
17. Reduced team (50% or less) with increased efficiency for physical distancing. Teams to work in shifts
18. PPE (Personal Protective Equipment) gear (shields, gloves and shoe covers) compulsory from 3 days prior to venue engagement
19. Educating crew on healthcare during Covid -19
20. Sanitization and six hours cool down compulsory for all material upon arrival at the venue
21. Hand sanitizer to be placed at convenient locations around the food & beverage counters .
22. Banquet set up's i.e. theatre/ cluster new grids developed to encourage social distancing. Setup will include 6 feet between tables and no. of guests seated on each table to be reduced to half to ensure physical distancing.
23. Setup to be completed and sanitized six hours prior to guest entry





## Sanitizing high touch areas

1. Back of House Kitchen and Food Preparation Areas
2. Handles of all kitchen equipment doors, cabinets, push pads
3. Counter surfaces
4. Light switches
5. Handles of beverage and towel dispensers
6. Handles of sinks, including handwashing sink and mop sink
7. Cleaning tools and buckets
8. Trash receptacle touch points





# F&B— DURING EVENT

1. Banquet usage for residents and non residents to include temperature reading on both entrances
2. Housekeeping cleaning/sanitizing protocols before and after events.
3. As far as possible, small portions individually presented on the buffet
4. All set up crew to finish set up one hour prior to guest arrival ensuring proper time for sanitization of all guest contact points
5. Tables and chairs, dining tables, bar tops, stools and chairs should be sanitized after each use.
6. Housekeeping staff may have workers to clean and disinfect furniture all through the event
7. Furniture be positioned to allow physical distancing

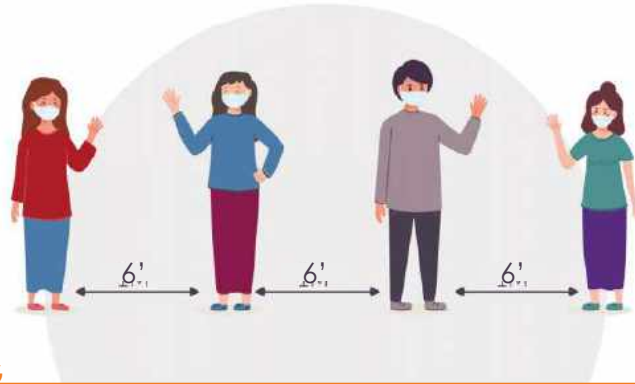




## BAR HYGIENE.

1. Bartenders should be wearing a face covering and gloves when they are behind the bar.
2. Garnishes should be prepared in a central location like the kitchen and provided with tongs to bartenders, or they should be eliminated entirely.
3. Replenishment be done only in new glasses to avoid touching used glasses
4. Utensils to replace individual eating utensils, patrons can be provided pre-wrapped cutlery, straws, and stirrers
5. Beverage Packaging. Drinks in individual reusable glasses can be replaced with bottled beverages/disposable glasses.
6. Condiments. Condiments should be served with food in disposable single-use packages or containers that can be sanitized after each use .
7. Open condiment service buffets should not be used.





## PHYSICALLY DISTANCED DINING

1. If adequate area is available hold guests in the reception banquet area as per physical distancing norms with canapes, starters on circulation, soups, salads etc. separated from Dining Area.
2. Mealtime can be staggered to ensure that queues and dining capacity are kept to safe levels of density.
3. Allow guests to go to dining area in lot sizes that are practical keeping guest density low as per size of the area
4. Exit from the dining area towards porch
5. Guests should be advised not to return to reception area with a view to aid enforcing physical distancing during briefing in the PFA
6. Since, it may be difficult for catering and service staff to work for long hours with PPE (Personal Protective Equipment) , it may be advisable to have shorter shifts







## TABLE SERVICE

1. Where guests order from a menu and are served each course, the following practices are recommended to avoid touching patrons' food or drinks.
2. Bread served to each diner individually rather than in a basket.
3. Servers bring appetizers, entrees, and desserts to the table on covered plates that the server uncovers in front of the patron.
4. Table settings include disinfectant hand wipes.
5. Set only as many chairs as are consistent with physical distancing.
6. As far as possible use the 6 ft dia tables with seating capacity reduced to half i.e. 4 people only.
7. Servers wear face coverings and gloves at all times.
8. Spoons, Forks, Knives and Napkins kept/handed over seal packed to each guest



## BUFFET

1. Team to serve food using ladles to guests using safety gear.
2. No self service.
3. Hot Plate Dispensers be used
4. Each section of the buffet will have team members, wearing face masks and gloves, available to serve guests from the buffet.
5. Buffet counter setup will also ensure enough gap between guests lining up to be served.
6. Spoons, Forks, Knives and Napkins kept/handed over seal packed to each guest
7. As Far as possible , service may also be done in adequate portions, pre plated on the buffet, so that guests may not have to return
8. Breads on Circulation
9. Water only in packaged bottles





# F&B- POST EVENT

1. Sanitize all areas used for the event after the last guests leaves but before any worker enters for removal of set up
2. Check temperature of all workers before they commence work
3. Allow at least two hours between sanitizing and removal
4. Garbage bags to be sealed and sanitized properly before disposing waste either at a designated spot or via garbage trucks. The crew responsible to be in full PPE (Personal Protective Equipment) suits while on this job.
5. Ensure physical distancing, and other compliances like PPE (Personal Protective Equipment) etc. during removal
6. Ensure proper disposal of unused food items etc.
7. Sanitize all areas used for the event after complete clearance
8. Check temperature of all workers after their work is over



**WEDDINGS/ SOCIAL EVENTS - SOP**





# GUESTS & HOSTS – PRE EVENT

## GUESTS

---

1. Safety procedures to be communicated to avoid any anxiety upon arrival and during the event
2. Check on travel history within 15 days before arrival.
3. Recommend the downloading of Arogya Setu App
4. Create a database of all members of the family arriving and the car numbers if they are driving in
5. FAQ's regarding the venue SOP and helpline numbers to be shared. The invitation card must contain this info too.
6. Protocol, in case there is a show of symptoms to be communicated
7. Sanitize all hired cars & coaches being offered to the guests

## HOSTS

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1. Practice physical distancing and encourage the use of masks and sanitizers at regular intervals during the meetings
2. Communicate all safety procedures and protocols that you will make them and their guests go through
3. Sanitize and pre package all samples being shared with your clients and follow a similar process for your team on the reverse collection.
4. Identify and recommend venues that are open and spacious with enough room for guests to practice physical distancing
5. Request the host to re-iterate to the guest to follow all protocols laid out for the guests





# GUESTS & HOSTS – DURING EVENT

## ARRIVAL AT THE AIRPORT

1. Hospitality team to sanitize themselves and then wear face masks, gloves and shields before receiving guests.
2. Luggage to be sprayed with disinfectant before collection and loading into the car
3. Ensure the driver of the vehicle is wearing a face mask, shield and Gloves
4. Ideally transfers of guests to be done in individual cars instead of coaches and a vehicle to be restricted to a family.
5. Cars to be equipped with dis-infectant wipes, sanitizers and disposable masks
6. Cars to be sanitized post each journey.

## ARRIVAL AT THE HOTEL

1. Temperature checks upon Arrival - If high: ask the guest to settle down in a separate area and conduct test again in 15 mins. If the temperature is still high, recommend the guest to self quarantine in his room and seek medical advise.
2. Check for Arogya Setu App
3. Sanitization of cars
4. Sanitization of bags before loading on to the scanning machine
5. Sanitizers at different spots of the hotels.





# GUESTS & HOSTS – DURING EVENT

## AT THE HOTEL

1. Temperature checks upon Arrival - If high: ask the guest to settle down in a separate area and conduct test again in 15 mins. If the temperature is still high, the guest to be self quarantined in his room and seek medical advise if necessary.
2. Check for Arogya Setu App
3. Sanitization of cars
4. Sanitization of bags before loading on to the scanning machine
5. Sanitizers at different spots of the hotels.
6. Contact-less check in through emailing of photo ids, and scanning of custom QR codes sent to each guest.
7. Key cards to be pre programmed and kept for self collection on a counter
8. Lift access to be done using sticks and tissues. Can be disposed off on the floor you disembark. Guidelines on expectations of use should be precise.
9. Masks (to be mandatory) and shields to be encouraged
10. All staff interacting with the guests including hospitality teams to be wearing gloves, masks and face shields.
11. Reminder communication to guests at all vantage points to keep their masks on

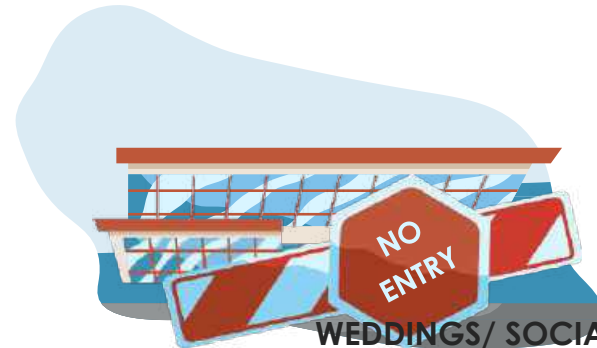




# GUESTS & HOSTS – DURING EVENT

## AT THE HOTEL – ROOMS

1. Hampers to be pre assembled, sealed and transported to the venue. Sanitization to be done before placement in the rooms
2. Rooms to be prepped (with hampers, collaterals etc.) sanitized and sealed before guest arrival
3. Health and hygiene kit to be placed in all rooms- including masks, disposable gloves and sanitizers
4. List of guidelines and protocols to be featured on the zero channel.
5. Access of staff inside the rooms to be restricted from the point of check in to check out.
6. In room drops to be pre packaged and delivered to the guest personally from outside the door
7. Guest meet and greet to be encouraged in the designated lounge areas instead of overcrowding the rooms



**WEDDINGS/ SOCIAL EVENTS - SOP**





# GUESTS & HOSTS – DURING EVENT

## VENUE PORCH

1. If the guest vehicles are self driven, encourage self parking.
2. Contactless temperature checks at the entrance
3. Sanitizer to be offered
4. Communication to encourage use of masks and physical distancing



## INSIDE THE VENUE

1. Regulation of people wishing the couple to a family at a time and no more than 5 families waiting in line to meet them.
2. Gift drop off zone to be created as a back up in case someone is carrying them,
3. Photography with the main family also limited to a few people at a time positioned to best practice physical distancing
4. Robust ventilation system around the stage and photobooth areas.
5. Seating for guests as per physical distancing and markers on the floor guiding them on the standing area as well.





# GUESTS & HOSTS – POST EVENT



1. Retain the database for about a month post the event.
2. Educate the guest on **GSR ( Guest Social Responsibility)**, where they need to call the organizers and inform them in case they were to develop symptoms or test positive for COVID 19 within 15 days of the wedding.
3. In case of guest isolation during the event, all other attendees to be informed of the same so they can further self isolate and monitor themselves over the next 14 days.







# CONSOLE & GREEN ROOM NORMS



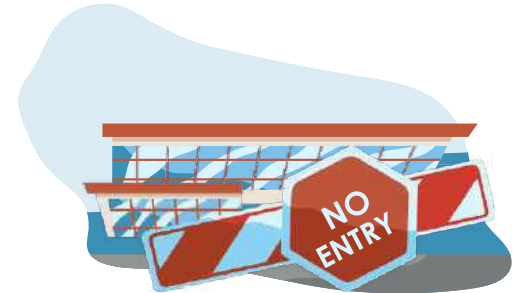
Negative ion machine – ionizer (air purifier) that helps destroy bacteria – will be used in the green rooms, indoor events and closed spaces to keep the air clean



Securing the location - It's important to ensure a consistent and a secure lock-up to prevent any unauthorized personnel from entering



Multiple smaller rooms will be created with an access to only 2-3 people per room with no close proximity





# BACKSTAGE & MIKING PRECAUTIONS



## FACE MASK

The face shields/ mask are a perfect way to cover the face, especially for backstage crew, show run team and helpers when in close proximity



## PROTECTIVE GLOVES AGAINST VIRUSES AND BACTERIA

Lightman & Miking guy or anyone handling other equipment to be provided with industrial hand gloves with proper training about their usage





# MISC VENDORS– PRE EVENT

1. Select vendors that already have certain best practices for Covid- 19 in place
2. Minimize manpower and maximize efficiency
3. Understanding the SOP's to be followed and plug in the gaps collectively
4. Draw up a plan to avoid over crowding at any point
5. Pre event briefings with the staff that will be on ground to explain the necessity of following these guidelines.
6. As much as possible avoid using staff that has been exposed either by way of travelling or in large gatherings before your event. Give time in between as a safe period





# MISC VENDORS– DURING EVENT

## VALET STAFF

---

1. Temperature checks when they report on duty
2. Valet guys to be dressed in full PPE (Personal Protective Equipment) suits / Mask, Face shield, disposable gloves and shoe covers
3. Disinfectant wipes to be used to clean the steering and the gear handle before handing it back to the guest.
4. Disinfectant spray on the keys while before being placed on the key board and before handing it back to the guest
5. Post each car handling- change of gloves and a quick full body sanitization spray



## GUEST DRIVERS

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1. In case of a chauffer driven car, seating for them to be created in the parking area keeping physical distancing in mind and ample refreshments to be made available.
2. As far as possible make it mandatory for them for wear masks while at the driver's lounge.
3. Contactless temperature checks at the parking area for drivers. If high to inform the guest
4. Sanitizers disposable masks & gloves to be available





# MISC VENDORS– DURING EVENT

## PHOTOGRAPHERS/ ARTISTS / HOSPITALITY STAFF

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1. Create check in Stations where their access can be streamlined post contactless temperature checks.
2. Check for history on Arogya Setu App and make a note of exposure at another event in the recent past. If exposed you may want to consider replacing the staff member
3. Provide a wash and change facility where they can completely sanitize and get into fresh uniforms
4. Keep a room for stand by for any quarantine requirements
5. For butlers attached to guests, face shields to be mandatory along with mask and gloves along with a personal sanitizer that can be frequently used.



## MEHENDI ARTISTS/ MEHENDI FAVOURS AND CHURI WALAS ETC

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1. All articles to be disinfected and isolated at least 4 hours before display and contact with other members of staff and guests
2. Check for history on Arogya Setu App and make a note of exposure at another event in the recent past. If exposed you may want to consider replacing the staff member
3. Staff to be checked for temperature post which a full sanitization and change of attire to fresh uniforms
4. Multiple stations to be created to avoid over crowding in one area
5. Masks & shields to be mandatory as these people will be interacting with guests in close proximity





# MISC VENDORS– POST EVENT

1. Retain the database for about a month post the event.
2. Educate the guest on VSR ( Vendor Social Responsibility), where they need to call the organisers and inform them in case they were to develop symptoms or test positive for COVID 19 within 15 days of the wedding.
3. In extreme situations, a more stringent SOP to be followed in the lines of the latest SOP directed by the Government of India to the Indian Commercial Pilot Association (ICPA) for airline crew. This would entail a period of three to seven days home quarantine post event for all crew members who will be present among guests during the event.





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Host Rep** – Host to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.







# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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“If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events.”

**WEDDINGS/ SOCIAL EVENTS - SOP**

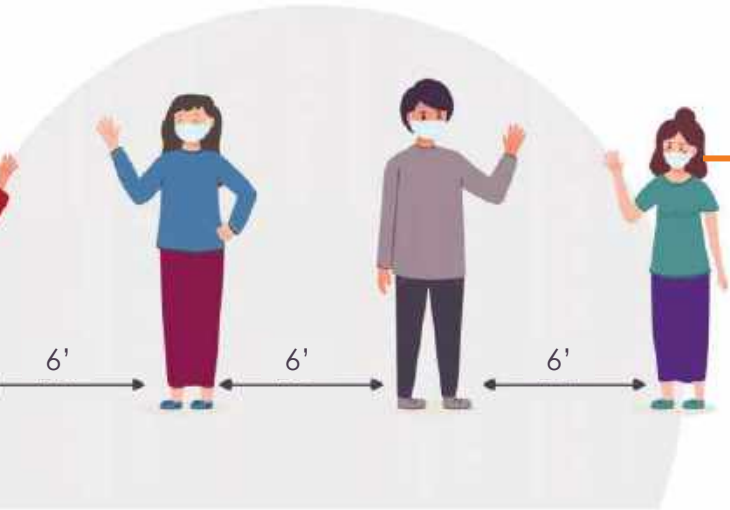




# STAY SAFE! STAY WELL!



**WEDDINGS/ SOCIAL EVENTS - SOP**



# CORPORATE EVENTS - SOP



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE MASK



AVOID CONTACT WITH ANIMALS



GO TO THE DOCTOR



WASH YOUR HANDS

## TRANSMISSION



HUMAN CONTACT



CONTAMINATED OBJECTS



AIR TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

This document will guide us to re-approach projects of our various corporate/ brands at most authentic, transformational, safe way while addressing every project of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan a large or small events, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by event planners and professionals; our goal is to provide enough information so each user can make reasonable choices







# PRE PRODUCTION & PLANNING

1

## TEAM BRIEFING

Each team member and manpower will be briefed as per safety norms

2

## FABRICATION

Specific guidelines will be followed while fabricating event elements

3

## TECHNICALS

All equipments required at the event will be sanitized

4

## SANITIZATION KITS

Going forward, safety kits are a must for each individual at the event

5

## VENUE SELECTION

Right from recce at the venue to post event, venue plays a key role

6

## F & B ARRANGEMENT

Catering and food services will be supervised with extra caution

7

## DECLARATION

Strictness towards declaration signing by all vendors will be followed





# TEAM BRIEFING



All vendors & staff involved at the event will be briefed about Covid 19 safety guidelines and must have **Aarogya Setu App** in their phone



There are 3 types of Sanitizers available: **hand sanitizer, surface sanitizer & space sanitizers**  
Entire event team will have an access to all three for using them appropriately



Physical distancing measures to be implemented.  
**Minimum 6 feet distance** between colleagues to be maintained



Vendor wise **manpower list** to be created and circulated to all key people



No Crew/staff at the event will be allowed **from containment zones**







# FOR FABRICATION

Vehicles to be used for transportation of fabricated & setup material will be thoroughly sanitized



Post fabricating elements at the warehouse, the vendors will ensure sanitizing each of them before loading them to the vehicle



The vendors must ensure packaging all fabricated material with clean sheets and wraps that can be disposable and non harmful to the nature too





# FOR TECHNICALS



Vehicles to be used for transportation of sound & light equipments will be thoroughly sanitized



The vendors will ensure sanitizing each element before loading them to the vehicle



Vendors must carry along a UV sanitization box considering elements like mics & clicker etc will be used by multiple individuals



Extra handheld/ lapel mics & clickers will be carried along for alternate usage while they are UV sanitized





# SANITIZATION KITS



All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipments**

**Infrared thermometer & Sanitizer**



**Face masks & shields**



**Gloves & body kit**





# VENUE SELECTION



Before choosing the location it will be confirmed with the local area administrator that the venue comes under green zone and have at least space as per 4sq.mtr per person



People involved in venue selection/ recce will be restricted to 3-4 people who wear masks, gloves, shoe covers or Covid 19 safety kit at all times



Less than 50% of the normal standing capacity of the selected venues will be allowed for each event



In the case of indoor ballrooms or banquet halls, venue to have a fresh air system that is turned on every 30 minutes to ensure good ventilation



Post the recce, restaurant layouts and banquet hall seating arrangements will be remodelled as per new physical distancing norms





# F & B ARRANGEMENT & PLANNING



All vegetables should be washed with hot water & a dash of soda bicarb, properly cooked food to be served without any raw foods or salads



Work tops used for cutting, chopping and cooking food to be sanitized using chlorine solution and to be air-dried





## INFORMED CONSENT

A fitness or declaration form to be signed and submitted by all vendors and crew, informing the production team about their health status and exposure to Covid-19 at the time of vendor finalization for a project & again on arrival at the set.

This form would ensure that all crew members have notified the concerned authorities of their health status, and can monitor their safety through the same as well



## TEMPERATURE CHECKS

Every crew member/performers should undergo temperature measurement with a contactless thermometer before entering the set.

Human body temperature limits must be in accordance to the specific health regulations set by the government.

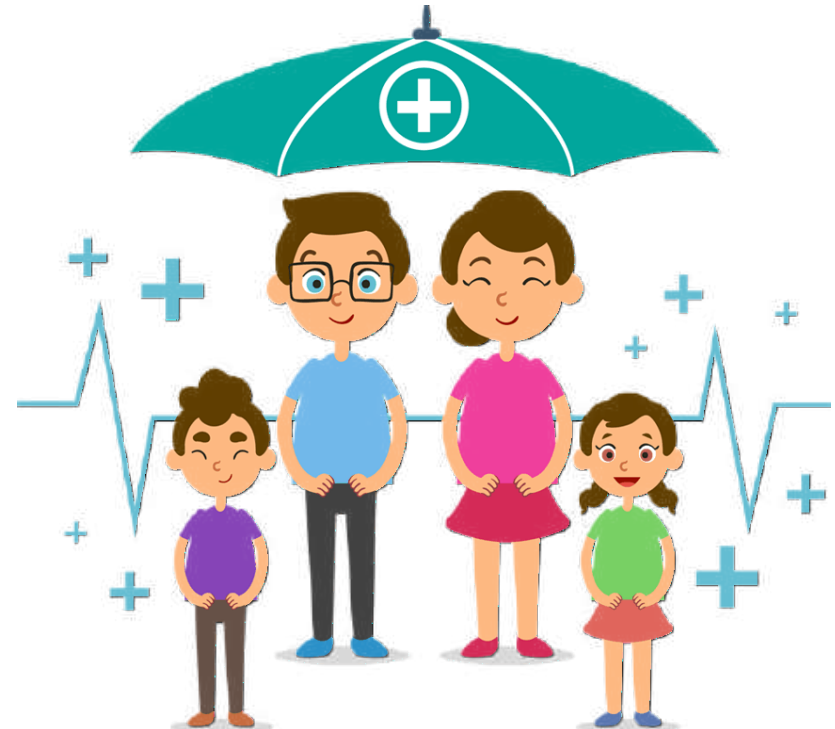
Once the personnel have been screened and cleared for work, they will be provided with a wrist band indicating that they are safe to proceed to the venue





# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





## 2. PRE EVENT COMMUNICATION & SET-UP

01

### ATTENDEE INVITE

Right from sending event communication via invites, safety norms to be taken care of

02

### MATERIAL UNLOADING

Separate vendor team to be taking care of the unloading of all elements

03

### SEATING ARRANGEMENT

Whether it is theatre or round table seating, each will follow a revised arrangement

04

### TRAINING & BRIEFING

All protocols will be conveyed to vendors/ manpower before they enter the venue

05

### VENUE SANITIZATION

Venue will be sanitized multiple times before and after the setup

06

### ENTRY/ EXIT & VALET SERVICES

Each individual & car will be checked on entry and will have space for sanitization







## ATTENDEE INVITE

Invites will be UV sanitized and sent in sealed packs/ envelopes to all event guests

Any momento/ invite kit if planned for attendees will also be thoroughly sanitized & packaged well as per govt safety norms



## MATERIAL UNLOADING

All the fabrication material & equipment's will be sanitized before they are brought inside the venue

Unloading team will be allowed access only till the loading/ unloading bay and will avoid touching any other areas





# SEATING ARRANGEMENT



An ideal table setting would be to have a round table with 4 guests to a table  
Further, these round tables will be placed 6 feet apart from each other



If U-shaped tables or rectangular tables are used, they can  
seat 4 or more guests each



Every dinner table to have hand sanitizers and tissue papers  
for guests



For the seating arrangement, it would be best to take a map of every guests' seating  
location to know where someone is sitting and makes it easy to monitor via CCTV



Full capacity seating arrangements to be done & avoid standing crowd, Also we will  
use disposable linens to minimize the risk.





# TRAINING & BRIEFING OF RULES



Proper training about precautions to be taken during the event to be given to all involved in the setup/show run team.



Crew, artists & participants will be called at-least 45 mins prior to dry run to ensure thorough implementation of safety precautions.



All operational Managers must familiarize themselves with the operational and contingency plans and explain the same to all staff working with them.



All housekeeping staff hired directly or through third party vendors to have mandatory Covid-19 sanitizing / cleaning courses and certified training done





# VENUE SANITIZATION



Complete venue will be sanitized before the setup and post setup completion; sanitization will be undertaken by a government authorised agency



Adequate hand sanitizer dispensers to be kept at all entry & exit points along with the console, backstage etc. so as to be used throughout the setup/event by all crew members



Portable wash basin to be strategically placed at all operational clusters for easy access to liquid soap & water



Keep the restrooms clean and sanitized at all times. Make sure there are enough sanitizers and hand wash at all times





# ENTRY/ EXIT POINTS & VALET SERVICES



Foot operated sanitizer stations will be placed all around the venue including the entry & exit points



An attendant will be stationed at the entry & exit points to guide the attendees to the event area & ensuring that their temperature has been checked



Guest cars will be parked at a distance from each other to avoid coming in physical contact with other guests

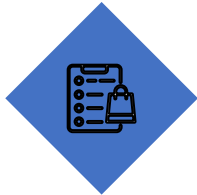


It is advisable that guests park their own cars in the designated parking area and avoid valet parking to reduce contact with parking staff





## 3. PRACTICES DURING THE EVENT



### COVID SCREENING

All attendees will be screened as per govt. guidelines before entering the venue



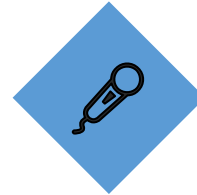
### ATTENDEE BRIEFING & GUIDELINES

Covid Safety event incharge to brief all attendees on the precautions before the event



### EVENT AREA PRECAUTIONS

Attendees will be told to follow stringent physical distancing rules and guidelines



### BACKSTAGE & MIKING PRECAUTIONS

Proper sanitization of each equipment will be ensured



### CONSOLE & GREEN ROOM NORMS

Placement and size of these two key spaces will be planned ensuring physical distancing



### F & B ARRANGEMENTS

Placement of all dishes and staff involved must follow all safety norms





## HEALTH DECLARATION

- Mode of travel
- Medical history
- Age
- Contact tracing details

### **At Entry:**

- Temperature
- Checking oxygen levels using the pulse oximeter
- If oxygen level falls below 94, that person will be immediately checked



## DOCUMENTATION

Record of each and every person will be maintained throughout the event schedule each day

In case anybody asymptomatic turns out to be positive, this will help determine the course of treatment and further course of action





# EVENT AREA PRECAUTIONS

It is necessary to take into account - more space requirements for the use of locations, so that all guests and crew members can be separated



Maintaining proper distance between various people at event location so that any close contact is avoided



Create floor markings on the locations for everyone to stand so the people maintain physical distancing in a systematic manner



Posters will be displayed to develop consciousness about preventive steps and promoting hygiene, along with emergency helpline number, at easily noticeable/ strategic places on Entry & Exit/ Backstage/ Main venue/ Public washrooms etc.



Dedicated Covid help on venue to make sure that all the sanitization, check in, check out, on-site hygiene and safety procedures are maintained.  
One or two persons (referred to as Anti-COVID Boys) per areas will be dedicated for this







# CONSOLE & GREEN ROOM NORMS



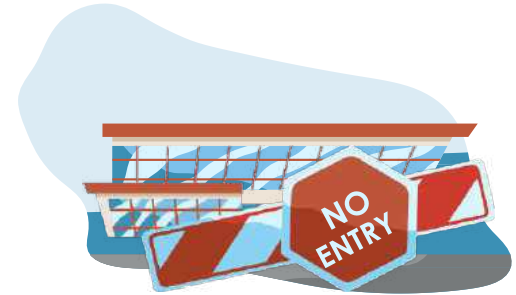
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Securing the location - It's important to ensure a consistent and a secure lock-up to prevent any unauthorized personnel from entering



Multiple smaller rooms will be created with an access to only 2-3 people per room with no close proximity





# ATTENDEE BRIEFING & GUIDELINES



Hand washing & sanitizing is mandatory for everyone on entry, exit & during the event



Each guest will be provided with a triple layer medical mask & gloves which will be mandatory to wear during the entire event



Used masks will not be left unattended and to be disposed off in the bins kept at designated areas on the event location



Guests will be told to avoid handshakes, hugs and kisses and other physical greetings



Designated people post temperature checks will only be allowed to enter the venue if any





# BACKSTAGE & MIKING PRECAUTIONS



## FACE MASK

The face shields/ mask are a perfect way to cover the face, especially for backstage crew, show run team and helpers when in close proximity



## PROTECTIVE GLOVES AGAINST VIRUSES AND BACTERIA

Lightman & Miking guy or anyone handling other equipment to be provided with industrial hand gloves with proper training about their usage





# F & B SERVICES



To follow the F&B protocol of the particular hotel or refer to the F&B protocol listed in the wedding and social SOP



F & B staff will wear Covid 19 safety kits at all times and will be using clean and fresh set of gloves



At the buffet spread, dishes will be kept at safe distances, at least 6 feet apart from each other and guests should be asked to queue up twos and threes



At the buffet, there will be a separate staff who serve guests the food so that no one else apart from the designated server touches the ladles





## 4. POST EVENT MEASURES

1.

### DISMANTLING

Vendors will follow a step by step dismantling plan created as per govt safety norms & will ensure zero overcrowding at all times

2.

### SAFETY REPORT

Record of each & every attendee will be maintained throughout the event, to be aware in case any infected person is found

3.

### VENUE SANITIZATION

Post dismantling of all elements, complete sanitization of the venue will be undertaken as per safety guidelines

4.

### WASTE DISPOSAL

There will be a designated disposable area for food waste to ensure no littering of waste and ensuring cleanliness





# MEDICAL ASSESSMENT



## ISOLATION ZONE

Keep the holding areas away from the main event area. Follow physical distancing while making the arrangements



## MEDIC

Junior level doctor and a certified nurse will be present on venue at the time of event



## AMBULANCE

Ambulance will be on standby at all the time



## EXPERIENCING COVID-19 SYMPTOMS

Anyone exhibiting COVID-19 symptoms will not be permitted inside the venue. Anyone developing symptoms while at work will immediately be isolated in the designated isolation room at the venue. Have the medic team monitor for symptoms and inform the necessary authorities.





# RISK ASSESSMENT

Each organizer/event agency should have these measures implemented in its risk assessments, and they should also require their suppliers to implement these risk assessment measures. If you need help with risk assessments, you can contact an authorised H&S specialist.

Before setup commences, organizer/event agency and suppliers need to become familiar with the risks and measures for events (not only in terms of the risk of infection). Obligations to comply with these precautions and submit COVID-19 tests must be implemented in contracts with individual members of crew, as well as any sanctions and liability for damages in case of non-compliance.

## WASTE MANAGEMENT

Disposable face masks, gloves, etc. must be treated as hazardous waste - the used ones to be put into solid plastic bags and to be handled with protective gloves and then disposed off.

When fabric face masks are used, the crew members must have sealable plastic bags and also the possibility of boiling them for sterilisation purposes.





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

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**Client Rep** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance







# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
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11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.





# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



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Arogya Setu App  
for iOS and Android

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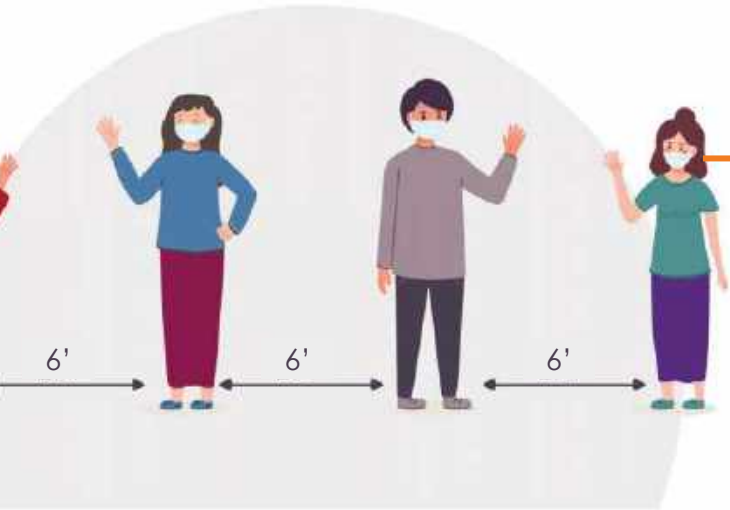
"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."





**STAY SAFE! STAY WELL!**





**eema**  
Event & Entertainment  
Management Association

# CORPORATE ACTIVATIONS - SOPs



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE  
MASK



AVOID CONTACT  
WITH ANIMALS



GO TO THE  
DOCTOR



WASH YOUR  
HANDS

## TRANSMISSION



HUMAN  
CONTACT



CONTAMINATED  
OBJECTS



AIR  
TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

This document will guide us to re-approach projects of experiential marketing (fondly known in our country as brand activations) at most authentic, transformational, safe way while addressing every project of different scale, size, touch point, geography, for different sectors, catering to achieve various marketing, brand and promotional objectives in urban space

While the world is finding ways to re-open things with normally, this guide will help us to put things in order one would plan an activation in urban space, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by outreach agencies and professionals; our goal is to provide enough information so each user can make reasonable choices







# WHY WE HAVE CREATED THIS GUIDE

## TO DEFINE

How to address Urban Activations during current situation, what it shouldn't be.

## TO EDUCATE

Every stakeholder involved about safe practices

## TO HELP

Us achieve and sustain the level of growth

## TO CREATE

Safe environment, to unfold new possibilities.

## TO INFORM

Every stakeholder involved, for reopening activations

## TO INSPIRE

Us to produce work that makes our clients happy, and solve our client's and societies problem.







## **INTRODUCTION**

## **CURRENT SCENARIO**

## **URBAN ACTIVATIONS SOP**

### **PRE- ACTIVATION**

- Specific touch points base education
- Manpower health and hygiene
- Practices for healthy manpower
- Specific Agency / Vendor base detailing
- Sanitizing the venue/ touch point
- Manpower training and briefing

### **DURING ACTIVATION**

- Audience/ Participants
- Manpower
- Touch Points
- Engagement/ Interaction
- Merchandise

### **POST ACTIVATION**

- A database maintenance and check

## **ACTIVATION CHECKLIST FOR VARIOUS ACTIVATIONS**

## **IN CLOSING**



# CURRENT SCENARIO

1

## ACCELERATED ADAPTATION OF E-COM

Bring alive  
experiences with  
digital access

2

## BRINGING OUTSIDE WORLD INSIDE

Bring alive experiences  
with digital access  
with micro targeting

3

## REMOTE WAY OF LIVING

Build social connect in social  
distancing – Being  
empathetic

4

## DO IT YOURSELF

Create personalized  
engagement

5

## SHOPPING FOR UTILITY RISE OF SMART BUYER

Drive value by repeat  
purchase and up-trade by  
customized offer

6

## STRIVE FOR HEALTH AND WELLNESS HYGIENE AND CLEANING NEW NORM

Win trust of consumer by  
providing right solution

7

## TRUST IN BRAND ABOVE ELSE

Win trust of consumer with  
empathetic storytelling

8

## REVERSE MIGRATION

Focus on hyperlocal Connect  
with consumers where they  
are Micro-targeting

Our habits are changed and so as experiences that we want are also changed

Today any brand and agency needs to be empathetic to the people, while communicating with them at right touch point, creating safe environment for entire eco-system, ensuring highest standard of health and hygiene to reach out the audience





## OBJECTIVE

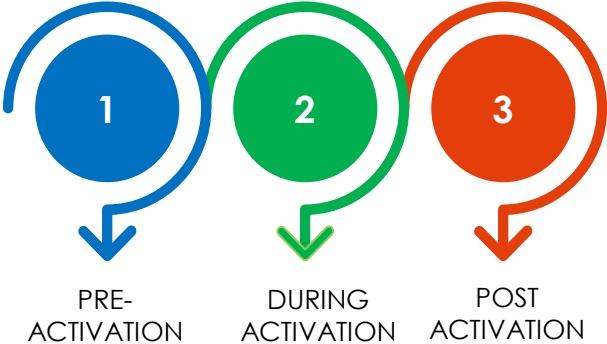
Organizations today to manage the paradox of the inevitable transformation of consumer behaviour and at the same time delivering experiences that lead to business outcomes reach critical touchpoints in the consumers' life. Capturing consumer's attention will not be easy in activation space. While health and hygiene is prime requirement and physical distancing is the new norm agencies needs **to adapt practices that ensures health and hygiene for its people and audiences.**

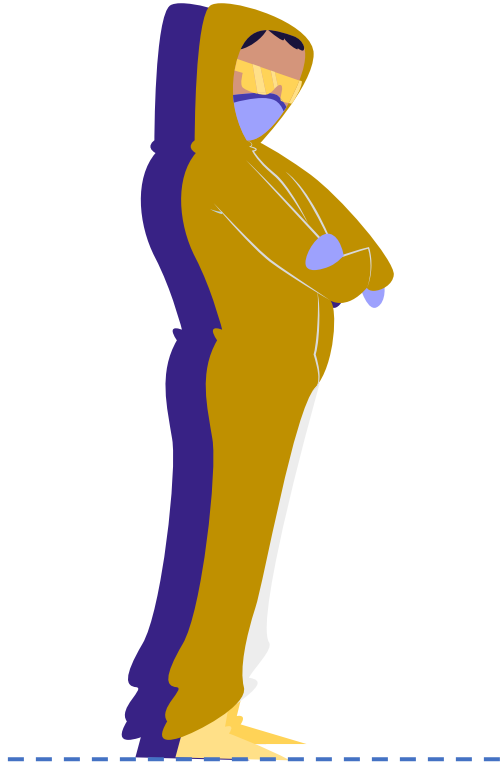




# WAY FORWARD

URBAN ACTIVATIONS WITH TOTAL CARE





## 1. PRE-ACTIVATIONS

- Specific touch points base education
- Manpower health and hygiene
- Manpower Insurance
- Practices for healthy manpower
- Specific Agency / Vendor base detailing
- Sanitizing the venue/ touch points





# TOUCH POINT BASED EDUCATION



ACTIVATIONS may happen at various touch points with different scale and different intensity that involves permission and involvement of authorities such as municipal corporation officials, police, authority controlling touch points such as school principal, housing society chairman, etc.



We EDUCATE EVERY IMPORTANT STAKE HOLDER before conducting activation and make an agreement with them to follow all the necessary practices.



These new rules are for the protection, which will eventually lead to greater compliance, and strong and transparent practice of sanitization will ensure smooth and safe execution of the activation





# MANPOWER HEALTH AND HYGEINE



Workers and volunteers must diligently address the health risks of working at any touch point



Briefing for manpower: we recommend that an individual with appropriate medical and risk management knowledge to be conduct briefing session with all the manpower involved with the activity and we distribute health and hygiene kit to every manpower. The kit will include:



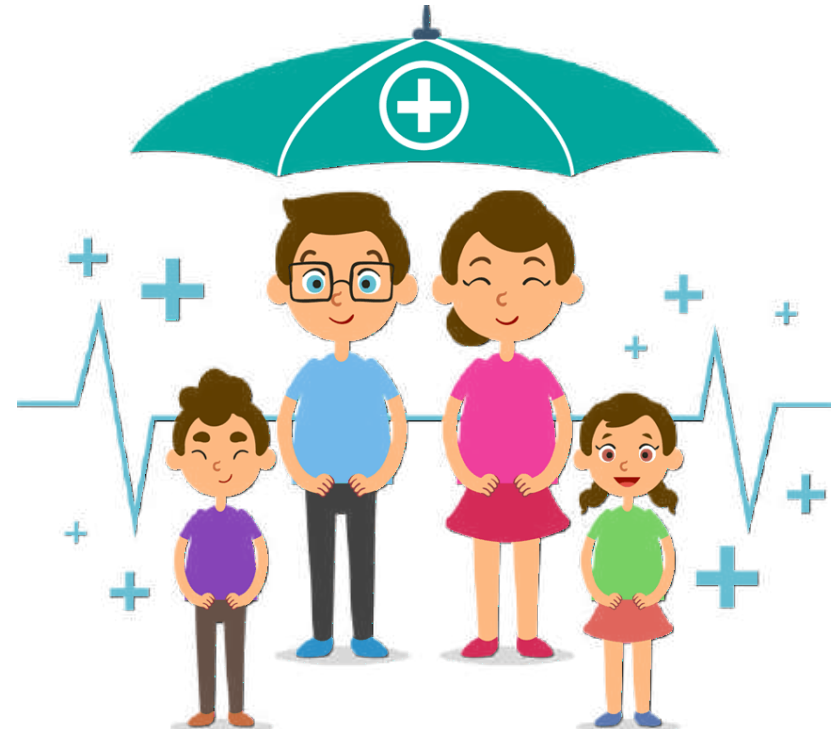
- 1.Do's and Don't guide
- 2.Hygiene kit: mask, gloves sanitizer
- 3.Emergency contact list





# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.







# SANITIZATION KITS



All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipment's**

**Infrared thermometer & Sanitizer**



**Face masks & shields**



**Gloves & body kit**





# PRACTICES FOR HEALTHY MANPOWER



## PHYSICAL DISTANCING

Workers can limit their exposure by forming a “work team” in which people routinely work together, but they keep their distance from every one else to avoid the presence of multiple teams on the venue/ touch point at the time of set up



## FREQUENT HAND WASHING AND SANITIZATION

Frequent hand washing with liquid soap; workers should wash their hands for twenty seconds at least every 30minutes, and dry thoroughly. Workers may use sanitizer.



**Every worker to wear face mask and when required they wear PPE (Personal Protective Equipment) kit**



## TEMPRATURE SCANNING

At each entry point we need to have dedicated manpower monitoring temperature through temperature scanning Anyone displaying a temperature over 100.4F (38.0C) or higher should be denied entry and directed to appropriate medical care.





# SPECIFIC AGENCY / VENDOR BASE DETAILING

For any activation the most important aspect is set-up and engagement zone, to set up the zone we associate with various partners and we ensure following:



The truck/ loading van will be properly sanitized before loading the material going for the set up. All the furniture, linens, & other material which is required for the décor will be sanitized before dispatching from the godown and will be covered with plastic/bubble wrap



All workers and staff will be wearing masks with proper uniform and will carry their identity card



The entire premises needs to be sanitized before the set up starts. All workers & staff need to vacate the touch point once set up is done



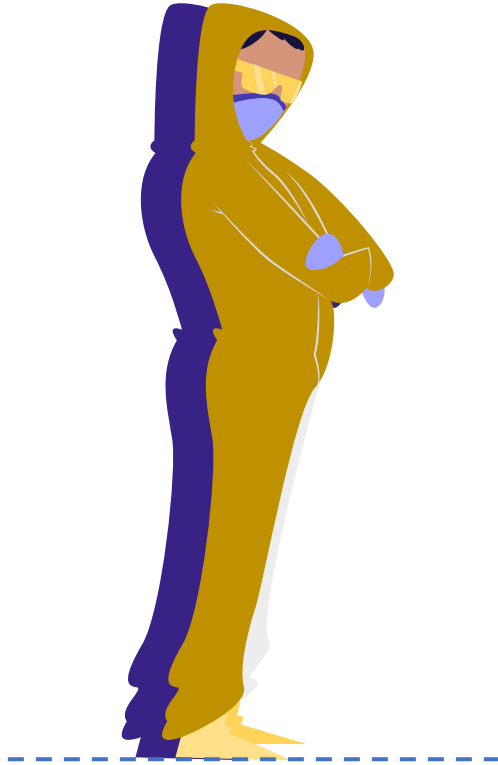


# SANITIZING THE VENUE/ TOUCH POINT



Post set-up and before the activation starts we again sanitize entire venue and all the touch point with products approved by the applicable health authority





## 2. DURING ACTIVATIONS

- Audience/ Participants
- Manpower
- Touch Point
- Engagement/ Interaction
- Merchandise





# AUDIENCE/ PARTICIPANTS



All the participants needs to go through sanitized through sanitizer spray before entering the touch point



At each point of entry, participant will be checked for temperature screening using 'no-touch' thermometers, participants confirmed to have a higher temperature will be denied entry and directed to appropriate medical care



Participants will be offered mask and sanitizers at the entrance



Data will be collected of each attendee





# MANPOWER



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Workers can limit their exposure by forming a “work team” in which people routinely work together, but they keep their distance from every one else to avoid the presence of multiple teams on the venue/ touch point at the time of set up



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# TOUCHPOINT: ENGAGEMENT/ INTERACTION



At regular interval our manpower to sanitize the touch point



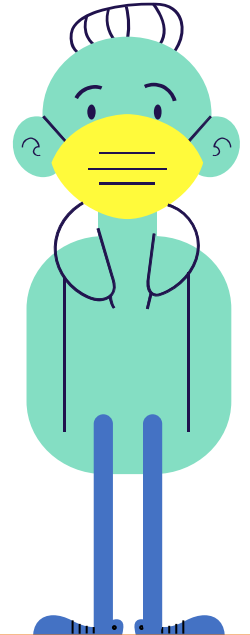
**Queuing:** Mark lines on floor, with barricade, or rope and stanchion, patrolled by guest services workers to provide information and enforce social distancing



**Touchless/ Contactless:** try to keep interaction touchless and contactless by usage of technology. Manpower to ensure as much touchless / contactless interactions as possible



**Sanitization:** Post every interaction with the participant our manpower to ensure that the touch point is sanitised and safe for the next interaction







# MERCHANDISE



**Contactless Ordering:** Items for sale/ giveaway can be posted on a web site or app that allows for mobile ordering and on-site pickup



**Queuing:** Mark lines on floor, with barricade, or rope and stanchion, patrolled by guest services workers to provide information and enforce social distancing



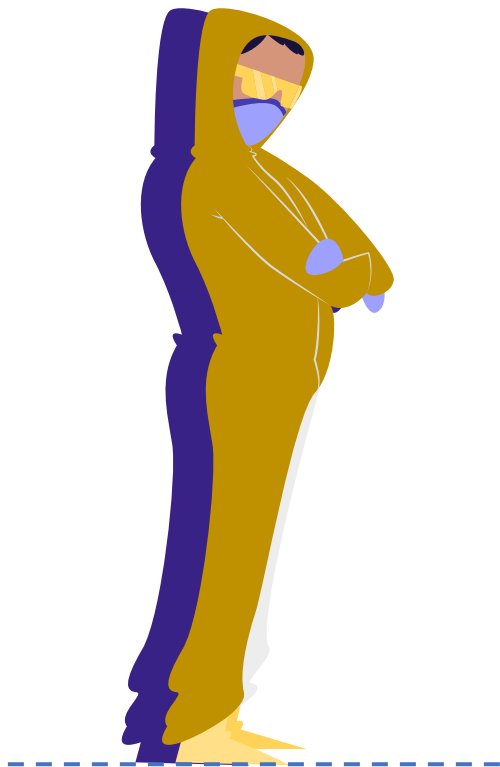
**Touchless:** No trying on merchandise, only workers may touch items

**Contactless Payment:** Point of sale systems that use Apple Pay or a similar app eliminate the need for workers to touch patron credit cards



**Final Sale:** No returns or exchanges. All sales are final





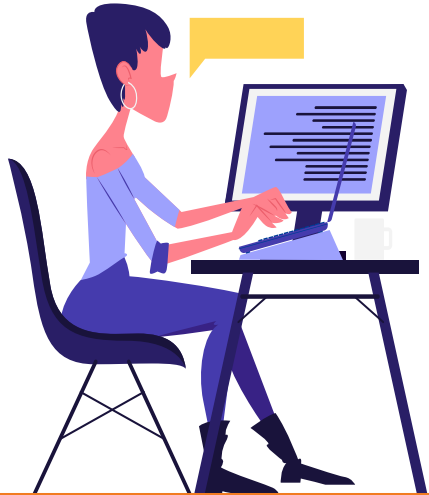
### 3. POST ACTIVATIONS

- A database maintenance and check





# A DATABASE MAINTENANCE AND CHECK



Organizer needs to maintain the database of all the attendees

If someone during the specific day of activation is found with symptoms and got isolated then will inform all the participants who would have been engaged that day.





# ACTIVATION CHECKLIST





## 1. MALL ACTIVATIONS





## MALL AUTHORITY

Proper Recce to be done of the area of the set-up

Briefing and signing of the Do's and Don'ts contract with the MALL authority



## PRODUCTION AND TECHNICAL TEAM

All Production and Technical Material to be sanitized before it leaves from workshop to the venue

Once production & Technical reaches the venue ensure that setup area is sanitized by the mall authority as per our contract guidelines

After the area is sanitized unload material and start the setup work

All the Production and Technical Worker to follow sanitization rules and wear Head Safety Shield, Face Mask, Gloves and carry Sanitizer Bottle

Once the Setup is ready proper marquee to be done for social distancing norms with cue manger and also disclaimer signage for safety norms of Covid 19

Post set up sanitize venue and setup





## **MERCHANDISING AND COLLATERALS**

Ensuring all the merchandise and collateral is been properly sanitized before it leaves from the workshop to agency place

Once it reaches the venue it has to sanitized again

Thermal Screening to be done for all the manpower working at the site





## MANPOWER

Proper briefing to be given to manpower working on ground for hygiene and safety rules of Covid 19

Sanitization kit to be provided to all the manpower team and the agency team which contains (Head Safety Shield, Face Mask, Gloves and Sanitizer Bottle). Proper thermal screening to be done for all the manpower working on site

Manpower to conduct thermal screening of every visitor and take their details and ask them to sign an indemnity bond

Post thermal screening manpower to ensure that each participant is wearing mask and their belongings are sanitized (People below 37-degree temperature should be allowed to visit the activation)

Manpower to ensure physical distancing being followed by the people outside the stall







## MERCHANDISING AND COLLATERALS

Ensuring all the merchandise and collaterals is sanitized before the activity starts

To ensure contact less delivery and management, we try to use technology as much as possible

Keep separate area of distribution of merchandise and branding giveaway like a stand or a table - visitor to be briefed to collect their merchandise or giveaways from that area





# POST ACTIVATION



Once the activation is over ensure that all the production and technical team coming to dismantle the setup are following all the safety, hygiene and physical distancing norms

Material to be loaded in truck by following sanitization norms and while unloading material at workshop sanitize again





## 2. SCHOOL / COLLEGE ACTIVATIONS





## SCHOOL / COLLEGE AUTHORITY

Proper Recce to be done of the area of the set-up

Briefing and signing of the Do's and Don'ts contract with the School/ College authority



## PRODUCTION AND TECHNICAL TEAM

All production and technical material to be sanitized before it leaves from workshop to the venue

Once production & technical reaches the venue ensure that setup area is sanitized by the School authority as per our contract guidelines

After the area is sanitized unload material and start the setup work

All the production and technical worker to follow sanitization rules and wear Head Safety Shield, Face Mask, Gloves and carry Sanitizer Bottle

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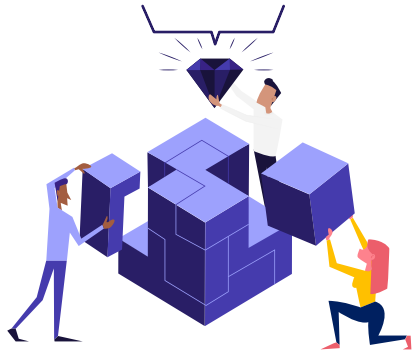






### 3. ROADSHOWS





## FABRICATION

Ensure the fabrication workshop for the canter is properly sanitize, manpower following safety, physical distancing and hygiene norms while fabricating the setup

Supervisor to ensure fabrication workshop is as per pre-decided norms and set-up fabrication is done by following all the norms





## MERCHANDISING AND COLLATERALS

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## 4. CORPORATE PARKS





# PRE-ACTIVATIONS



## CORPORATE AUTHORITY

Proper Recce to be done of the area of the set-up

Briefing and signing of the Do's and Don'ts contract with the HR or respective authority



## PRODUCTION AND TECHNICAL TEAM

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Once production & technical reaches the venue ensure that setup area is sanitized by the School authority as per our contract guidelines

After the area is sanitized unload material and start the setup work

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Post set up sanitize venue and setup







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Material to be loaded in truck by following sanitization norms and while unloading material at workshop sanitize again





## 5. RETAIL ACTIVATIONS





## STORE AUTHORITY

Proper Recce to be done of the area of the set-up

Briefing and signing of the Do's and Don'ts contract with the Store authority



## PRODUCTION AND TECHNICAL TEAM

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## 6. RWA ACTIVATIONS





## RWA AUTHORITY

Proper Recce to be done of the area of the set-up

Briefing and signing of the Do's and Don'ts contract with the RWA authority



## PRODUCTION AND TECHNICAL TEAM

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# IN-CLOSING



*Everything will do shall have an **important, meaningful functional discriminator of superior safety and authenticity.** This will be the utmost need to ensure we can deliver safe and smooth functioning of the events. Reaching out to maximum people to regain their trust to accept this new normal and have relatively safe and smooth events.*

We bring value of **Authenticity, empathy and humanized experiences soothing the current blow.**





## COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Outreach Agency Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Client Rep** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.





# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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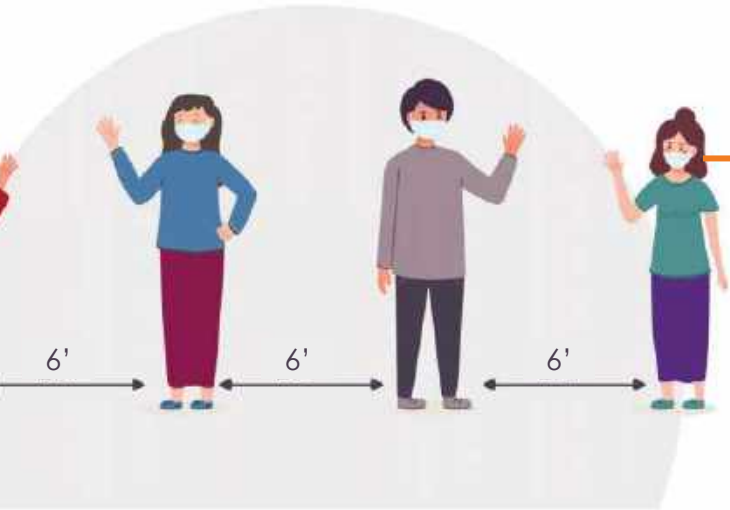
"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."





**STAY SAFE! STAY WELL!**





**eema**  
Event & Entertainment  
Management Association

# LARGE CONFERENCES -SOP



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE MASK



AVOID CONTACT WITH ANIMALS



GO TO THE DOCTOR



WASH YOUR HANDS

## TRANSMISSION



HUMAN CONTACT



CONTAMINATED OBJECTS



AIR TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

This document will guide us to re-approach projects of large format conferences (which are generally conducted with the large congregation of people) at most authentic, transformational, safe way while addressing every project of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan a large corporate events and conferences, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by event planners and professionals; our goal is to provide enough information so each user can make reasonable choices









# 1. PRE PRODUCTION & PLANNING

1 TEAM BRIEFING

2 FABRICATION & TECHNICALS

3 SANITIZATION KITS

4 VENUE SELECTION

5 F & B ARRANGEMENT

6 DECLARATION





# TEAM BRIEFING



Proper training about precautions to be taken during the event to be given to all involved in the event. Carry out a drill every day with entire staff regarding precautions so that it becomes a habit.



All operational Managers must familiarize themselves with the operational and contingency plans and explain the same to all staff working with them.



Displaying posters to develop consciousness about preventive steps and promoting hygiene, along with emergency helpline number, at easily noticeable / strategic places on shooting sets / dining place / edit rooms / fresh rooms. etc.





# FABRICATION & TECHNICAL

- All service providers shall wear facemasks before approaching the venue and undergo **thermal scanning and sanitizing** at entrance of the venues.

- **While setting-up:**

- Arrange maximum pre fabrication of the confirmed stand design at own premises.
- Ensure necessary physical distancing among workers, supervisory staff etc.



- **While transporting the prefabricated materials to exhibition venue:**

- Sanitise the delivery vehicle and all materials before loading.
- Driver and other personnel involved in transportation of material must ensure physical distancing and wear all necessary face Masks.
- Ensure contactless transportation of materials to the exhibition venue. Complete **stand build up** maintaining social distancing at the site.
- Sanitize the material at the time of off-loading the material to the site.





# IN-CLOSING

- **While Dismantling:**

- Sanitize the stall along with furniture, fixtures etc., before dismantling the stall.
- Avoid any unnecessary stopover during transit.



- **During Pickup and Transportation:**

- All equipment shall be sanitized before packaging.
- Pick up and ensure contactless transportation of the equipment to the venue.





# SANITIZATION KITS



All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipment's**





# VENUE SELECTION

- Before choosing the location it will be confirmed with the local area administrator that the venue comes under green zone and have at least space as per 4sq.mtr per person
- Check with the local ward administrator if the location comes under red, orange or green zone before choosing a location. Allow sufficient time for permissions and approvals.
- People involved in venue selection/ recce will be restricted to 3-4 people who wear masks, gloves, shoe covers or Covid 19 safety kit at all times.
- In the case of indoor ballrooms or banquet halls, venue to have a fresh air system that is turned on every 30 minutes to ensure good ventilation.
- Less than 50% of the normal standing capacity of the selected venues will be allowed for each event
- In order to minimize the physical visits to the potential locations, it is recommended to ask the location scout to send the files prior to doing the scouting in person.





# F & B ARRANGEMENT & PLANNING



Ensure that there is enough space while eating. Food must be served in small batches i.e. meal times should be staggered such that physical distancing norms are followed and crowding in eating areas is reduced considerably OR can have sufficient food counters with individual servings.



Only water bottles should be provided



Multiple food and beverages stations to be provided. Dry snacks, fruits juices, etc. to be placed only in the specified area in a self-service manner.



Tea / Coffee must be placed at designated areas to avoid movement. Encourage the use of vending machines.



A designated disposable area for food waste to be provided.



Use of disposable items - plates, cutlery, food boxes etc. to serve meals is recommended.



All catering and craft personnel to wear appropriate PPE (Personal Protective Equipment) at all times when preparing or handling food.







## INFORMED CONSENT

A fitness or declaration form to be signed and submitted by all vendors and crew, informing the production team about their health status and exposure to Covid-19 at the time of vendor finalization for a project & again on arrival at the set.

This form would ensure that all crew members have notified the concerned authorities of their health status, and can monitor their safety through the same as well



## TEMPERATURE CHECKS

Every crew member/performers should undergo temperature measurement with a contactless thermometer before entering the set.

Human body temperature limits must be in accordance to the specific health regulations set by the government.

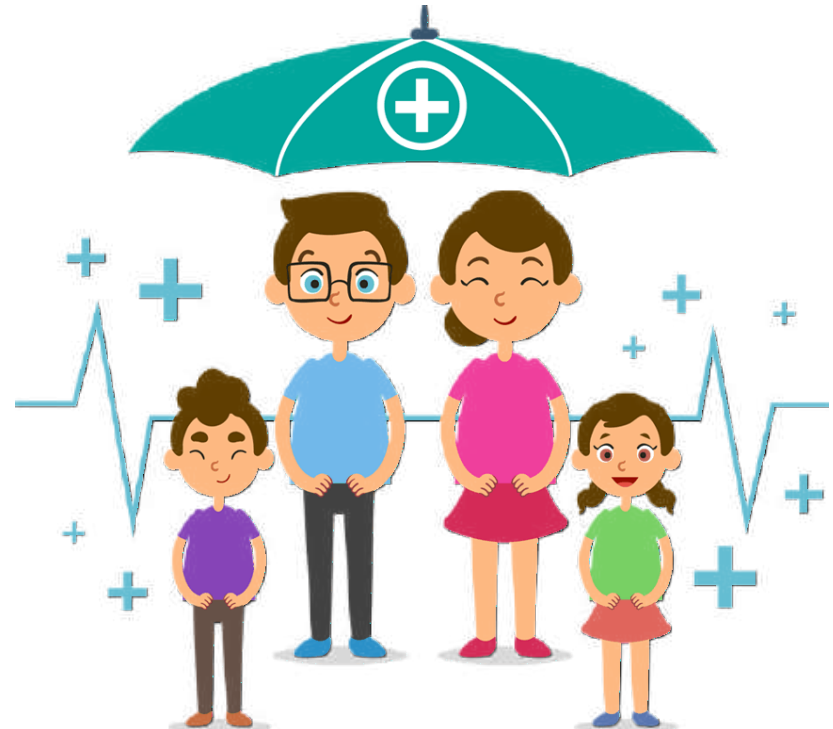
Once the personnel have been screened and cleared for work, they will be provided with a wrist band indicating that they are safe to proceed to the venue





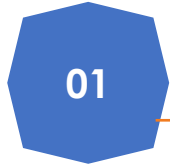
# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





## 2. PRE EVENT COMMUNICATION & SET-UP



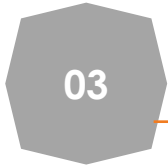
01

ATTENDEE INVITE



02

SEATING ARRANGEMENT



03

TRAINING & BRIEFING



04

VENUE SANITIZATION



05

ENTRY/EXIT



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VALET SERVICES



07

SURVEILLANCE



08

EXHIBITION AREA





# ATTENDEE INVITE



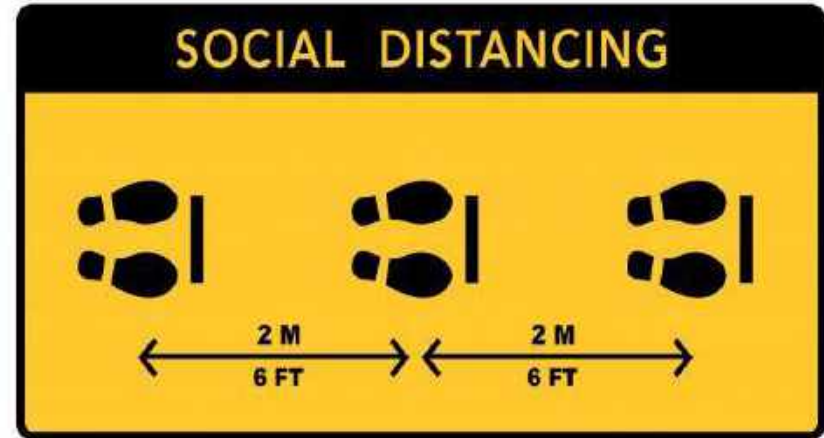
## MEASURES TO BE FOLLOWED BY ATTENDEES

- Aarogya Setu Mobile App is recommended for all the visitors and mandatory for the ones with a smart-phone
- They should all pre-register themselves; preferably online
- They should adhere to all the guidelines prescribed by the organizer which will be available on the conference website & app, displayed at various points in the venue.





# SEATING ARRANGEMENT



To maintain physical distancing at all times by restricting the number of individuals that can be permitted in any given hall, stall/ booth and toilets/ washrooms at one particular time.

Number of attendees visiting the exhibition area at a particular time has to be limited.

Make sure that food can be distributed in a take-away fashion.

**Separate Entry and Exit Points**, to ensure physical distancing is maintained

Tea / Coffee must be placed at designated areas to avoid movement. Encourage the use of vending machines.





# TRAINING & BRIEFING OF RULES

- We will make sure there is right number of manpower to handle all the tasks at the convention.
- We will have backups available if any of the staff needs to leave or don't show up for the workday so any inconvenience can be avoided.
- All the staff involved in the production will be called 45 minutes prior to event to ensure thorough implementation of safety precautions.
- Proper training about precautions to be taken during the event
- All staff will wear mask, gloves and face shield during the period of conference.
- All staff will ensure that physical distancing is maintained.





# VENUE SANITIZATION



Entire venue will be sanitized before the event; sanitization will be undertaken by a government authorized agency.



Sufficient sanitizing machines to be placed at strategic points throughout the venue



Adequate hand sanitizer dispensers to be kept at all entry & exit points, for an easy access to all the guests throughout the event.



Keep the restrooms clean and sanitized at all times. Ensure there are enough sanitizers and liquid hand wash at all times





# ENTRY/ EXIT POINTS



We will keep disinfection tunnel in front of all entry points.

We can install scanning kiosk and sanitizing stations at the entrance of the venue, the stations will be manned by optimal staff with thermal guns and hand sanitizers at all entry/ exit gates of the venue for mandatory thermal scanning and hand sanitization of all the delegates.







# VALET SERVICES



- Guest will wear protective gear such as mask and gloves at all times
- Guest car will be disinfected after every trip, from outside and within
- Guests will also receive a note informing on all the hygiene and sanitization efforts. The same will also be available on the conference website & app.





# SURVEILLANCE



Installing thermal CCTV at the venue that can monitor movement & the temperature of the individuals to ensure the real time monitoring of each and every individuals.

Also, there will be sound unit for announcement to manage the crowd movement.





# EXHIBITION AREA



There will be sufficient space between booths.

Number of attendees visiting the exhibition area at a time to be limited.

Sanitize the stall along with furniture, fixtures at regular intervals and follow all the rules and advisory given by government.

Exhibition area will be sanitized at least twice a day.

No food and beverage will be served at the exhibition area.





### 3. PRACTICES DURING THE EVENT



**COVID SCREENING**



**EVENT AREA  
PRECAUTIONS**



**CONSOLE & GREEN ROOM  
NORMS**



**ATTENDEE BRIEFING &  
GUIDELINES**



**F & B  
ARRANGEMENTS**





# COVID SCREENING



## HEALTH DECLARATION

- Mode of travel
- Medical history
- Age
- Contact tracing details

### **At Entry:**

- Temperature
- Checking oxygen levels using the pulse oximeter
- If oxygen level falls below 94, that person will be immediately checked



## DOCUMENTATION

Record of each and every person will be maintained throughout the event schedule each day

In case anybody asymptomatic turns out to be positive, this will help determine the course of treatment and further course of action





# EVENT AREA PRECAUTIONS



- The visitors should not enter the venue ground if their temperature is not normal.
- They should wear face mask at all the time.
- In case a person falls sick, he must report to the first aid desk
- They should all pre-register themselves





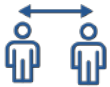
# CONSOLE & GREEN ROOM NORMS



Negative ion machine – ionizer (air purifier) that helps destroy bacteria – will be used in the green rooms, indoor events and closed spaces to keep the air clean



Use of face masks to be mandatory.

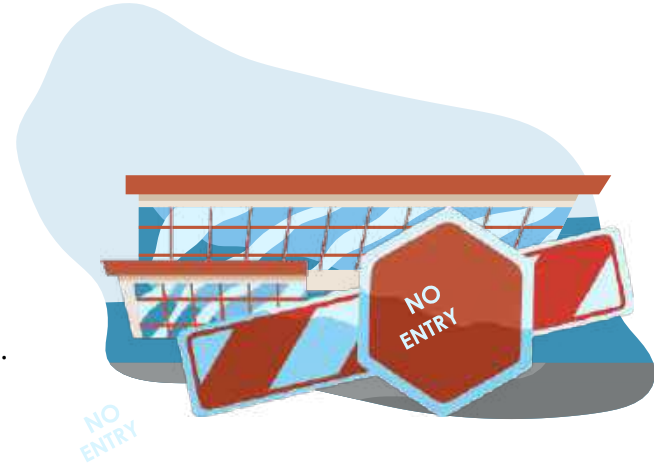


Physical distancing of at least 6 feet to be followed as far as feasible.



Frequent hand washing with liquid soap should be followed.

Alcohol based hand sanitizers should be kept at the consoles & green room



NO  
ENTRY

NO  
ENTRY





# ATTENDEE BRIEFING & GUIDELINES



- Use of Aarogya Setu app mandatory for all.



- Covering mouth and nose while coughing/sneezing with a tissue/handkerchief/flexed elbow. Disposing off used tissues properly. Spitting shall be strictly prohibited.



- Maintaining proper distance between various people at event location so that any close contact is avoided







# F & B SERVICES



Staff members may be ideally advised to carry home prepared food.



Food should be either pre packed or served in small portions.



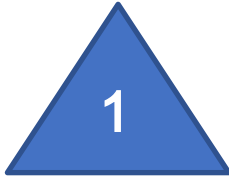
**Separate Entry and Exit Points** at the F& B area too which will help to maintain physical distancing

**Note: Additional Waste.** A likely consequence of more sanitary food and beverage practices is additional trash and recyclable material. It will be important to dispose of trash more regularly, and to consult a recycler about sanitary recycling options





## 4. POST EVENT MEASURES



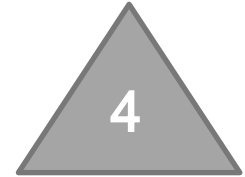
**DISMANTLING**



**SAFETY REPORT**



**VENUE SANITIZATION**



**WASTE DISPOSAL**





# POST EVENT MEASURES

We will retain the names and contact details of all participants for at least one month. This will help public health authorities to trace people who may have been exposed to COVID-19 if one or more participants become ill shortly after the event.

If someone at the meeting or event was isolated as a suspected COVID-19 case, the organizer should let all participants know this. They should be advised to monitor themselves for symptoms for 14 days and take their temperature twice a day.

If they develop even a mild cough or low-grade fever (or a temperature of 37.3 C or more) they should stay at home and self-isolate. This means avoiding close contact (six feet or nearer) with other people, including family members. They should also contact their healthcare provider or the local public health department, giving them details of their recent travels and symptoms.





# POST EVENT MEASURES

- All the agencies will be given different time slots when they will be asked to clear the venue and load their equipment / material.
- Temperature screening will be done for all the workers before they enter the venue.
- Workers with masks will be only permitted
- The material will be again sanitized and will be then loaded in the sanitized vehicle
- Once the entire venue is cleared and all the agencies have completed their procedure the venue will be sanitized and will be locked for a couple of hours





# MEDICAL ASSISTANCE



Keeping isolation areas away from the main venue area. Follow physical distancing while making the arrangements.



Keeping a dedicated COVID trained doctors at the venue with the COVID test kit.



A dedicated ambulance stand by at all the time for the critical COVID patients.



Anyone exhibiting COVID-19 symptoms must not be permitted inside the venue, if anyone developing symptoms while at work should immediately be isolated in the designated isolation room at the venue. Having the medic team monitor for symptoms and inform the necessary authorities.





# WASTE MANAGEMENT



- Disposable face masks, gloves, etc. must be treated as hazardous waste -
- The used ones to be put into solid plastic bags and to be handled with protective gloves and then disposed.





## COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Client Rep** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.







# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App on  
your phones.



Scan to Download

Arogya Setu App for iOS  
and Android

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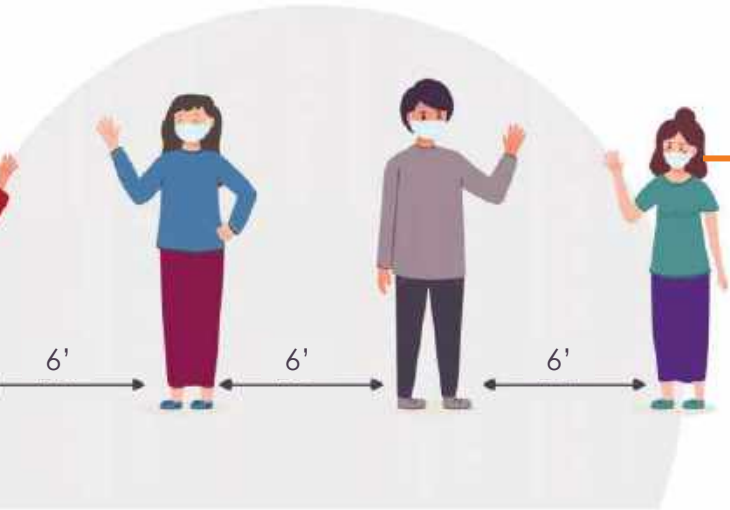
"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."





**STAY SAFE! STAY WELL!**





# GOVERNMENT / LARGE SCALE PUBLIC/POLITICAL EVENTS SOPs



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE  
MASK



AVOID CONTACT  
WITH ANIMALS



GO TO THE  
DOCTOR



WASH YOUR  
HANDS

## TRANSMISSION



HUMAN  
CONTACT



CONTAMINATED  
OBJECTS



AIR  
TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

This document will guide us to re-approach projects of large government/ public political events (which are generally conducted with the large congregation of people)at most authentic, transformational, safe way while addressing every project of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan a large government and public events, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by event planners and professionals; our goal is to provide enough information so each user can make reasonable choices







# GUIDING PRINCIPLES



- COVID-19 is transmitted from person to person through respiratory droplets and contact with contaminated surfaces, and the risk of transmission appears to be proportional to the closeness (less than 6 feet) and frequency of the interaction between an infected individual and an individual who is not infected .



- The more people an individual interacts with at a gathering and the longer that interaction lasts, the higher the potential risk of becoming infected with COVID-19 and COVID-19 spreading.



- The [higher the level of community transmission](#) in the area that the gathering is being held, the higher the risk of COVID-19 spreading during a gathering.



- The size of an event or gathering should be determined based on state, local, territorial or tribal safety laws and regulations.





# GENERIC PREVENTIVE MEASURES

- The other generic measures include simple public health measures that are to be followed to reduce the risk of COVID-19. These measures need to be observed by all (staff and guests) in these places at all times. These include:



- Persons above 65 years of age, persons with co-morbidities, pregnant women and children below the age of 10 years are advised to stay at home and avoid these functions. Organizers have to advise accordingly.



- The self-assessment through Aarogya Setu Mobile App is recommended for all the entrants and is mandatory for ones with a smart-phone. All the entrants should be instructed not to have a close contact with anyone if they are experiencing any of the symptoms in respect of the virus.



- Organizer/Department/ Event Manager should setup health/first-aid kiosks manned by optimal staff with adequate equipment like thermal guns and hand sanitizers at all entry/ exit gates of the venue for mandatory thermal scanning and hand sanitization of all the entrants. All security and cleaning staff should use Face Mask, Face Shield and Gloves.



- Anyone unwell or symptomatic should not be allowed to participate in the event. Establish close collaboration with local public health authorities well before the event,



- Physical distancing of at least 6 feet to be followed as far as feasible.
- Use of face masks to be mandatory. Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose with face masks.







# GENERIC PREVENTIVE GUIDELINES



- Practice frequent hand washing with liquid soap (for at least 40-60 seconds) even when hands are not visibly dirty. Provision/ Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.



- Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.
- Spitting shall be strictly prohibited.



- Installation and use of 'Aarogya Setu' app shall be mandatory for all .
- Signage, digital messaging to all participants and their entourages about COVID-19 and how to prevent the infection.



- Regular disinfection and cleaning of surfaces, in venues and in personal spaces
- Non-sharing of equipment and cleaning of equipment after each user.
- Physical ground marking for maintaining adequate physical distancing between participants.



- We should plan or hold events at 50% of the capacity designated for the space where such events are being planned.
- Open Grounds / Ventilated spaces should be preferred.



- Staggered entry and exits should be planned for orderly occupation and evacuation from these venues.





## THE COVID-19 PANDEMIC AND ITS IMPACT ON OUR COUNTRY AND THE WORLD, HAS MADE IT A NECESSITY TO CREATE A NEW WORKING PROTOCOL.

**This document provides the basic methods for establishing technical and organizational measures for contagion prevention:**

Each event is different, hence specific risk-based measures need to be established BEFORE it begins.

The assessment of risks and the adoption of measures related to contagion must be part of the complex risk analysis in accordance with the existing directives of government.





# RISK ASSESSMENT EXERCISE FOR MASS GATHERINGS

- This step of the risk assessment exercise examines the **key characteristics of the mass gathering event, with the aim of profiling and quantifying the associated risk of COVID-19 transmission. It also examines the context in which the event takes place, notably from a health system perspective.**
- Areas to consider in the evaluation include, but are not limited to:
  - The characteristics of the event's designated venue(s) (location, size/type, indoor/outdoor, crowd density, etc.)
  - The number and key characteristics of the expected participants in the event (age, health status, provenance, International/local travel to event, etc.)
  - The expected interactions among participants occurring during the event (closeness of contact, etc.)
  - The expected duration of the event
  - The capacity of the local health systems to detect and manage cases of COVID-19 in terms of policies, resources, and capacities





# PREVENTION AND CONTROL MEASURES :

- Modify the characteristics of the event (e.g. venue, attendees, facilities, equipment), or
- Focus on the capacity of health and other relevant authorities and organizers to strengthen preparedness and response to a public health issue that occurs before, during, or after the mass gathering event.

**Prevention and control measures can be applied throughout the event's timeline - in the planning phase, the operational phase, and the post-event phase.**





# PLANNING PHASE

## ● LIAISON WITH ALL RELEVANT STAKEHOLDERS

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- Establishing direct links and channels of communication between event organizers, health authorities, and other relevant authorities
- Establishing collaboration and coordination mechanisms among all stakeholders, partners, and constituencies involved in the event

## ● DEVELOPMENT OF A PREPAREDNESS AND RESPONSE PLAN

---



- Making provisions for detecting and monitoring event-related cases of COVID-19, reducing the spread of the virus, managing and treating ill persons, disseminating public health messages specific to COVID-19 in culturally appropriate ways and in languages used by participants



- Establishing a clear line of command and control, and enabling efficient situation analysis and decision making



- Developing a risk communication strategy and a community engagement plan for the event aimed at keeping the public informed about the health situation, key developments, and any advice and recommended actions they should take (e.g. social media monitoring)

## ● ASSESSMENT OF CAPACITIES AND RESOURCES

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- Making provisions for human resources, procurement of personal protective equipment and other medical consumables, availability of isolation rooms, cleaning schedules, etc., in close coordination with national and local health authorities, and other relevant authorities





## OPERATIONAL PHASE IS THE PERIOD DURING WHICH THE DELIVERY OF THE EVENT SERVICES TAKES PLACE.

- Modifications of the event (related to the venue)
- Hosting the event, at least partially, online/remotely/virtually
- Hosting the event outdoors rather than indoors
- Adjusting the official capacity of the venue
- Ensuring availability of handwashing facilities with liquid soap and water and/or hand rub dispensers
- Ensuring regular and thorough cleaning and disinfection of the venue by designated staff
- Regulating the flow and density of people entering, attending, and departing the event (e.g. by increasing the frequency of transport, staggering arrivals) registering attendees, numbering entries, designating seating, marking the floor)





## OPERATIONAL PHASE IS THE PERIOD DURING WHICH THE DELIVERY OF THE EVENT SERVICES TAKES PLACE.

- Modifications of the event (related to the participants)
- Advising people to observe physical distancing, respiratory/cough etiquette, and hand hygiene practices
- Advising people with higher risk of transmitting COVID-19 that they should not attend the event (e.g. those with COVID-19 symptoms, contacts of COVID-19 cases during their period of quarantine,)
- Advising people with higher risk of developing severe illness from COVID-19 (e.g. aged  $\geq 65$  years or with pre-existing medical conditions), and individuals in contact with higher-risk patients (e.g. residents in same household, long term care facility employees etc.), that they should not attend the event, or if necessary we need to make some special arrangements for them
- Transport arrangement for expected attendees. The Buses should be sanitized before usage. Lesser number of people per bus.
- Food Distribution at the venue should be avoided for public events.
- Modifications of the event (duration)
- Keeping the duration of the event to a minimum to limit contact among participants





# RISK COMMUNICATION

- Ensuring coordination and consistency in crafting and delivering culturally appropriate and language specific messages to participants and the public
- Disseminating key messages in line with national health policies, including:

Visual reminders on basic preventive measures, especially physical distancing, respiratory/cough etiquette, and hand hygiene practices

Visual reminders on action and steps to be followed by people developing symptoms of COVID-19

Visual reminders on recommended/required use of face masks and other personal protective equipment (PPE)







## SURVEILLANCE OF PARTICIPANTS, AIMED AT DETECTING AND MANAGING INDIVIDUALS DEVELOPING SYMPTOMS DURING THE EVENT

- Detection and management of event-related COVID19 cases should be conducted in accordance with national policies and regulations.
- Isolation facilities should be made available at the event site for participants who develop symptoms, for initial assessment and triage by designated medical staff, and for their transportation to a health facility if needed
- Arrangements should be made with national and local health authorities regarding diagnosis and treatment of COVID-19 cases identified during the event





# VENUE PLANNED FOR SUCH GOVERNMENT EVENTS/PUBLIC EVENTS

- Before choosing the location it will be confirmed with the local area administrator that the venue comes under green zone and have at least space as per 4sq.mtr per person
- Venue with natural ventilation, open venues / ground should be preferred over closed halls / airconditioned environments.
- Create physical distancing markers on entrances for organized movements
- Staggered entry and exit at the venue.





**It is necessary to take into account - more space requirements for the use of locations, so that all guests and crew members can be separated**

- Maintaining proper distance between various people at event location so that any close contact is avoided
- Create floor markings on the locations for everyone to stand so the people maintain physical distancing in a systematic manner
- Posters will be displayed to develop consciousness about preventive steps and promoting hygiene, along with emergency helpline number, at easily noticeable/ strategic places on Entry & Exit/ Backstage/ Main venue/ Public washrooms etc.
- Dedicated Covid help on venue to make sure that all the sanitization, check in, check out, on-site hygiene and safety procedures are maintained.
- One or two persons (referred to as Anti-COVID Boys) per areas will be dedicated for guiding people with safety gear





# MEASURES TO BE ADOPTED AT VENUE



- The self-assessment through Aarogya Setu Mobile App for all the entrants and is mandatory for ones with a smart-phone. All the entrants should be instructed not to have a close contact with anyone if they are experiencing any of the symptoms in respect of the virus.



- Organizer/Department/ Event Manager should setup health/first-aid kiosks manned by optimal staff with adequate equipment like thermal guns and hand sanitizers at all entry/ exit gates of the venue for mandatory thermal scanning and hand sanitization of all the entrants. All security and cleaning staff should use Face Mask, Face Shield and Gloves.



- The event venue need to be disinfected before the event. A well-planned garbage disposal policy needs to be implemented. In an airconditioned space, the air handling unit requires to be cleaned and maintained regularly to maintain adequate in-hall temperature/ air movement as recommended by health authorities.



- Advanced CCTV camera with thermal imaging to detect people running temperatures should be installed at entrances with continuous monitoring.



- Adequate number of CCTV should be installed in the venue to closely monitor visitor movement to ensure physical distancing and control overcrowding at any point. Also, there should be adequate AV unit for announcement to manage the crowd movement throughout the venue.





# MEASURES TO BE ADOPTED AT VENUE



- A dedicated lane for vehicles movement with single entry and single exit of the vehicles needs to be created. The round robin arrangements should also follow this dedicated lane. The drop-off points and parking points should be identified. The spaces for parking of vehicles should be clearly defined so as to maintain physical distancing in the parking areas.



- The F&B service providers to be advised that proper hygiene be maintained and the infrastructure be disinfected regularly. They may be advised to offer pre-packed food to the extent possible and to avoid a buffet-style set-up to avoid queue-ups. The F&B outlets / counters shall mandatorily install glass partitions as a physical distancing measure. The serving personnel should wear masks and gloves.



- The visitors to be encouraged to bring their own water bottles. There should be a provision of tissue papers near water dispensers to avoid direct contact with hand.
- To maintain social distancing the number of individuals that can be permitted in venue and public utilities toilet/ washroom at any particular time may be moderated such that the latest MHA/ MoHFW guidelines on social distancing are complied-with,



- Isolation centre should be created by the venue owner on a permanent basis.





# RESPONSIBILITY OF ORGANIZER



- The organizer should maintain record of all the entrants & participants who will enter the venue in respect of their event. They should be able to provide traceability support of suspects to local health authorities, if required. In line with the govt. guidelines, the entrants screened-out based on travel history/symptoms/ information based on the medical interview sheet may be refused entry. Availability of information of any overseas COVID-19 cases who were detected during or after the event should be passed on to their respective embassies.



- The Organizers must ensure that staff/labour belonging to all agencies, (Infrastructure Food and Beverages (F&B), Security, Housekeeping etc.) hired by the organizer and any other staff deployed by them, in connection with the exhibition/conference, are aware of and are following all the precautionary measures advised by the Govt. Authorities, in respect of Covid-19 virus, from time to time.



- The organizer should regularly play recorded messages/announcements on the precautionary measures, good practices and relevant information in respect of the virus during the period of the function. It should highlight availability of onsite doctors and ambulance. Signage/ boards, to be installed at all prominent places, about preventive measures to be followed by entrants and also that spitting inside the premises will be prohibited.



- The organizer should advise all the entrants to practice hand etiquettes with alcohol-based hand rub/sanitizer with at least 60% alcohol content.



- The Organizers should encourage pre-registration of visitors to minimize queues at the registration area and seek health declarations from all attendees in a pre-exhibition entry safe zone. All attendees should be registered in order to ensure traceability, if needed at a later date. Contactless entry should be encouraged.

- The Organizers may encourage online registration with the option of printing of entry badges at home.

- The furniture and other surfaces (frequently touched or otherwise) present in each of the temporary halls/venues and going to be used in respect of their event need to be wiped with disinfectant regularly by the housekeeping staff.



- The organisers should consider minimal social contact while interactions between people. Queue lanes should be used to manage movement flow. Registration counters set up by the organizer could have transparent glass or plexiglass partitions to act as a barrier to physical contact.





# RESPONSIBILITY OF ORGANIZER



- The Organizers should be advised to monitor the number of visitors in a particular hall by technology-enabled/other means by tracking the inflow as well as outflow of visitors in real-time. As soon as the hall reaches saturation as per the hall-wise occupancy load notified by Government agencies, inflow may be restricted.



- During the event, the Organizer should ensure that there are sufficient hand sanitizers/liquid soap/tissues in all the washrooms. Their housekeeping agency should be strictly instructed to regularly monitor the hygiene of all the halls including the washrooms.



- If organisers are providing transport shuttles, they should be cleaned regularly. Avoid transportation to/ fro from any red zones, if identified by the Government.



- The organizers will construct minimum of one Isolation Room of minimum 3m x 3m (four sides & ceiling covered, with lockable door), which would be manned by /with the help of Professional Healthcare staff adept in handling a COVID-19 patient and would have adequate facilities like PPE (Personal Protective Equipment) kit, face masks and sanitizers. The Organizer would also ensure to identify and safely transfer the identified suspected COVID-19 patient to the isolation room till arrival of medical team or transferring to a COVID Hospital.



- The organizer should ensure that the paramedic ambulances that are inside the venue for their event are manned by full-time doctor/healthcare staff/nurses with adequate kits for Covid-19 virus.

- Set up and chair Core COVID-19 response team with involvement of senior personal of agencies. Identify and convey emergency contact numbers to all the stakeholders on repeat basis.



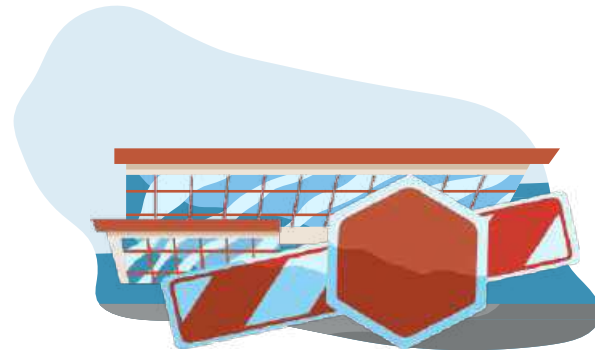
- Organizers should stagger the operational hours of event so that there is organized gathering. The organizers may also be requested to plan for staggered exit of participant on the closing.

- Organizers should indicate Markings for Social Distancing at various places like, queues at entry and exit of halls, in front of registration desks, and any distribution counters and walkways/ passages.





- Foot operated sanitizer stations will be placed all around the venue including the entry & exit points
- Physical distancing between the attendees. Distance of 3 ft between all chairs. We should keep distance of 3 ft in front.
- We should ensure webcasting of the event so as to restrict attendees.
- We should ensure attendees reach the function site 4 hours in advance so that all the attendees are properly seated without kind of rush.
- We should plan the event venue so that flow of people is unidirectional and required physical distancing is maintained.
- We should ensure orderly movement after completion of the show.

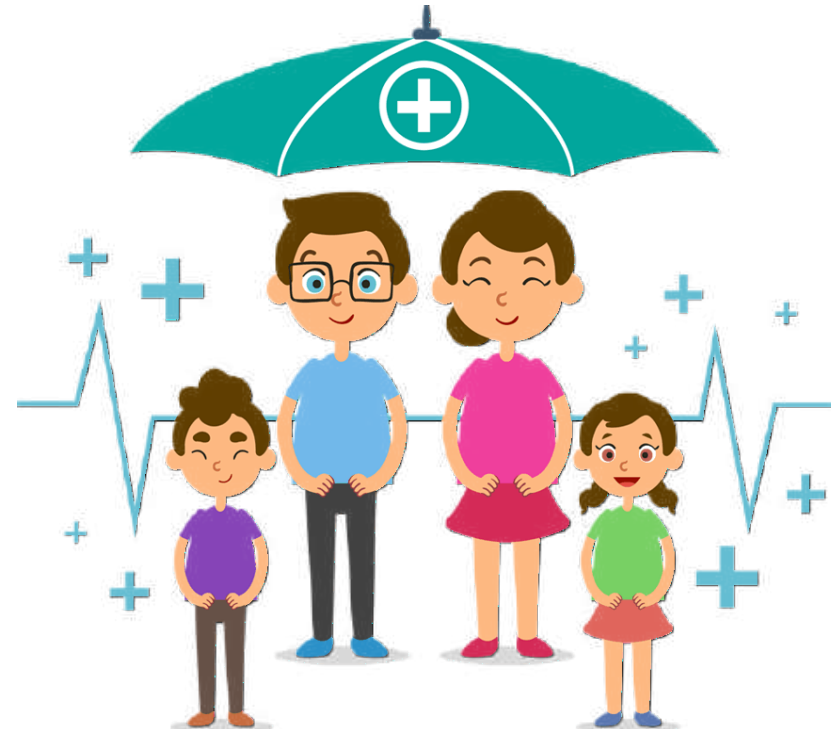






# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





# MEDICAL ASSISTANCE



## ISOLATION ZONE

Keep the holding areas away from the main event area. Follow physical distancing while making the arrangements



## MEDIC

Junior level doctor and a certified nurse will be present on venue at the time of event



## AMBULANCE

Ambulance will be on standby at all the time



## EXPERIENCING COVID-19 SYMPTOMS

Anyone exhibiting COVID-19 symptoms will not be permitted inside the venue. Anyone developing symptoms while at work will immediately be isolated in the designated isolation room at the venue. Have the medic team monitor for symptoms and inform the necessary authorities.





# PRE PRODUCTION & PLANNING

- **TEAM BRIEFING :**



- All members of the Team have to be briefed about the event and safety guidelines in respect of this event.

- **SAFETY & HYGIENE :**



- We should undertake all safety and hygiene guidelines like required physical distancing, markers, que lanes and face masks.

- **FABRICATION :**



- All the infrastructure utilized for holding the meeting / function should be sanitized strict guidelines to be followed.

- **VENUE SELECTION :**



Before choosing the location it will be confirmed with the local area administrator that the venue comes under green zone and have at least space as per 4sq.mtr per person

- Catering & Food Should be supervised with extra caution

- **DECLARATION :**



- Vendors should certify about health and hygiene of their manpower and material.





# TEAM BRIEFING



All vendors & staff involved at the event will be briefed about Covid 19 safety guidelines and must have **Aarogya Setu App** in their phone



There are 3 types of Sanitizers available: **hand sanitizer, surface sanitizer & space sanitizers**  
Entire event team will have an access to all three for using them appropriately



Physical distancing measures to be implemented.  
**Minimum 6 feet distance** between colleagues to be maintained



Vendor wise **manpower list** to be created and circulated to all key people



No crew/staff at the event will be allowed **from containment zones**





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Client Rep** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.





# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."

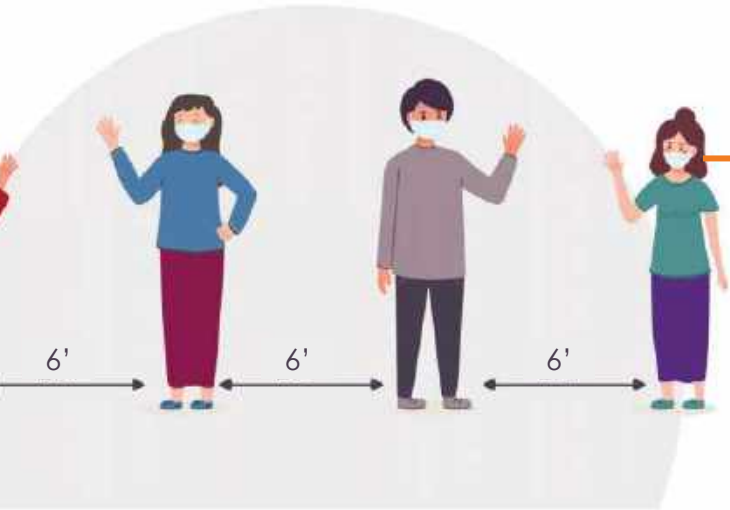




**STAY SAFE! STAY WELL!**







# RURAL MARKETING SOPs



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE MASK



AVOID CONTACT WITH ANIMALS



GO TO THE DOCTOR



WASH YOUR HANDS

## TRANSMISSION



HUMAN CONTACT



CONTAMINATED OBJECTS



AIR TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

COVID-19 has brought major disruption in the industrial eco-system across sectors in our country, and the rural marketing eco-system is no exception to the pandemic. Marketing in the rural landscape is scattered, largely manpower driven lacking elaborate local infrastructure unlike the urban space, and depends on person to person interaction

This document will guide us to re-approach the stakeholders in the business of rural marketing industry at most authentic, transformational, safe way while addressing every campaign of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan their rural marketing campaign, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by outreach agencies and professionals; our goal is to provide enough information so each user can make reasonable choices







**The Rural Marketing canvas is largely split into two fronts:**

**Static Marketing-** This form encompasses trade congregations like Melas, Mandis and Haats

**Mobile Marketing** which is executed through Vans and moves from one touchpoint to another subject to the key project scope

These challenging times have made it a necessity to establish and adopt new protocols and procedures, paving the way for safety of all stakeholders involved in the above forms of marketing, encompassing on-ground manpower and the end consumer.



# CORE OBJECTIVE



To adopt and follow optimum levels of hygiene and safety measures in order to ensure the safety of the key stakeholders in the business of marketing activations in the rural eco-system, whilst delivering extraordinary service to our esteemed customers.



# KEY RURAL TOUCHPOINTS



## **Kirana Shops**

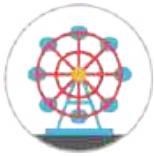
The backbone of the rural economy, These Kirana shops make essentials available to the village population. Their shelf space is eyed by major corporations in order to gain a larger piece of the market share

Major congregation area in a village or market area



## **Haats and Mandis**

Mini congregations used to sell/ promote variety of goods from vegetables, confectionary to even automobiles. Brands see this as a great opportunity for activation campaigns



## **Melas**

Huge congregations, the elder and vintaged brother of the good old Haat. This medium offers organizations a huge canvas and a gargantuan opportunity to showcase the power of it's brand



## **Aanganwadis , Schools and SHG centers**

Great interception points at village/ block level that can be utilized for social, health campaigns



# KEY STAKEHOLDERS INVOLVED



**PROMOTERS**



**SALES  
REPRESENTATIVES**



**VEHICLE  
DRIVERS**



**ON-LOCATION OPERATIONAL  
MANPOWER- SUPERVISORY STAFF,  
FABRICATORS**

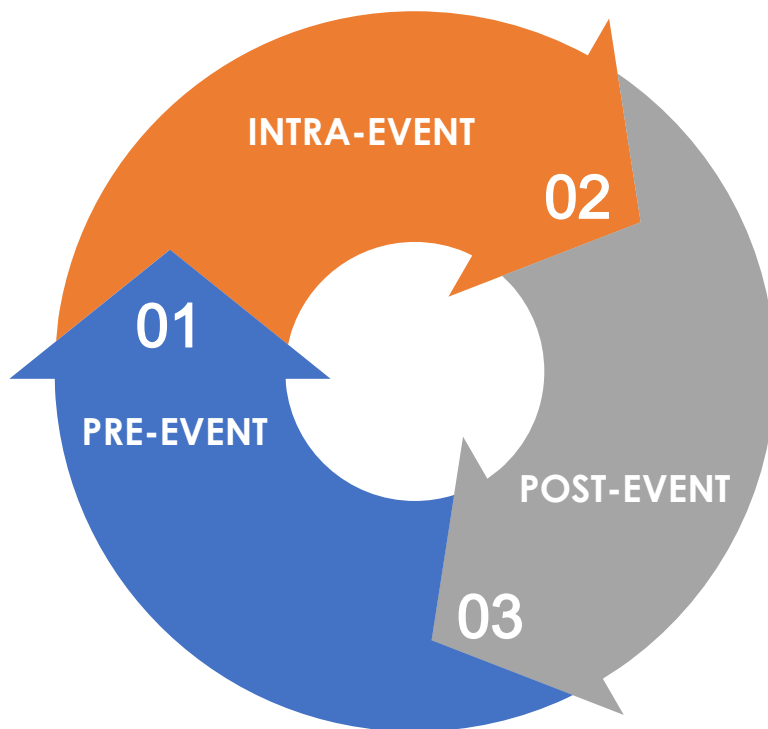


**VILLAGE LEVEL AUDIENCE/  
END CONSUMER**





# PHASED APPROACH TO SAFETY MEASURES





# PRE PRODUCTION & PLANNING

1

## TEAM BRIEFING

Each team member and manpower will be briefed as per safety norms

2

## FABRICATION

Specific guidelines will be followed while fabricating event elements

3

## TECHNICALS

All equipments required at the event will be sanitized

4

## SANITIZATION KITS

Going forward, safety kits are a must for each manpower

5

## VENUE SELECTION

Right from recce at the venue to post event, venue plays a key role

6

## DECLARATION

Strictness towards declaration signing by all vendors will be followed

7

## INSURANCE

Mandatory COVID insurance for all manpower



# TEAM BRIEFING



All vendors & staff involved in the marketing activity will be briefed about Covid 19 safety guidelines and must have **Aarogya Setu App** in their phone



There are 3 types of Sanitizers available: **hand sanitizer, surface sanitizer & space sanitizers**. Entire activity team will have an access to all three for using them appropriately



Physical distancing measures to be implemented.  
**Minimum 6 feet distance** between colleagues to be maintained



Vendor wise **manpower list** to be created and circulated to all key people



No crew/staff at the event will be allowed **from containment zones**





# FOR FABRICATION

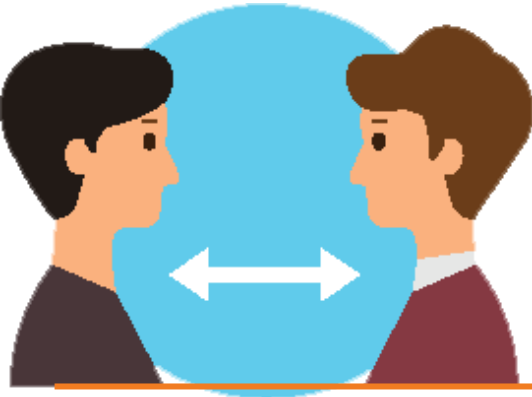
Vehicles to be used for transportation of fabricated & setup material will be thoroughly sanitized



Post fabricating elements at the warehouse, the vendors will ensure sanitizing each of them before loading them to the vehicle



The vendors must ensure packaging all fabricated material with clean sheets and wraps that can be disposable and non harmful to the nature too





# FOR TECHNICALS



Vehicles to be used for transportation of collaterals or any other material used in the activity will be properly sanitized



The vendors will ensure sanitizing each element before loading them to the vehicle



Vendors must carry along a UV sanitization box for any equipment that will be used by multiple individuals. E.g. booming equipment





# SANITIZATION KITS

All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipment's**



**Infrared thermometer & Sanitizer**



**Face shields**



**Gloves & body kit**





# VENUE SELECTION



Strategic yet wider area selected through proper recce for any activation to ensure optimal spacing between audience



People involved in venue selection/ recce will be restricted to 3-4 people who wear masks, gloves, shoe covers or Covid 19 safety kit at all times



Proper spacing between audience to be ensured at all times by the manpower



Venue will be sanitized multiple times before and after the setup





# DECLARATION SIGNING



## INFORMED CONSENT/ FAMILY HEALTH DECLARATION

A fitness or declaration form to be signed and submitted by all vendors and crew, prior to vendor/ manpower finalization for a project & again on arrival at the event site. Family health audit is also done to ensure the possibility of any transmission. This undertaking is also taken from a Gram Pradhan or any village/ block level authority

This form would ensure that all crew members have notified the concerned authorities about their health status, and can monitor their safety through the same as well



## TEMPERATURE CHECKS

Every crew member/performers should undergo temperature measurement with a contactless thermometer everyday

Human body temperature limits must be in accordance to the specific health regulations set by the government.

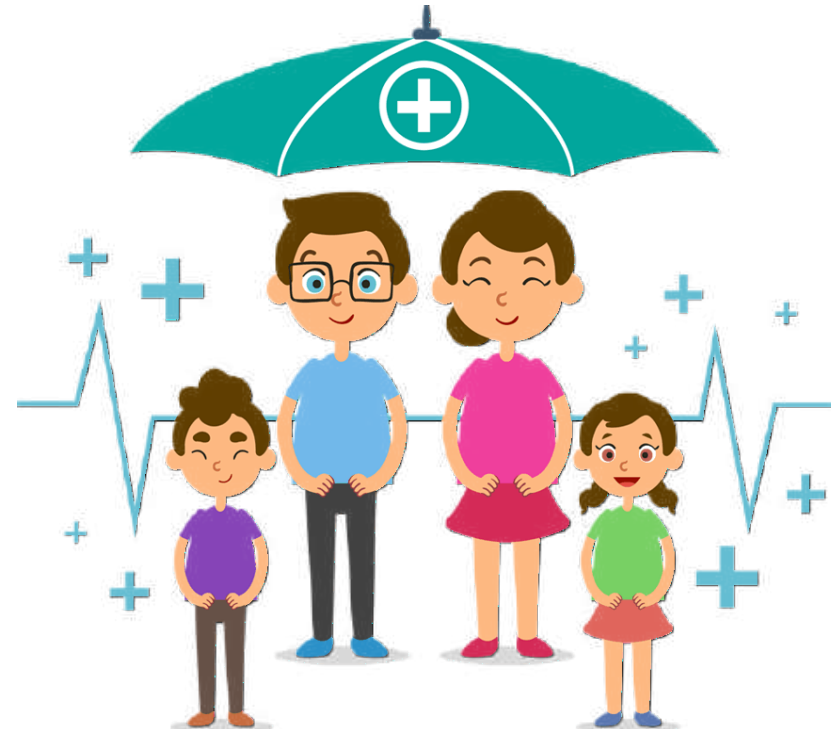
The above to be ensured by the supervisory staff with relevant training deployed on the activity premises entrusted with the responsibility of monitoring all compliance





# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





# TRAINING & BRIEFING OF RULES



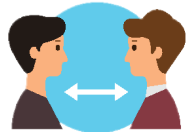
Proper training about precautions to be taken during the event to be given to all involved in the marketing activation



Dry run of precautionary training to be conducted well in advance, prior to activity day



All supervisory staff must familiarize themselves with the operational and contingency plans and explain the same to all staff working with them.





# VENUE SANITIZATION



Complete venue will be sanitized before the setup and post setup completion



Adequate hand sanitizer dispensers to be kept at the venue so as to be used throughout the activity by all crew members and even the audience



Portable wash basin to be strategically placed at all operational clusters for easy access to liquid soap & water



No marketing material- brochures, leaflets are handed out before audience/ manpower hand sanitization





### 3. PRACTICES-INTRA EVENT



#### **MANPOWER MONITORING**

The manpower is mandated to send monitoring selfies wearing proper kit and submit in the monitoring application or WhatsApp.



#### **TOUCHLESS ENGAGEMENT**

Our manpower to ensure touchless engagement with the audience



#### **MANPOWER MATERIAL**

Regular sanitization of manpower material- product detailer, stationary tab



#### **ATTENDEE BRIEFING & GUIDELINES**

Supervisory staff to brief all attendees on the precautions before the event including mandatory physical distancing of 6 feet



#### **NO ENTRY IN RETAIL OUTLETS (SEEDING PROGRAMS)**

Our manpower will not enter the retail outlets to ensure the optimum levels of safety ensuring proper distancing. All orders to be taken on application from a safe distance.



# POST ACTIVITY MEASURES

1.

## SAFETY REPORT

Record of each & every attendee will be maintained throughout the event, to be aware in case any infected person is found

2.

## VENUE SANITIZATION

Post dismantling of all elements, complete sanitization of the venue will be undertaken as per safety guidelines

3.

## WASTE DISPOSAL

There will be a designated disposable area for any waste accumulated to ensure no littering of waste and ensuring cleanliness



# WASTE MANAGEMENT

Disposable face masks, gloves, etc. must be treated as hazardous waste - the used ones to be put into solid plastic bags and to be handled with protective gloves and then disposed off.

When fabric face masks are used, the crew members must have sealable plastic bags and also the possibility of boiling them for sterilization purposes.





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Client Rep** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.







# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

Central Helpline Number for Covid-19 No. +91-11-23978046

Central Government update on Covid-19:

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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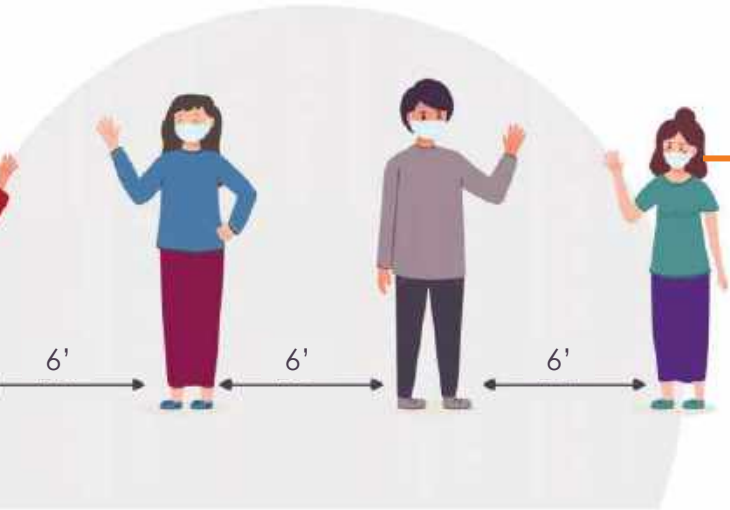
"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."

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**STAY SAFE! STAY WELL!**





# RELIGIOUS EVENTS - SOPs



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE MASK



AVOID CONTACT WITH ANIMALS



GO TO THE DOCTOR



WASH YOUR HANDS

## TRANSMISSION



HUMAN CONTACT



CONTAMINATED OBJECTS



AIR TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE





# INTRODUCTORY NOTE

**The Covid-19 pandemic and its impact on our country and the world, has made it a necessity to create a new working protocol.**

This document will guide us to re-approach for opening of religious events at most authentic, transformational, safe way while addressing every event of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan conducting a religious event, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by event planners and professionals; our goal is to provide enough information so each user can make reasonable choices







# PRE PRODUCTION & PLANNING



TEAM BRIEFING



FABRICATION &  
TECHNICALS



SANITIZATION  
KITS



VENUE SANATIZATION



F & B  
ARRANGEMENT



DECLARATION



ATTENDEE / DEVOTEES  
BRIEFING & GUIDELINES



SEATING  
ARRANGEMENT



TRAINING & BRIEFING  
OF RULES



VENUE  
SANITIZATION



ENTRY/ EXIT  
POINTS





# TEAM BRIEFING



All vendors & staff involved at the event will be briefed about Covid 19 safety guidelines and must have **Aarogya Setu App** in their phone.



There are 3 types of Sanitizers available: **hand sanitizer, surface sanitizer & space sanitizers** Entire event team will have an access to all three for using them appropriately.



Physical distancing measures to be implemented.  
**Minimum 6 feet distance** between devotees to be maintained



No Crew/staff at the event will be allowed **from containment zones**



Only asymptomatic persons shall be allowed in the premise of the event.



Touching of statues/ idols/ holy books etc. not to be allowed.







# FABRICATION & TECHNICALS

Vehicles to be used for transportation of sound & light equipments, fabricated & setup material will be thoroughly sanitized



Post fabricating elements at the warehouse, the vendors will ensure sanitizing each of them before loading them to the vehicle



The vendors must ensure packaging all fabricated material with clean sheets and wraps that can be disposable and non harmful to the nature too





# SANITIZATION KITS



All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipments**

**Infrared thermometer & Sanitizer**



**Face masks & shields**



**Gloves & body kit**



**First - Aid Kit**





# VENUE SANITIZATION



The location will be confirmed with the local area administrator that the venue comes under green zone.



Less than 50% of the normal standing capacity of the selected venues will be allowed for each event



In the case of indoor venue, air-conditioning/ventilation, emphasizes that the temperature setting of all air conditioning devices should be in the range of 24-30°C, intake of fresh air should be as much as possible and cross ventilation should be adequate.



Recce layouts & seating arrangements will be remodelled as per new physical distancing norms





# F & B ARRANGEMENT & PLANNING



Community kitchens/ langars / "Ann-daan", etc. at religious events should follow physical distancing norms while preparing and distributing food. F & B staff will wear Covid 19 safety kits at all times and will be using clean and fresh set of gloves

Ensure there are entry warnings for those who are more 'at risk' of serious outcomes from the Covid-19 virus



Any shops, stalls, cafeteria etc., outside and within the premises shall follow physical distancing norms at all times.





# DECLARATION SIGNING



## INFORMED CONSENT

A fitness or declaration form to be signed and submitted by all vendors and crew, informing the production team about their health status and exposure to Covid-19 at the time of vendor finalization for a project & again on arrival at the venue.

This form would ensure that all crew members have notified the concerned authorities of their health status, and can monitor their safety through the same as well



## TEMPERATURE CHECKS

Every crew member/performers should undergo temperature measurement with a contactless thermometer before entering the venue.

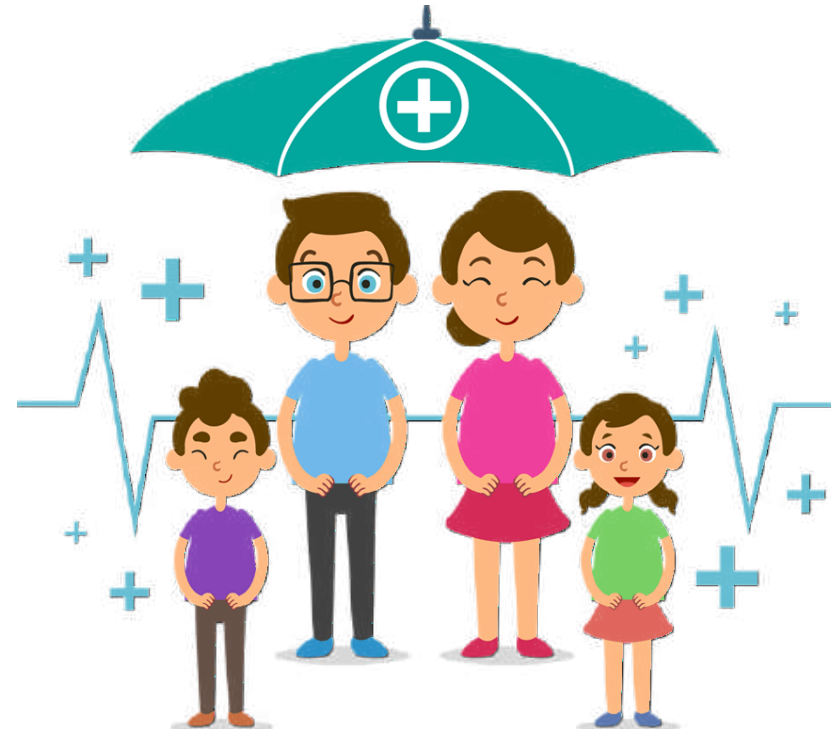
Human body temperature limits must be in accordance to the specific health regulations set by the government.





# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





# ATTENDEE/ DEVOTEES BRIEFING & GUIDELINES



Hand washing & sanitizing is mandatory for everyone on entry, exit & during the event.



Used masks will not be left unattended and to be disposed off in the bins kept at designated areas on the event location



Devotees will be told to avoid handshakes, hugs and other physical greetings



No physical offerings like Prasad/distribution or sprinkling of holy water, etc. to be allowed inside the venue.



Designated people post temperature checks will only be allowed to enter the venue if any



Staggering of visitors/audiences to be done, if possible.



Ensure there are entry warnings for those who are more 'at risk' of serious outcomes from the Covid-19 virus

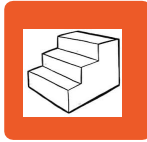




# ATTENDEE/ DEVOTEES BRIEFING & GUIDELINES



All employees/attendees/ devotees who are at higher risk, i.e., older employees/attendees/ devotees , pregnant employees /attendees/ devotees and employees /attendees/ devotees who have underlying medical conditions, to take extra precautions.



The number of people in the line or stairs shall be restricted, duly maintaining physical distancing norms.



Physical distancing of attendees or guests / general crowd by limiting entry numbers.



In view of potential threat of spread of infection, as far as feasible recorded devotional music/songs may be played and choir or singing groups should not be allowed.







# SEATING ARRANGEMENT



Seating arrangement to be made in such a way that adequate physical distancing is maintained placed 6 feet apart from each other



Common prayer mats should be avoided and devotees should bring their own prayer mat or piece of cloth which they may take back with them.



Effective sanitization within the premises shall be maintained with particular focus on lavatories, hand and foot-washing stations/areas.



For the seating arrangement, it would be best to take a map of every guests' seating location to know where someone is sitting and makes it easy to monitor.



Posters/standees on preventive measures about COVID-19 to be displayed prominently. Audio and Video clips to spread awareness on preventive measures for COVID-19 should be regularly played/ displayed throughout the premise.





# TRAINING & BRIEFING OF RULES



Proper training about precautions to be taken during the event to be given to all involved in the setup/show run team.



All operational managers must familiarize themselves with the operational and contingency plans and explain the same to all staff working with them.



All housekeeping staff hired directly or through third party vendors to have mandatory Covid-19 sanitizing / cleaning courses and certified training done



Adequate manpower for ensuring physical distancing norms.





# VENUE SANITIZATION

Frequent cleaning and disinfection to be maintained by the management of the religious event



Complete venue will be sanitized before the setup and post setup completion



Adequate hand sanitizer dispensers to be kept at all entry & exit points along with the console, backstage etc. so as to be used throughout the setup/event by all crew members



Portable wash basin to be strategically placed at all operational clusters for easy access to liquid soap & water



Keep the restrooms clean and sanitized at all times. Make sure there are enough sanitizers and liquid hand wash at all times



The floors should particularly be cleaned multiple times





# ENTRY/ EXIT POINTS & VALET SERVICES



Entrance to have mandatory hand (sanitizer or dispenser) and thermal or disinfection /screening provisions.



All persons to be allowed entry only if using face cover/masks. Ensure there are entry warnings for those who are more 'at risk' of serious outcomes from the Covid-19 virus



Foot operated sanitizer stations will be placed throughout the venue including the entry & exit points



Shoes / footwear to be preferably taken off inside own vehicle. If needed they should be kept in separate slots for each individual / family by the persons themselves.



An attendant will be stationed at the entry & exit points to guide the attendees to the event area & ensuring that their temperature has been checked. Preferably separate entry and exits for visitors/audiences to be organized to maintain physical distancing





# ENTRY/ EXIT POINTS & VALET SERVICES



Guest cars will be parked at a distance from each other to avoid coming in physical contact with other guests



Valet parking, if available, shall be operational with operating staff wearing face covers/masks and gloves as appropriate. Proper disinfection of steering, door handles, keys, etc., of the vehicle, should be taken up.



It is advisable that guests park their own cars in the designated parking area and avoid valet parking to reduce contact with parking staff



People should wash their hand and feet with liquid soap and water before entering the premises.



Proper crowd management in the premise as well as in outside premises like parking lots-duly following physical distancing norms shall be ensured.





# 3. PRACTICES DURING THE EVENT



**COVID SCREENING**



**MEDICAL ASSESSMENT**



**EVENT AREA PRECAUTIONS**



**RISK ASSESSMENT**





## HEALTH DECLARATION

- Mode of travel
- Medical history
- Age
- Contact tracing details

### **At Entry:**

- Temperature
- Checking oxygen levels using the pulse oximeter
- If oxygen level falls below 94, that person will be immediately checked



## DOCUMENTATION

In case anybody asymptomatic turns out to be positive, this will help determine the course of treatment and further course of action





# EVENT AREA PRECAUTIONS



The face cover/masks has to be worn at all times during the religious event or ceremony.



Maintaining proper distance between various people at event location so that any close contact is avoided



Specific markings on the floor shall be made with sufficient distant to manage the queue and ensure physical distancing in the premises.



Posters will be displayed to develop consciousness about preventive steps and promoting hygiene, along with emergency helpline number, at easily noticeable/ strategic places on Entry & Exit/ Backstage/ Main venue/ Public washrooms etc



Dedicated Covid help on venue to make sure that all the sanitization, check in, check out, on-site hygiene and safety procedures are maintained.  
One or two persons (referred to as Anti-COVID Boys) per areas will be dedicated for this







# MEDICAL ASSESSMENT



## ISOLATION ZONE

Keep the holding areas away from the main event area. Follow physical distancing while making the arrangements



## MEDIC

Junior level doctor and a certified nurse will be present on venue at the time of event



## AMBULANCE

Ambulance will be on standby at all the time



## ADVISOR

Ensure public health advice is available before and during the event to all.



## EXPERIENCING COVID-19 SYMPTOMS

Anyone exhibiting COVID-19 symptoms will not be permitted on venue. Anyone developing symptoms while at work will immediately be isolated in the designated isolation room on venue. Have the medic team monitor for symptoms and inform the necessary authorities.





# RISK ASSESSMENT

Each organizer/event agency should have these measures implemented in its risk assessments, and they should also require their suppliers to implement these risk assessment measures. If you need help with risk assessments, you can contact an authorised H&S specialist.

Before setup commences, organizer/event agency and suppliers need to become familiar with the risks and measures for events (not only in terms of the risk of infection). Obligations to comply with these precautions and submit COVID-19 tests must be implemented in contracts with individual members of crew, as well as any sanctions and liability for damages in case of non-compliance.

## WASTE MANAGEMENT

Proper disposal of face covers/masks/ gloves, etc. left over by visitors/ audiences and/or employees should be ensured and be treated as hazardous waste - the used ones to be put into solid plastic bags and to be handled with protective gloves and then disposed off.





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Client/Host Rep** – Client/Host to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer**–To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
4. To maintain a record of all entrants to the venues, other than guests too, viz. workers, production crew, artistes, event crew etc.
5. To keep in records all health forms of guests and other entrants to the venue
6. To ensure adherence to government and WHO norms with regard to safe distance, PPE (Personal Protective Equipment) , masks, sanitization etc.
7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.





# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

Central Helpline Number for Covid-19 No. +91-11-23978046

Central Government update on Covid-19:

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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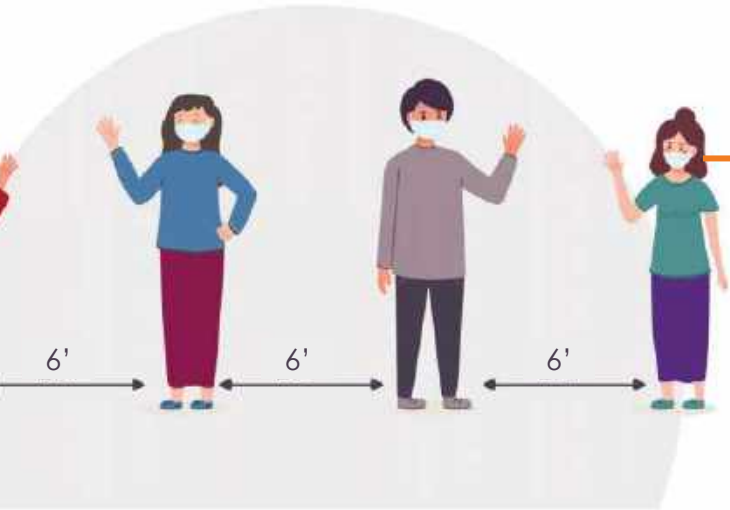
"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."

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**STAY SAFE! STAY WELL!**





**eema**  
Event & Entertainment  
Management Association

# MUSIC FESTIVALS/ CONCERTS - SOP



# CORONAVIRUS COVID-19



## PREVENTION



WEAR FACE MASK



AVOID CONTACT WITH ANIMALS



GO TO THE DOCTOR



WASH YOUR HANDS

## TRANSMISSION



HUMAN CONTACT



CONTAMINATED OBJECTS



AIR TRANSMISSION

## SYMPTOMS



FEVER



COUGH



HEADACHE







# INTRODUCTORY NOTE

**The Covid-19 pandemic and its impact on our country and the world, has made it a necessity to create a new working protocol.**

This document will guide us to re-approach for opening of Musical Festivals / Concerts at most authentic, transformational, safe way while addressing every festival or concert of different scale, size, touch point, geography, for different sectors.

While the world is finding ways to re-open things with this new normal, this guide will help us to put things in order one would plan conducting a festival or concert, we have identified reasonably foreseeable health risks and suggested options to mitigate them

This guide is intended to be used by festival producers, event planners and professionals; our goal is to provide enough information so each user can make reasonable choices







# PLANNING

- **Remote Planning:** Use of online platforms for design, planning and walkthroughs
- **Plan for lean on-ground teams:** To reduce the number of personnel on ground, and to allow for more effective physical distancing, both during the event setup and during the execution, the role of all team members needs to be refined and streamlined
- **Management:** Appoint internal personnel dedicated to the implementation and application of COVID best practice.
- **Revised protocols, checklist and plans:** SOPs for all elements of the event need to be updated with COVID-19 reforms





# PLANNING



- **Permissions:** Concerts/ Festivals may happen at various touch points with different scale and different intensity that involves permission and involvement of authorities



- **Stakeholder buy-in:** Essential that all stakeholders understand and accept the new SOPs and implement across all phases of their event cycle. Mandatory participation required.



- **Feasibility assessment:** With increased planning time and cost of production, it is important to assess whether hosting a concert is financially viable. Only once the risk of transmission reduces in an area/zone, a concert/music festival may be allowed with certain restrictions e.g. reduced capacities, social distancing norms.





# TEAM BRIEFING



All vendors & staff involved at the event will be briefed about Covid 19 safety guidelines and must have **Aarogya Setu App** in their phone.



There are 3 types of Sanitizers available: **hand sanitizer, surface sanitizer & space sanitizers** Entire event team will have an access to all three for using them appropriately.



Physical distancing measures to be implemented.  
**Minimum 6 feet distance** between guests to be maintained.



No Crew/staff at the event will be allowed **from containment zones**



Only asymptomatic persons shall be allowed in the premise of the event.





# FABRICATION & TECHNICALS

Vehicles to be used for transportation of sound & light equipments, fabricated & setup material will be thoroughly sanitized



Post fabricating elements at the warehouse, the vendors will ensure sanitizing each of them before loading them to the vehicle



The vendors must ensure packaging all fabricated material with clean sheets and wraps that can be disposable and non harmful to the nature too





# MANPOWER HEALTH AND HYGEINE



Workers and volunteers must diligently address the health risks of working at any touch point



Briefing for manpower: we recommend that an individual with appropriate medical and risk management knowledge to be conduct briefing session with all the manpower involved with the activity and we distribute health and hygiene kit to every manpower. The kit will include:



- 1.Do's and Don't guide
- 2.Hygiene kit: mask, gloves sanitizer
- 3.Emergency contact list





# SANITIZATION KITS



All vendors and relevant teams will maintain a safe environment & carry **extra personal protection equipments**

**Infrared thermometer & Sanitizer**



**Face masks & shields**



**Gloves & body kit**



**First - Aid Kit**







# F & B ARRANGEMENT & PLANNING



Ensure that the festival layout is designed in a way that there is enough space at the F&B area. Food must be served in small batches i.e. meal times should be staggered such that physical distancing norms are followed and crowding in eating areas is reduced considerably OR can have sufficient food counters with individual servings.



Only water bottles should be provided



Multiple food and beverages stations to be provided. Dry snacks, fruits juices, etc. to be placed only in the specified area in a self-service manner.



Tea / Coffee must be placed at designated areas to avoid movement. Encourage the use of vending machine.



A designated disposable area for food waste to be provided.



Use of disposable items - plates, cutlery, food boxes etc. to serve meals is recommended.



All catering and craft personnel to wear appropriate PPE (Personal Protective Equipment) at all times when preparing or handling food.





## INFORMED CONSENT

A fitness or declaration form to be signed and submitted by all vendors and crew, informing the production team about their health status and exposure to Covid-19 at the time of vendor finalization for a project & again on arrival at the set.

This form would ensure that all crew members have notified the concerned authorities of their health status, and can monitor their safety through the same as well



## TEMPERATURE CHECKS

Every crew member/performers should undergo temperature measurement with a contactless thermometer before entering the set.

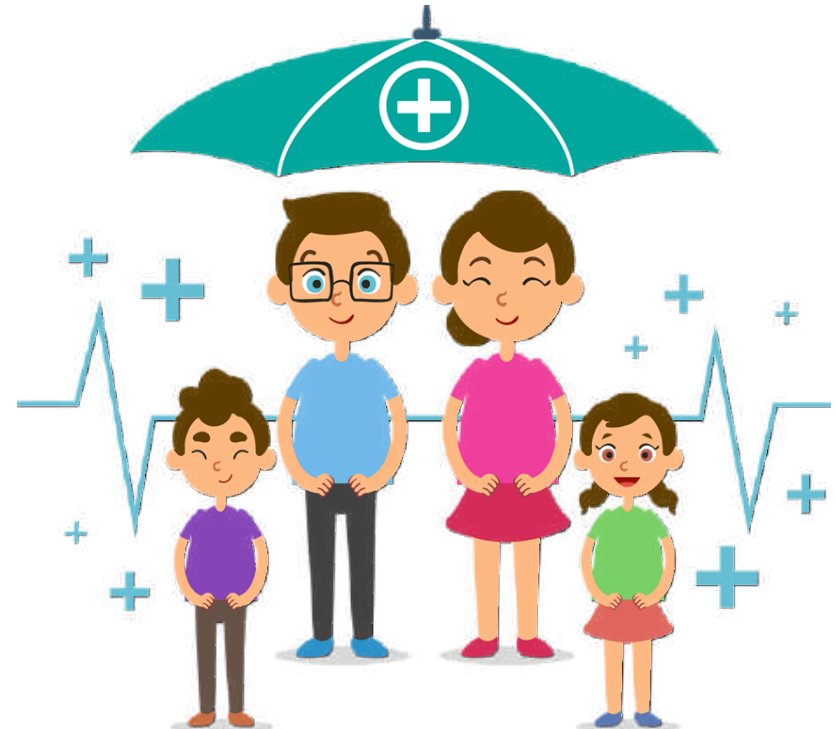
Human body temperature limits must be in accordance to the specific health regulations set by the government.





# INSURANCE

- ✓ **Medical/ COVID Insurance**  
All our manpower is insured through top insurers. We strongly believe all those who our associated with us deserve to be safeguarded in an optimum manner
- ✓ **In-House Insurance Liaison**  
In case of any emergency, our endeavor is to act as liaisons on behalf of our clients to coordinate with the insurer and get all the necessary paperwork completed ensuring our manpower is not impacted negatively, whilst ensuring a hassle free environment for our esteemed customers/clients.





# AUDIENCE/ PARTICIPANTS



Update of ticketing/registration T&Cs. Data capture for contact tracing - all attendees to register/RSVP



All the participants needs to go through sanitized through sanitizer spray before entering the touch point



At each point of entry, participant will be checked for temperature screening using 'no-touch' thermometers  
Participant confirmed to have a higher temperature will be denied entry and directed to appropriate medical care



Participants will be offered mask and sanitizers at the entrance





# ATTENDEE/GUEST BRIEFING & GUIDELINES



Hand washing & sanitizing is mandatory for everyone on entry, exit & during the event.



Used masks will not be left unattended and to be disposed off in the bins kept at designated areas on the event location



Designated people post temperature checks will only be allowed to enter the venue if any



Staggering of visitors/audiences to be done, if possible.



Ensure there are entry warnings for those who are more 'at risk' of serious outcomes from the Covid-19 virus





# ATTENDEE BRIEFING & GUIDELINES



All employees/attendees who are at higher risk, i.e., older employees/attendees, pregnant employees /attendees and employees /attendees/ who have underlying medical conditions, to take extra precautions.



The number of people in the line or stairs shall be restricted, duly maintaining physical distancing norms.



Physical distancing of guests / general crowd by limiting entry numbers.





# ARTIST BRIEFING AND GREEN ROOM GUIDELINES



Hand washing & sanitizing is mandatory along with temperature checks for all the artist before entering the venue



Mask and gloves are mandatory at all time, exception being technical sound check and performance and once the event is over used masks should not be left unattended and to be disposed off in the bins kept at designated areas on the event location



Designated people post temperature checks will only be allowed to enter the green room . One green room to be limited with one band/4 artist



Artist and team to remain in a designated green room with catering provided. No sharing of artist lounge and food service area.



All engineers and the console need to wear mask and practice physical distancing





# SEATING / STANDING ARRANGEMENT



Seating arrangement to be made in such a way that adequate physical distancing is maintained placed 6 feet apart from each other



Specific markings on the floor shall be made with 6 feet distant to ensure physical distancing in the designated standing area for the crowd at the festival



Effective sanitization within the premises shall be maintained with particular focus on lavatories, hand and foot-washing stations/areas.



For the seating and standing arrangement, it would be best to take a map of every guests' seating location to know where someone is sitting and makes it easy to monitor.



Incase of any VIP seating area we need to design the place according to the guestlist while ensuring physical distancing is maintained



Posters/standees on preventive measures about COVID-19 to be displayed prominently. Audio and Video clips to spread awareness on preventive measures for COVID-19 should be regularly played/ displayed throughout the premise.







# TRAINING & BRIEFING OF RULES



Proper training about precautions to be taken during the event to be given to all involved in the setup/show run team.



All operational managers must familiarize themselves with the operational and contingency plans and explain the same to all staff working with them.



All housekeeping staff hired directly or through third party vendors to have mandatory Covid-19 sanitizing / cleaning courses and certified training done



Adequate manpower for ensuring physical distancing norms.





# VENUE SANITIZATION

Frequent cleaning and disinfection to be maintained by the management



Complete venue will be sanitized before the setup and post setup completion



Adequate hand sanitizer dispensers to be kept at all entry & exit points along with the console, backstage etc. so as to be used throughout the setup/event by all crew members



Portable wash basin to be strategically placed at all operational clusters for easy access to soap & water



Keep the restrooms clean and sanitized at all times. Make sure there are enough sanitizers and hand wash at all times



The floors should particularly be cleaned multiple times with open toilet roofs and space.





# BOX OFFICE, ENTRY/ EXIT GATES & VALET SERVICES



Elimination of traditional box office setup



Entrance to have mandatory hand (sanitizer or dispenser) and thermal or disinfection /screening provisions.



All persons to be allowed entry only if using face cover/masks. Ensure there are entry warnings for those who are more 'at risk' of serious outcomes from the Covid-19 virus



Foot operated sanitizer stations will be placed all around the venue including the entry & exit point





# ENTRY/ EXIT POINTS & VALET SERVICES



Guest cars will be parked at a distance from each other to avoid coming in physical contact with other guests



Valet parking, if available, shall be operational with operating staff wearing face covers/masks and gloves as appropriate. Proper disinfection of steering, door handles, keys, etc., of the vehicle, should be taken up.



It is advisable that guests park their own cars in the designated parking area and avoid valet parking to reduce contact with parking staff



People should wash their hand with liquid soap and water before entering the premises.



Proper crowd management in the premise as well as in outside premises like parking lots-duly following physical distancing norms shall be ensured.





# 3. PRACTICES DURING THE FESTIVAL



**COVID SCREENING**



**MEDICAL ASSESSMENT**



**EVENT AREA PRECAUTIONS**



**RISK ASSESSMENT**





## HEALTH DECLARATION

- Mode of travel
- Medical history
- Age
- Contact tracing details

### **At Entry:**

- Temperature
- Checking oxygen levels using the pulse oximeter
- If oxygen level falls below 94, that person will be immediately checked



## DOCUMENTATION

In case anybody asymptomatic turns out to be positive, this will help determine the course of treatment and further course of action





# VENUE AREA PRECAUTIONS



The face cover/masks has to be worn at all times during the festival



Maintaining proper distance of 6ft between various people at the festival so that any close contact is avoided



Specific markings on the floor shall be made with sufficient distant to manage the queue and ensure physical distancing in the premises.



Posters will be displayed to develop consciousness about preventive steps and promoting hygiene, along with emergency helpline number, at easily noticeable/ strategic places on Entry & Exit/ Backstage/ Main venue/ Public washrooms etc



Dedicated Covid help on venue to make sure that all the sanitization, check in, check out, on-site hygiene and safety procedures are maintained.  
One or two persons (referred to as Anti-COVID Boys) per areas will be dedicated for this





# MEDICAL ASSESSMENT



## ISOLATION ZONE

Keep the holding areas away from the main event area. Follow physical distancing while making the arrangements



## MEDIC

Junior level doctor and a certified nurse will be present on venue at the time of event



## AMBULANCE

Ambulance will be on standby at all the time



## ADVISOR

Ensure public health advice is available before and during the event to all.



## EXPERIENCING COVID-19 SYMPTOMS

Anyone exhibiting COVID-19 symptoms will not be permitted on venue. Anyone developing symptoms while at work will immediately be isolated in the designated isolation room on venue. Have the medic team monitor for symptoms and inform the necessary authorities.







# RISK ASSESSMENT

Each organizer/event agency should have these measures implemented in its risk assessments, and they should also require their suppliers to implement these risk assessment measures. If you need help with risk assessments, you can contact an authorised H&S specialist.

Before setup commences, organizer/event agency and suppliers need to become familiar with the risks and measures for events (not only in terms of the risk of infection). Obligations to comply with these precautions and submit COVID-19 tests must be implemented in contracts with individual members of crew, as well as any sanctions and liability for damages in case of non-compliance.

## WASTE MANAGEMENT

Proper disposal of face covers/masks/ gloves, etc. left over by visitors/ audiences and/or employees should be ensured and be treated as hazardous waste - the used ones to be put into solid plastic bags and to be handled with protective gloves and then disposed off.





# COVID RISK - MITIGATION, AUDIT & COMPLIANCE COMMITTEE (CR-MACC)

CR-MACC is a team lead by a member of the Event Planner's Team comprising of:

**Festival Producer/Event Planner Rep** – The fulcrum under whose leadership and guidance the event will be held will depute a member with an overall responsibility for the various stakeholders' Covid risk preparedness & response plan, coordinating and aligning with all involved and the Crisis Team.

**Venue Rep** – Will support CR-MACC with demonstrated leadership with regard to preparedness of the venue and be an integral part of the process to confirming preparedness of all vendors and materials coming into the venue

**Client Rep (If any)** – Client to depute one member to co-ordinate within CR-MACC to develop protocols to ensure the wellness and safety of all guests, the overall pandemic preparedness and response plan, ensuring alignment between venue, event crew and their special needs in this regard and act as a watchdog for satisfactory preparedness and compliance

**EEMA trained Safety Officer** – To ensure recording of measures taken, audit and compliance





# EVENT CR - MACC

1. To hold a stakeholders' meeting with CR-MACC for proper briefing and getting commitment for adherence
2. To visit vendor sites, a few days prior to event with a view to ensure proper measures taken for safety and compliance
3. To maintain a record of final guest list after RSVP
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5. To keep in records all health forms of guests and other entrants to the venue
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7. To keep a record of temperatures of all guests and other entrants – at arrival and at temperature
8. To maintain a quarantine area for people found ill/unwell after arrival, during the event
9. To maintain video recordings of all areas used during the event recording compliance – Guests and Vendor Arrival Zone, PFA, Banquet and Dining Area from start of production work until the last worker leaves
10. To enquire about infections, if any, after the event, with either individuals or through the host/event crew until 3 weeks after the event.
11. In case of any positive cases, report this to all invitees, all production crew heads, all staff at the hotel and ensure testing and quarantine
12. Documenting that health and safety practices were followed at the correct intervals will be essential to show that the venue and events team organised the event reasonably under its circumstances.





# COVID 19 RELEVANT LINKS & HELPLINE NUMBERS

## Government Helpline

Call at Ministry of Health,

Govt. of India's 24X7 control room number  
+91-11-2397 8046

Email at [ncov2019@gmail.com](mailto:ncov2019@gmail.com)

**Central Helpline Number for Covid-19 No.** +91-11-23978046

**Central Government update on Covid-19:**

<https://www.mygov.in/covid-19/>

Download Arogya Setu App  
on your phones.



Scan to Download

Arogya Setu App  
for iOS and Android

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"If one of the members of the crew or subcontractors has violated or refused to comply with the security measures taken, they would be excluded from events."





**STAY SAFE! STAY WELL!**





## THANKS TO OUR COVID TASKFORCE

**ANKUR KALRA** (Vibgyor Brand Services Pvt. Ltd.), **ARPITA GANDHI** (Wedding Lines), **A BALARAM BABU** (Voilet Events), **CHANCHAL SANYAL** (QED Productions Pvt. Ltd.), **GUNJAN ARYA** (Only Much Louder (OML)) , **KHANTIL MEHTA** (Go Bananas), **NIKHIL AGGARWAL** (Lallooji and Sons), **OUM PRADDUT** (Phase 1 Events and Entertainment (P) Ltd.), **PAWAN BANSAL** (Jagran Solutions (Unit of JPL)), **PRAMOD LUNAWAT** (Millennium Accolades Promotions Pvt. Ltd.), **RAGHAV ROY KAPOOR** (Livewire Events & Promos), **SANJAY KAUL** (Impact Communications), **SUMANT JAYKRISHNAN** (Sumant Jaykrishnan Design Pvt Ltd), **VANESSA WILLIAMS** (Concept Conferences Pvt. Ltd.), **VIJAY BOKADIA** (Moksh Events Pvt. Ltd.), **LED BY SIDDHARTHA CHATURVEDI** (Event Crafter)