



EVENT INDUSTRY RESILIENCE ROADMAP



NEW RULES FOR A RESILIENT INDUSTRY



The pandemic has changed the way we live, work and play – and the global Meetings, Incentives, Conventions, Exhibitions (MICE) and Events industry is among the hardest hit.

To confront the challenges and embrace the opportunities ahead, the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), Singapore Tourism Board (STB) and Enterprise Singapore (ESG) have come together to formulate the Event Industry Resilience Roadmap (IRR).

The IRR has three strategic objectives:

1. Establish best-in-class standards for the implementation of STB's Safe Business Events (SBE) Framework
2. Create agile business models with a focus on hybridisation
3. Re-engineer educational pathways and develop targeted programmes for new critical competencies

This public-private partnership was forged to balance the health considerations that remain paramount in this ever-evolving situation, along with the need to support livelihoods and enterprise resilience in Singapore's MICE and Events industry.



NEW RULES FOR A RESILIENT INDUSTRY

As we navigate through uncertain times, we will update the IRR regularly to equip enterprises with the necessary skills and information needed to drive success in the months and years to come. Together, we can emerge stronger from this pandemic.

The first edition includes:

1. **SG SafeEvent Standard** – A guide to help event organisers, suppliers and venues implement STB's Safe Business Events (SBE) Framework*
2. **Hybridisation** – A playbook that outlines innovative solutions for hybrid events

With an overview of:

3. **Capabilities & Skills** – To facilitate national and globally-recognised professional development in upskilling and strengthening workforce capabilities
4. **Business Model Innovation** – Methodologies and practical scenarios that will allow MICE and Events professionals to analyse risk and growth opportunities
5. **Events Community Network** – A list of qualified industry players to ensure an inclusive approach to future growth strategies

The second edition of the Roadmap will include more details for Capabilities, Business Model Innovation and Event Community Network.

The Roadmap aims to position Singapore as the world's most trusted, safe and innovative MICE destination, and a competitively vibrant global-Asia city in a COVID-19 world.



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SG SAFE EVENT STANDARD



WHAT IS SG SAFEVENT STANDARD?



SG SafeEvent Standard is a mark of assurance that your event meets the necessary requirements for safety, compliance and well-being in a COVID-19 world. These standards will help event organisers, venues and suppliers implement STB's Safe Management Measures for MICE and Events. Based on the prevailing Safe Management Measures (SMMs) for MICE Events, we have outlined the national directives and best practice recommendations. SMMs for other live events will depend on prevailing government directives.

The SG SafeEvent Standard is to be used in conjunction with WHO Guidelines and all other prevailing Singapore national standards, such as SG Clean, to ensure you can organise and execute your event in a safe, sustainable and responsible manner.

SG SafeEvent Standard will also be underpinned by an industry-led accreditation programme to be rolled out subsequently.

SAFE BUSINESS EVENTS FRAMEWORK

The following pages will take you through STB's Safe Business Events Framework – guidelines that every SG SafeEvent stakeholder must observe.



SAFE BUSINESS EVENTS FRAMEWORK



CREDIT: DISCOVERSG



Hygiene and Sanitation

IMPLEMENT INFECTION CONTROL MEASURES PRE AND POST-EVENT

1. Clear protocols and communication plan to monitor the health of local and foreign visitors before and after the event.

ENSURE A SAFE AND CLEAN ENVIRONMENT FOR BOTH ATTENDEES AND STAFF

1. Wear masks at all times.
2. Exercise greater caution towards activities that may increase the risk of airborne transmission.
3. Exercise greater caution towards activities where masks are not practicable, and less likely to be worn at all times.
4. Equip deployed staff with adequate face masks and gloves, to be used where relevant.
5. Adhere to prevailing Singapore national standards and guidelines, i.e. Ministry of Health (MOH) advisories and Ministry of Manpower (MOM) workplace SMMs where applicable.
6. Maintain a high level of hygiene – that includes good personal hygiene and cleaning of common surfaces.
7. Exercise greater caution towards the management of high-touch surfaces and activities which involve multiple objects and surfaces. Eliminate the need for contact with these surfaces, where possible.
8. Adhere to prevailing sanitation and hygiene measures published by the National Environmental Agency (NEA) and SG Clean sanitation and hygiene measures, where applicable.

SAFE BUSINESS EVENTS FRAMEWORK



Safe Distancing

LIMIT OVERALL DENSITY OF PEOPLE, ESPECIALLY IN ENCLOSED PLACES

1. Ensure at least 1 metre (1m) distance between individuals at all times.
2. Avoid crowding and close contact; ensure an operating capacity of 10sqm per attendee for events spaces >930sqm.
3. Implement control measures if prolonged contact is involved.
4. Discourage unnecessary activities and interactions.

LIMIT OPPORTUNITIES FOR AND NUMBER OF CLOSE CONTACT BETWEEN INDIVIDUALS

1. Limit the number of people in each zone to ≤50 pax (excluding event organiser's staff) at any one time with ≤20 pax allowed in any one cohort.
2. Ensure no intermingling between different cohorts at all times.
3. Stagger arrival and departure timings, where possible.



Emergency Management and Contact Tracing

PREPARE FOR ANY EMERGENCIES RELATING TO COVID-19

1. Implement clear procedures on the management of COVID-19 emergencies.
2. Appoint an **SG SafeEvent Ambassador** to enforce all safe event standards; the individual is to undergo certified training and accreditation, when programme is ready.
3. Appoint an **SG SafeEvent Data Officer** to handle all data management matters; the individual is to undergo certified training and accreditation, when programme is ready.
4. Conduct contractual risk assessment and ensure all stakeholders are informed of any regulatory declarations and legality waivers relevant to COVID-19, including Personal Data Protection Act (PDPA) waiver conditions and liability exclusions.

MAPPING THE CUSTOMER JOURNEY

To keep COVID-19 at bay, we have put in place a range of safety measures at various stages – from pre-arrival, event day to departure from Singapore. Event organisers, venues and suppliers all need to do their part to adhere to the prevailing SMMs, as well as adopt best practices and apply them accordingly.

Here are some of the precautions and measures to be taken throughout the journey:

1 PRE-ARRIVAL

International event attendees must follow MOH travel advisories and healthcare protocols assigned to their country of origin, such as 'Green Lane' access into Singapore, testing and quarantine requirements.

2 ARRIVAL IN SINGAPORE

Keep safe in Singapore with nation-wide technology such as SafeEntry and TraceTogether. Choose venues that comply with SG Clean sanitation and hygiene measures.

3 EVENT ARRIVAL

MICE Events in Singapore live up to SG SafeEvent Standard.

4 EVENT PARTICIPATION

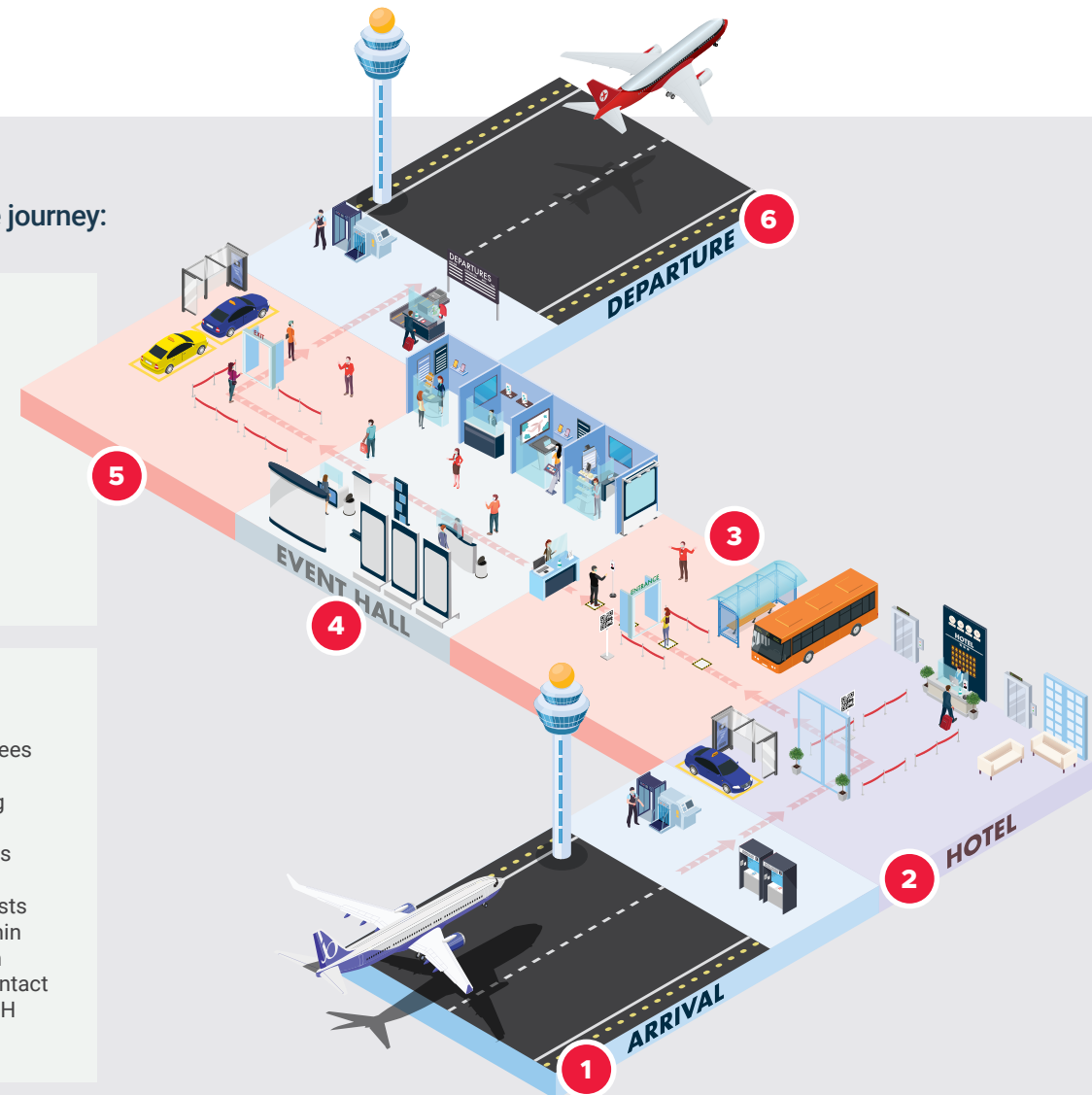
Look out for SG SafeEvent Officers who will monitor health and safety throughout the event.

5 EVENT DEPARTURE

Keep safe in Singapore with nation-wide technology such as SafeEntry and TraceTogether. Choose venues that comply with SG Clean sanitation and hygiene measures.

6 DEPARTURE FROM SINGAPORE

International event attendees must follow MOH travel advisories when departing Singapore and adhere to necessary health protocols upon arrival in their home country. If the attendee tests positive for COVID-19 within 14 days of departure from Singapore, they should contact the event organiser or MOH COVID-19 hotline.



SG SAFEVENT STANDARD CHECKLIST AT A GLANCE

1


CERTIFICATION:
Attain SG SafeEvent
certifications

2


COMMUNICATION:
Ensure all relevant information
has been effectively
communicated to
stakeholders and attendees

3


**OPERATIONS
PROTOCOL:**
Adhere to respective
Safe Management
Measures and Industry
Best Practices

4


**REGISTRATION
MANAGEMENT:**
Seamless and safe
registration process

5


CROWD MANAGEMENT:
Adhere to safe distancing
measures and on-site
monitoring during event

6


**TECHNOLOGY
ADOPTION:**
Adopt technology to
enhance safety and
attendee experience

7


**LEGAL
CONSIDERATION:**
Clarity on contractual obligations
of various stakeholders on the
implementation of Safe
Management Measures and
Industry Best Practices

8


**EMERGENCY
PREPAREDNESS:**
Clear procedures
on the management
of emergencies

Note: The following pages will take you through a list of best practices and the different safety requirements. Event organisers: refer to page 12. Venues: refer to page 30. Suppliers: refer to page 46.

SG SAFEVENT STANDARD CHECKLIST FOR **EVENT ORGANISERS**

- **PRE-EVENT**
- **DURING THE EVENT**
- **POST-EVENT**



SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

HYGIENE AND SANITATION



Government Safe Management Measures Requirements

1. Adhere to prevailing sanitation and hygiene measures published by the NEA and SG Clean sanitation and hygiene measures. Please refer and adhere to the latest advisory from NEA^[1] as well as the SG Clean MICE Venues checklist^[2].

Best Practices

1. Work only with certified **SG SafeEvent Venues** and **SG SafeEvent Suppliers**.
2. Work with SG Clean certified accommodations.
3. Set up an abundance of easy-to-find sanitising and handwashing stations around the venue.
4. Manage the purchase, storage, distribution and use of masks and gloves appropriately. That includes vetting all suppliers, conducting quality checks and maintaining tight inventory control like monitoring expiry dates and disposal procedures.



Certification

1. Attain **SG SafeEvent Organiser** certification.
2. Personnel to undergo training and attain certification.



Admission guidelines

1. Restrict entry to those under the age of 12 or above the age of 65, and those exhibiting flu-like symptoms. You should also consider restricting entry to those who may be susceptible, such as pregnant women and persons with chronic illness.

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines>

^[2] <https://www.sgclean.gov.sg/join/for-owners/assessments/#mice>

SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices



Registration management

1. Conduct adequate health screening of attendees by asking a set of healthcare assessment questions during registration.
2. Perform thorough health screening with clear signages, thermal cameras and temperature checks at all entry points.

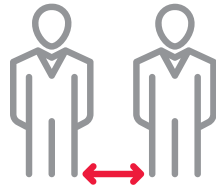


Communication

1. Communicate the penalties for non-compliance with safety measures to all attendees and stakeholders.
2. Inform all stakeholders of any regulatory declarations and legality waivers related to COVID-19.
3. Identify communication channels relevant to each stakeholder group such as dedicated event websites, social media channels, mobile apps, attendee advisory letters, on-site signages, public address system and push notification systems.

SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

SAFE DISTANCING

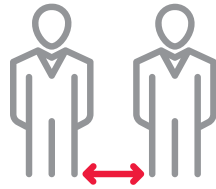


Government Safe Management Measures Requirements

1. Implement a detailed monitoring plan and appoint a Safe Management Officer (SMO) to assist with implementation of and compliance with all SMMs at the workplace and relevant premises.
2. Implement a one-way traffic flow at the event space as well as exclusive entry and exit points for each zone, where practicable.
3. Identify hotspots for potential bunching (e.g. entry/exit points and toilets), and propose a control mechanism to prevent/disperse crowds (e.g. frequent reminders over public announcement system, staff to manually disperse crowds and provision of visual markers for safe distancing).
4. Event organisers must arrange pickup for all foreign attendees by private transport upon arrival at Changi Airport and between locations within the event itinerary.
5. Limit the number of persons in each zone to ≤ 50 pax at any one time, with ≤ 20 pax allowed in any one cohort. Ensure there is no intermingling between different cohorts at all times.
6. 5 zones of 50 attendees each, ensure that attendees of different zones will not be able to intermingle at any time.
7. Cordon off or otherwise physically segregate the zones. Ensure that a solid partition with a height of at least 1.8m is used to segregate attendees of different zones. In the event that a solid partition is not practicable, ensure that other physical barriers such as queue poles or cones are used to clearly demarcate at least 3m spacing between zones.
8. Event organisers are to develop a signage plan and implement signs reminding attendees to practise safe distancing and good hygiene practices at the event.
9. Arrange for attendees to register online, print their name badges, and assemble their name badges and lanyards in advance of the event, where reasonably practicable.

SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

SAFE DISTANCING



Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** to monitor and enforce all safe distancing measures during the event.
2. Be clear on the safe distancing duties between a venue operator and an event organiser within designated event spaces.
3. Mark one-way paths for entry and exit as well as for traffic flow throughout the event space.
4. Consider using transparent/non-transparent partitions in areas where safe distancing rules are hard to maintain or for more efficient use of space.
5. Place signages at potential hotspots reminding attendees to maintain at least 1m distance between individuals at all times and not mix with different zones or cohorts.
6. Place clear signages and maps of route layouts for attendees and stakeholders.

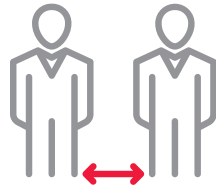


Technology adoption

1. Consider adopting contactless registrations such as QR codes, RFID badge and facial recognition.
2. For health screening and safety measures, consider AI temperature scanner, constant temperature monitoring token, disinfection mist tunnel and anti-microbial coating of common surface areas.
3. Robotics can also be harnessed for disinfection and help enforce hygiene and distancing rules.

SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

SAFE DISTANCING



Best Practices



Registration management

1. If contactless registration is not practicable, organise access control in advance – start from pre-event registration of stakeholders to ensure the number of people on-site at any time adheres to SMMs.
2. Distribute tickets or badges ahead of time to reduce touchpoints upon entry.
3. Consider setting up a temporary exterior or interior entranceway with modular booths to facilitate health screening outside or behind your regular entrance, where applicable.



Communication

1. Inform the venue and suppliers of the building guidelines, staggered entry and exit, and health and safety measures before arrival on-site.



Conference management

1. Ensure room layout and seating arrangement adheres to safe distancing requirements.
2. Avoid icebreakers, team building, networking and any activities that involve alcohol.



SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST
**EMERGENCY
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**

Why use TraceTogether?
Download the contact tracing app* to enable quicker detection and mitigate the spread of COVID-19.

Help contact tracers link cases and notify you quickly if you had possible exposure to confirmed COVID-19 cases

The Bluetooth data stored on your phone after 25 days is auto-deleted.

The earlier we are alerted and able to take action, the better we protect ourselves and our loved ones

Let's do our part and stop the spread so that we can resume our normal lives

TraceTogether, safer together

For more details, visit tracetgether.gov.sg

Download the app and enable Bluetooth®.

The Bluetooth data stored on your phone after 25 days is auto-deleted.

Jointly developed by:
MINISTRY OF HEALTH SINGAPORE
GOVTECH SINGAPORE

In support of:
SG UNITED

*Your TraceTogether mobile app Bluetooth data is shared between your phones. It will only be shared with ICA if you test positive for COVID-19, and is only used for the purpose of contact tracing. Data stored on your phone after 25 days is automatically deleted.

1. Submit the official programme as well as the event itinerary of all foreign attendees for STB’s review before event commencement. Foreign attendees must submit their request for entry into Singapore via the green/fast lane or air travel pass arrangements^[1].

The event itinerary must include details on the timing and location of the MICE event, any pre- or post-event social functions, sightseeing tours, free-and-easy components or any other activities that involve prolonged intermingling between individuals.

2. Map out SMMs based on the various touchpoints of the attendees’ itineraries. Should there be changes to the approved event itinerary, event organisers are required to inform STB at least 3 days in advance for further review.
3. Ensure that all foreign attendees adhere to the requirements for green / fast lane or air travel pass arrangements. Please refer and adhere to Immigration & Checkpoints Authority’s (ICA) Terms and Conditions^[2].

4. Organise a pre-departure briefing for all foreign attendees approved under the green /fast lane or air travel pass arrangements on the event itinerary and all green/fast lane or air travel pass requirements, including the requirement to submit to testing, the requirement to reside only at the contracted hotel, the requirement to use and enable the TraceTogether app (TT app) or TraceTogether token (TT Token) and the requirement for all foreign attendees to report their health condition to the event organisers up to 14 days after the event, even if overseas.
5. Ensure that all attendees download, use and enable the TT app or collect a TT Token at the event venue and all other places in Singapore where SafeEntry is made available. Attendees who do not have the TT app or the TT Token may be barred from entry to the event, as use of the TT app or TT Token will be required for SafeEntry check-in to the event. The TT app is available from Apple and Google app stores for all countries. Alternatively, event organisers may also work with STB to arrange for the issuance of TT Tokens at the event premises for attendees who are unable to download the TT app or collect a TT Token.

^[1] Please refer to ICA’s website at <https://safetravel.ica.gov.sg> for the list of countries that Singapore has implemented green/fast lane and air travel pass arrangements.

^[2] <https://safetravel.ica.gov.sg>

SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

**EMERGENCY
MANAGEMENT
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**

6. Appoint a decision-making authority within the event organising team and an agreed procedure to modify, restrict, postpone or cancel the event if the prevailing COVID-19 situation worsens.
7. Develop and implement responses to situations such as:
 - (i) Handling attendees or staff who are found to display COVID-19 symptoms.
 - (ii) Seeking medical treatment for any such attendees, e.g. determining the nearest medical facilities and opening hours.
 - (iii) Coordinating information flow with all relevant parties, e.g. who to contact, how to facilitate contact tracing, informing the relevant authorities, and dealing with external communications.
 - (iv) Handling uncooperative attendees.
8. Ensure detailed procedures are developed and implemented in the event any attendee or event organiser staff is found to display COVID-19 symptoms.
 - (i) Isolate the individual(s) in a safe area.
 - (ii) Close off affected sections/areas.
 - (iii) Clean and disinfect potentially contaminated surfaces.
 - (iv) Establish a protocol for proper waste management, especially biohazardous waste.
9. Providing training for staff to ensure they are able to respond to situations and carry out procedures relating to COVID-19.



SG SAFEVENT STANDARD:
EVENT ORGANISERS
PRE-EVENT CHECKLIST

EMERGENCY MANAGEMENT & CONTACT TRACING



Best Practices



Emergency preparedness

1. Establish a fast-response team comprising medical personnel, security and internal **SG SafeEvent Ambassador(s)**.
2. Prepare a standby team in case of incident detection.
3. Assess various virus outbreak-related scenarios and conduct drills with a dedicated response team.



Medical and incident management

1. Establish multiple medical service points where staff and visitors can receive medical attention. That includes rendering assistance, advice, performing a health screening test, and in the future, conducting a COVID-19 test. Place these service stations with trained staff and qualified personnel – and ensure they're easy to locate.

The number of service stations should correspond to the number of requirements, e.g. number of halls, number of attendees, the distance between stations and places with high usages (the main entry/exit or thoroughfares).

2. You can also double up a medical service point as an information space by displaying signs and offering additional details on personal hygiene and health and safety.

**EMERGENCY
MANAGEMENT
& CONTACT TRACING****Best Practices****Legal framework defining duties and responsibilities**

1. Codify the duties and responsibilities of all stakeholders in your COVID-19 health and safety plan as much as possible, and outline specific roles in the case of incident detection. Communicate these to all stakeholders.
2. Work with your legal department or an external legal advisor to draw up and approve a framework of responsibilities.
3. Communicate all PDPA waiver conditions and liability exclusions between stakeholders effectively. And advise stakeholders to check personal insurance coverage exclusion, if any.

**Communication**

1. Prepare a guidebook that outlines emergency procedures and make it available to all attendees and staff via dedicated communication or event website/app. For fast dissemination of emergency information on-site, establish an active channel of communication such as push notifications and loud-speaker announcements.
2. Establish a process to collect itinerary details and health declarations of all foreign attendees and stakeholders during pre-event registration. Online registration forms should include COVID-19 related clauses to ensure that event organisers are covered against user-generated submission.

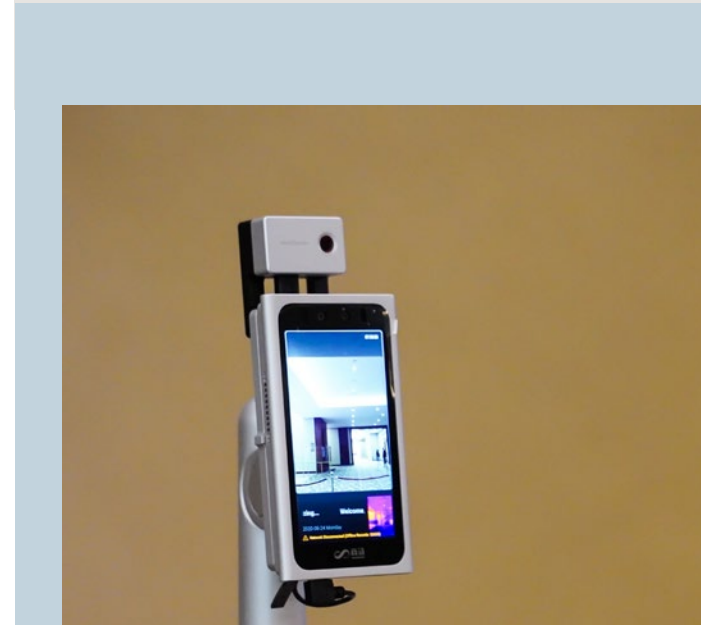
SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

HYGIENE AND SANITATION



Government Safe Management Measures Requirements

1. Require attendees and staff to wear masks at all times, except where allowed under the Control Order (e.g. where eating, drinking or taking medication, etc.).
2. Indicate the number of staff (including contractors) on-site, and their job functions.
3. Ensure attendees and staff are screened^[1] for COVID-19 symptoms before they are allowed to enter the event venue or any premises. Ensure entry is refused to any individual that refuses to comply with or fails the screening or is known to be subject to a quarantine order or stay-home notice.



^[1] Screening for COVID-19 symptoms must comprise taking the temperature and a visual check (without physical contact) of the individual to see if the individual is coughing, sneezing, breathless, or has a runny nose.

SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

HYGIENE AND SANITATION



Best Practices

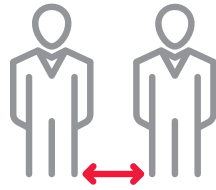


1. Promote and facilitate a low-touch event by encouraging people to avoid handshakes where possible. Minimise exchange of name cards and leverage QR codes to exchange details.
2. Provide hand sanitising and/or washing stations.
3. Be clear on responsibilities and costs between venue operator, event organiser and suppliers relating to hygiene and sanitation matters within designated event spaces.



SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

SAFE DISTANCING



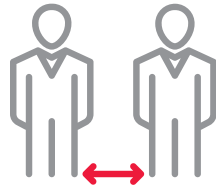
Government Safe Management Measures Requirements

1. Ensure attendees and staff maintain at least 1m spacing between individuals at all times.
2. Limit the number of attendees in each zone to ≤ 50 pax (excluding event organiser's staff) at any one time, and to ≤ 20 pax within each cohort. Within each cohort and zone^[1], individuals must continue to maintain at least 1m spacing between individuals at all times.
3. Maintain the composition of individuals within each cohort throughout the event with no intermingling allowed^[1] between cohorts at any time. Event organiser staff attached to each cohort must also avoid intermingling with attendees or event organiser staff of other cohorts at any time.
4. During networking sessions, refrain from serving food and drinks to attendees or allowing attendees to consume food and drinks. Removal of masks when consuming food and drinks, combined with individuals speaking to each other, increases the risk of transmission.

^[1] Transient intermingling at common walkways, entry and exit points, lift lobbies and toilets are allowed. Event Organisers must implement a detailed cleaning and disinfecting schedule and ensure event spaces and common areas including high-touch areas are cleaned regularly.

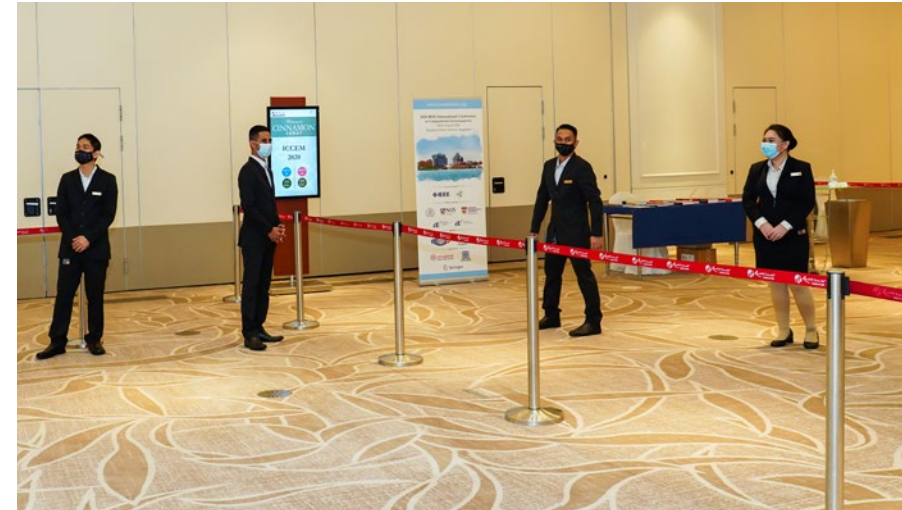
SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

SAFE DISTANCING



Government Safe Management Measures Requirements

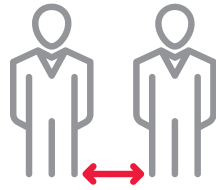
1. During meals or any other scenario where individuals are permitted to remove their masks, the following shall apply:
 - (i) Number in each group must not exceed 5 pax;
 - (ii) Composition of each such group of 5 must be maintained during the scenario and throughout the duration of the event for all activities where masks need not be worn; and
 - (iii) Groups of 5 pax must not intermingle.
2. Stagger the movement of attendees to/ from each zone to ensure that attendees of each zone will not meet attendees from other zones.
3. Save that the event organiser must ensure that there is a distance of at least 1m between attendees at all times, please refer and adhere to STB's latest guidelines for sightseeing tours^[1].



^[1] <https://www.stb.gov.sg/content/stb/en/home-pages/advisory-for-tours.html>

SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

SAFE DISTANCING



Best Practices



Crowd management

1. Monitor time-allocated entry and exit points.
2. Monitor population density maps and visitation data in real-time to help with health safety assessments, and if necessary, adjust the layout.
3. Depending on venue and event type, consider monitoring people flow in and around access routes to venue, parking areas and interior thoroughfares.
4. Implement or enhance split team arrangements to avoid cross-deployment and limit physical interaction between teams. If cross-deployment can't be avoided, additional safeguards must be put in place to minimise the risk of cross-infection.



Technology adoption

1. Consider adopting technology to facilitate crowd monitoring and safe distancing alerts like an RFID token that blinks red when persons within 1m of each other, and movement tracking via beacon or Bluetooth technology.



SG SAFEVENT STANDARD:
EVENT ORGANISERS
DURING EVENT CHECKLIST

**EMERGENCY
MANAGEMENT
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**

1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.
2. Remind foreign attendees to activate their TT app or carry their TT Token around for the duration of the event, and while they are in Singapore.

Best Practices



1. **SG SafeEvent Ambassador(s)** to monitor the use of SafeEntry, enforce safe distancing and adherence to health and safety regulations.

Enforcement measures

1. Ensure your security is COVID-19 risk-resilient, and work with security providers who have developed their own COVID-19 practice and procedures.



Medical and incident management

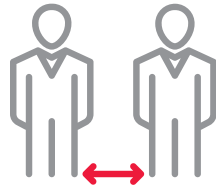
1. Implement protocols to properly, effectively and emphatically treat those who fail an initial health screening.

When assisting the person from the isolation room to transport, they must follow a predetermined and predesignated route, so they do not cross paths with others or contaminate other areas.

2. Monitor medical service points.

SG SAFEVENT STANDARD:
EVENT ORGANISERS
POST-EVENT CHECKLIST

SAFE DISTANCING



Government Safe Management Measures Requirements

1. Stagger the movement of attendees to/from each zone to ensure that attendees of each zone will not meet attendees from other zones.
2. Event organisers must arrange pickup for all foreign attendees by private transport upon arrival at Changi Airport and between locations within the event itinerary.



CREDIT: POST SEMINAR LEISURE TOUR ON SENTOSA

SG SAFEVENT STANDARD:
EVENT ORGANISERS
POST-EVENT CHECKLIST

EMERGENCY MANAGEMENT & CONTACT TRACING



Government Safe Management Measures Requirements

1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.
2. Develop reporting frameworks to monitor the health of local and foreign attendees after the event.
3. Event organisers are required to submit 2 post-event reports to STB.

The first report must be submitted 1 day after the end of the event, detailing any incident relevant to the SMMs; providing photographic evidence of SMMs being deployed before, during and after the event as well as attendee surveys and feedback on their overall experience of the event.

The second report must be submitted 14 days after the end of the event (ie on the 15th day) to report on the status of health of all attendees (both local and foreign).

4. Remind foreign attendees to activate their TT app or carry their TT Token around for the duration of the event, and while they are in Singapore. Foreign attendees should also return their TT tokens at the airport before leaving Singapore.
5. Remind all attendees at the end of the event to monitor their health for COVID-19 symptoms for 14 days and to request all attendees to report to event organisers within this period if any of them has displayed the symptoms, and encourage them to test for COVID-19 if they do have any such symptom.
6. Inform STB immediately if any attendee (whether local or foreign) or event organiser staff is confirmed to have COVID-19 (up to 14 days after attending the event).

Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** to report any detected COVID-19 cases to all event stakeholders.

SG SAFEVENT STANDARD CHECKLIST FOR VENUES

- PRE-EVENT
- DURING THE EVENT
- POST-EVENT

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



**Government
Safe Management
Measures
Requirements**

The SMM requirements of Singapore government agencies and SG Clean sanitation and hygiene measures include, but are not limited to, the following:

1. Adhere to prevailing sanitation and hygiene measures published by the NEA^[1].
2. Adhere to SG Clean^[2] sanitation and hygiene measures for MICE Venue.
3. Develop and implement a detailed cleaning and disinfection plan and schedule. Ensure event spaces and common areas are cleaned and disinfected before and after use, including high-touch areas such as tables, chairs, handrails, door handles, interactive kiosks and lift buttons.

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines>

^[2] <https://www.sgclean.gov.sg/join/for-owners/assessments/#mice>

4. Provide at all times easily accessible disinfecting agents like hand sanitisers, disinfectant sprays, paper towels and wipes for the free use of visitors and staff, including near high-touch surfaces such as handrails, door handles, interactive kiosks and lift buttons.
5. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



**Government
Safe Management
Measures
Requirements**

6. Ensure all ventilation and air-conditioning systems are regularly cleaned, particularly for small and confined areas such as lifts and toilets. Monitor indoor air quality closely, in accordance with SS554^[3].
7. For air-conditioned living space without mechanical ventilation, install a mechanical ventilation system as soon as possible, with an outdoor air processing unit that can provide the minimum ventilation rates required by SS553.
8. Where meals or where F&B services are provided, ensure that this is not provided via self-service buffet (whether at a meal time or a tea break), where queues or clustering could be formed. Sale or provision of pre-packed food and drink is permissible. Save that the event organiser must ensure that there is a distance of at least 1m between attendees at all times. Please refer and adhere to ESG's latest guidelines for F&B establishments^[4].

^[3] Singapore Standard SS554: Code of Practice for Indoor Air Quality for Air-Conditioned Buildings

^[4] https://www.enterprisesg.gov.sg/-/media/esg/files/media-centre/media-releases/2020/jun-2020/fnb-advisory_16-june-2020/safe-management-measures-for-fb-reopening.pdf?la=en

9. Communicate relevant SMMs to all staff.
10. Providing training for staff to ensure they are able to respond to situations and carry out procedures relating to COVID-19.



SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices

1. Place hand sanitiser at all entry points and restrooms, ensure proper colour coding of cleaning appliances for different uses and deploy air ionisers (MERS-14 or HEPA filters).
2. Plan and prepare an adequate supply of appropriate masks, disposable gloves and medical equipment (e.g. thermometers).

Air ventilation and filtration

1. Increase ventilation for indoor air dilution.
2. Air flushing and purging should be provided two hours before and after occupancy.
3. Increase the outdoor air intake to the maximum during occupancy; that includes opening the outdoor air dampers to the maximum and setting fresh air fans to the high-speed mode.
4. Reduce indoor air recirculation: recirculation air dampers should be adjusted and set to the minimum.



5. High-efficiency filters, preferably MERV 14 or F8 and above, should be considered for treating recirculation air in Air Handling Units (AHUs).
6. Localised air-cleaning with portable air cleaners.
7. Consider the use of Ultraviolet Germicidal Irradiation (UVGI) in AHUs. Please note that UVC is harmful and should not be used in occupied areas unless safety measures are implemented.
8. Consider the use of ionic purifiers to send ions into living spaces via a supply duct.
9. Whenever practical, install mechanical ventilation systems, e.g. inlet fan (preferably with a filter in case of haze) or exhaust fans to assist airflow.

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices



No-touch technology

1. Eliminate the use of jet air dryer, hand dryer or blowers in toilets as these can escalate the spread of the virus.

Recommended no-touch technology

2. Install toilet seat sanitisers, sensor-activated taps, soap dispensers, toilet flush, hand sanitisers, and foot pulls for hands-free door opening.
3. Placement of hand sanitising dispensers should be increased to also include:
 - (i) Central corridors
 - (ii) Lift lobbies
 - (iii) Entrances and exits to exhibition and conference halls
 - (iv) ATMs, self-help kiosks, vending machines
 - (v) Concierge counters or helpdesks
4. Apply anti-microbial surface coating on common areas like handrails, lift buttons, automated top-up machines, toilet cubicle doors, etc.



Communication

1. Implement the use of signages to encourage and educate visitors to wash their hands using the right technique, flush toilets with the lid down and sanitise hands frequently.
2. In contracts, clearly stipulate roles and responsibilities regarding cleaning regime and provision of OHSAS materials.

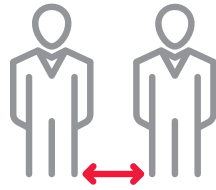


Waste management

1. Implement a safe waste collection and a disposal process that features an increased number of bins with hands-free lid dispersed throughout the venue, dedicated toxic waste bins for potentially hazardous waste and increased frequency of waste collection.

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST

**SAFE
DISTANCING**



**Government
Safe Management
Measures
Requirements**

1. Implement a detailed monitoring plan and appoint a Safe Management Officer (SMO) to assist with the implementation of and compliance with all SMMs at the workplace and relevant premises.
2. Design and configure the space such that attendees and event organiser's staff (which includes contractors) maintain at least 1m spacing between individuals at all times.
3. Ensure queue markers with at least 1m spacing between individuals are implemented where queues are expected e.g. at registration counters. Ensure all seats that are not fixed to the floor are spaced at least 1m apart, and alternate seats that are fixed to the floor are demarcated as seats not to be occupied.

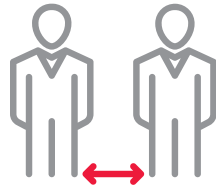
4. Implement an operating capacity of 10sqm per attendee where the total attendee-accessible floor area^[1] reserved for use for all event spaces exceeds 930sqm.



^[1] Total attendee-accessible floor area refers to the overall event facility demarcated for use by events including meeting/ convention/ function room areas and any common facilities such as walkways, reception areas within the event facility. The demarcation should be marked clearly.

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST

SAFE DISTANCING



Government Safe Management Measures Requirements

5. Implement solutions to monitor and control the operating capacity within the event venue so that it does not exceed allowable capacity.
6. Implement a one-way traffic flow at the event space as well as exclusive entry and exit points for each cohort, where practicable.
7. Identify hotspots for potential bunching (e.g. entry/exit points, toilets) and propose a control mechanism to prevent/disperse crowds (e.g. frequent reminders over public announcement system, staff to manually disperse crowds, provision of visual markers for safe distancing).
8. Adhere to prevailing MOM workplace measures^[1]. In particular, implement a detailed monitoring plan and appointing an SMO to:
 - (i) Assist with implementation of and compliance with all SMMs at the workplace and relevant premises;
 - (ii) Indicate the number of staff (including contractors) on-site, and their job functions;

- (iii) Implement safe distancing (e.g. reconfiguration of workspaces), reducing close interactions (e.g. staggered work and lunch hours) and touchpoints (e.g. common laptop/iPad); and implementing telecommuting and a business continuity plan (e.g. team A/B arrangement);
- (iv) Require attendees and staff to wear masks at all times, except where allowed under the Control Order (e.g. where eating, drinking or taking medication, etc.);
- (v) Communicate relevant SMMs to all staff.

Food and beverage

1. Adhere to ESG's advisory on safe distancing at F&B establishments^[2].

This includes:

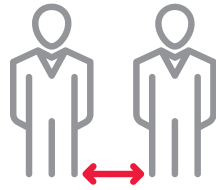
- (i) Using a queue management system to reduce the number of people gathering.
- (ii) Utilise mobile ordering and payment to avoid waiting at the counter.
- (iii) Pre-ordering solutions are encouraged using F&B kiosks.

^[1] <https://www.mom.gov.sg/covid-19/requirements-for-safe-management-measures>

^[2] https://www.enterprisesg.gov.sg/-/media/esg/files/media-centre/media-releases/2020/jun-2020/fnb-advisory_16-june-2020/safe-management-measures-for-fb-reopening.pdf?la=en

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST

SAFE DISTANCING



Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** to ensure compliance measures are implemented.
2. Place queue markings that indicate 1m distance at every entry and exit point.
3. Ensure exit doors have a clear space of at least 6m to prevent crowding.



Event layout

1. Consider the use of transparent partitions if safe distancing measures are hard to achieve.
2. Set up clear floor demarcations and signages for one-way human traffic; foyers to be split into bi-directional movement.
3. Place signages at potential hotspots to remind visitors to maintain at least 1m distance at all times.
4. Theatre seating arrangement to observe at least 1m distance between each chair and distance between rows of chairs to ensure a 1.5m gap from the back of the front chair to the front cushion of the back seat.



Managed access

1. Restrict entry to event organisers and contractors with a fixed schedule to limit the number of people in the venue at one time.
2. Prevent visitors and attendees from mixing by ensuring each tenanted event space comes with predetermined dedicated toilet, entry and exit points, lift and escalators, water dispensers, etc.
3. Name the list of contractors to be submitted before bump-in with details of allocated timings and respective zones or areas.
4. Explore touchless access control and related technology.



Communication

1. Set-up signages at the venue, including lifts and escalators, to encourage safe distancing and alternative hands-free greetings.
2. Ensure revised venue capacity is communicated and distributed to all visitors and organisers to help them understand space limitations due to safe distancing.

SG SAFEVENT STANDARD:
VENUES
PRE-EVENT CHECKLIST
**EMERGENCY
MANAGEMENT
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**

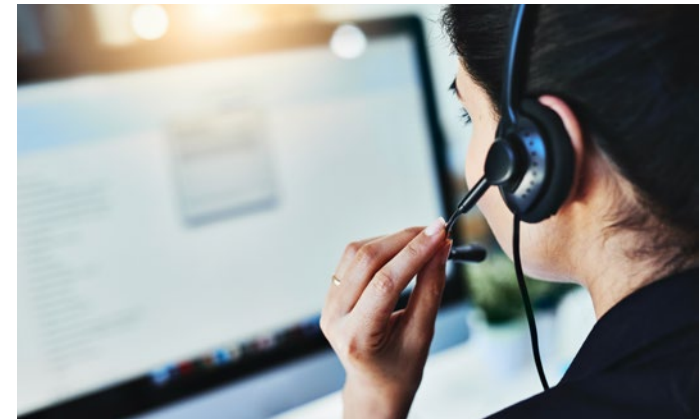
1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.

Best Practices



Key action

1. Appoint **SG SafeEvent Ambassador(s)** to be the central point of contact for all enquiries related to SG SafeEvent Standards – this should be communicated to all stakeholders.



Communication

1. Consider establishing a dedicated hotline for clients, vendors or other stakeholders with questions about accessing your facility.
2. Ensure the internal comms team has messaging templates for crisis communications in the case of COVID-19 detection.

**EMERGENCY
MANAGEMENT
& CONTACT TRACING****Best Practices****Emergency preparedness**

1. Work with the event organisers to establish a dedicated isolation room in case of incident detection; access to isolation room should be carefully managed.

The room should be in an open-air environment—not within an air-con area—and out of view from the public.

2. When assisting individuals to the isolation room, it is critical they follow a predetermined route and do not cross paths with any other visitors to reduce the risk of potential infections.
3. Review of risk scenarios with stakeholders and ensure emergency plans and procedures are in place by conducting drills with internal **SG SafeEvent Ambassador(s)** and crisis management team.

4. Prepare a standby team in case of incident detection.
5. Codify the duties and responsibilities of all stakeholders in your COVID-19 health and safety plan as much as possible, and outline specific roles in the case of incident detection. Communicate these to all stakeholders.
6. Work with your legal department or an external legal advisor to draw up and approve a framework of responsibilities. Also, assess insurance policies and update where necessary.

SG SAFEVENT STANDARD:
VENUES
DURING EVENT CHECKLIST
**HYGIENE AND
SANITATION**



**Government
Safe Management
Measures
Requirements**

The SMM requirements of Singapore government agencies and SG Clean sanitation and hygiene measures include, but are not limited to, the following:

1. Adhere to prevailing sanitation and hygiene measures published by the NEA^[1].
2. Adhere to prevailing MOM workplace measures^[2].
3. Require attendees and staff to wear masks at all times, except where allowed under the Control Order (e.g. where eating, drinking or taking medication, etc.)
4. Ensure visitors and staff are screened for COVID-19 symptoms before they are allowed to enter the event venue or any premises. Ensure entry is refused to any individual that refuses to comply with or fails the screening, or is known to be subject to a quarantine order or stay-home notice.



5. Where meals or where F&B services are provided, ensure that this is not provided via self-service buffet (whether at a meal time or a tea break), where queues or clustering could be formed. Sale or provision of pre-packed food and drink is permissible. Save that the event organiser must ensure that there is a distance of at least 1m between attendees at all times. Please refer and adhere to ESG's latest guidelines for F&B establishments^[3].
6. Utilise technology where reasonably practicable to enable touch-less interactions e.g. e-registrations, e-ticket sales, e-forms, e-declarations.

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines>

^[2] <https://www.mom.gov.sg/covid-19/requirements-for-safe-management-measures>

^[3] https://www.enterprisesg.gov.sg/-/media/esg/files/media-centre/media-releases/2020/jun-2020/fnb-advisory_16-june-2020/safe-management-measures-for-fb_reopening.pdf?la=en

SG SAFEVENT STANDARD:
VENUES
DURING EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices

1. Ensure high-traffic areas are cleaned at least twice daily and apply a self-disinfecting coat on lift buttons, door release buttons, handles, etc.
2. Monitor air quality.



AV equipment

1. In cases where AV equipment is owned and managed by the venue, it is the venue's responsibility to ensure that all forms of equipment will be cleaned and sanitised after each use.
2. Clean the rostrum and replace microphone(s) after each use.



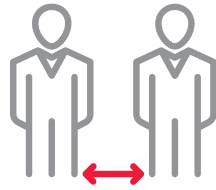
Waste management

1. Monitor waste collection and disposal.



SG SAFEVENT STANDARD:
VENUES
DURING EVENT CHECKLIST

SAFE DISTANCING



Government Safe Management Measures Requirements

1. Ensure all attendees and staff maintain at least 1m spacing between individuals at all times.
2. Develop a signage plan and implement signs reminding attendees to practise safe distancing and good hygiene practices at the event.

Best Practices



Crowd management

1. Monitor time-allocated entry and exit points and use signages to remind all visitors and stakeholders of one-way traffic and route layout.

Recommended crowd management

2. Monitor population density, heat maps and visitation data in real-time to help with health safety assessments, and if necessary, make adjustments in layout.



Communication

1. Encourage safe distancing with regular public announcements in common areas.
2. Place signages at potential hotspots to remind attendees to maintain at least 1m distance at all times.

SG SAFEVENT STANDARD:
VENUES
DURING EVENT CHECKLIST

**EMERGENCY
MANAGEMENT
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**



Enforcement measures

1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.



Medical and incident management

1. Please refer to and adhere to NEA's latest guidelines for environmental cleaning and disinfection of areas exposed to confirmed case(s) of COVID-19 in non-healthcare premises^[1].

Best Practices



Enforcement measures

1. Ensure your security is COVID-19 risk-resilient, and work with security providers who have developed their own COVID-19 practice and procedures.



Medical and incident management

1. Implement protocols to properly, effectively and emphatically treat those who fail an initial health screening.
2. When assisting the person from the isolation room to transport, they must follow a predetermined and predesignated route, so they do not cross paths with others or contaminate other areas.

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines/cleaning-and-disinfection/guidelines/guidelines-for-environmental-cleaning-and-disinfection>

SG SAFEVENT STANDARD:
VENUES
POST-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



**Government
Safe Management
Measures
Requirements**

1. Adhere to prevailing sanitation and hygiene measures published by the NEA^[1].
2. Develop and implement a detailed cleaning and disinfecting plan and schedule. Clean and disinfect event spaces and common areas, including high-touch surfaces such as tables, chairs, handrails, door handles, interactive kiosks, and lift buttons.

3. Provide free and easily accessible disinfecting agents like hand sanitisers, disinfectant sprays, paper towels and wipes for visitors and staff at all times.



Best Practices



1. Implement or enhance split team arrangements to avoid cross-deployment and limit physical interaction between teams. If cross-deployment cannot be avoided, additional safeguards must be put in place to minimise the risk of cross-infection.

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines>

SG SAFEVENT STANDARD:
VENUES
POST-EVENT CHECKLIST
**EMERGENCY
MANAGEMENT
& CONTACT TRACING**



**Government
Safe Management
Measures
Requirements**

Medical and incident management

1. Please refer to and adhere to NEA’s latest guidelines for environmental cleaning and disinfection of areas exposed to confirmed case(s) of COVID-19 in non-healthcare premises^[1].

Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** to report any detected COVID-19 cases to all event stakeholders, along with any content or data needed for event organisers’ post-event report.
2. Implement or enhance split team arrangements to avoid cross-deployment and limit physical interaction between teams. If cross-deployment cannot be avoided, additional safeguards must be put in place to minimise the risk of cross-infection.



CREDIT: MARINA BAY SANDS

^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines/cleaning-and-disinfection/guidelines/guidelines-for-environmental-cleaning-and-disinfection>

SG SAFEVENT STANDARD CHECKLIST FOR SUPPLIERS

- **PRE-EVENT**
- **DURING THE EVENT**
- **POST-EVENT**

SG SAFEVENT STANDARD:
SUPPLIERS
PRE-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



**Government
Safe Management
Measures
Requirements**

1. Implement a detailed monitoring plan and appoint a Safe Management Officer (SMO) to assist with the implementation of and compliance with all SMMs at the workplace and relevant premises.
 - (i) Indicate the number of staff (including contractors) on-site, and their job functions.
 - (ii) Implement safe distancing (e.g. reconfiguration of workspaces), reducing close interactions (e.g. staggered work and lunch hours) and touchpoints (e.g. common laptop/iPad); and implementing telecommuting and a business continuity plan (e.g. team A/B arrangement).
 - (iii) Require attendees and staff to wear masks at all times, except where allowed under the Control Order (e.g. where eating, drinking or taking medication, etc.).
 - (iv) Communicate relevant SMMs to all staff.
2. Suppliers deploying construction account workers (Work Permit and S-Pass holders under the Construction sector to construction sites) will need to apply to BCA before resumption of the project can take place).
3. Check all staff have not been in contact with a person with COVID-19 within 14 days prior to event.
4. Adhere to COVID-Safe Restart Criteria^[1] which includes:
 - (i) COVID-Safe Workforce: Construction account workers must download and activate TraceTogether & SGWorkPass App, undergo periodic COVID-19 testing, and completion of BCA's COVID-Safe Training for Workers online.
 - (ii) COVID-Safe Accommodation/Transport: Dedicated accommodation and transport between worksite and accommodation.

Best Practices

1. All equipment to be sanitised before deployment.



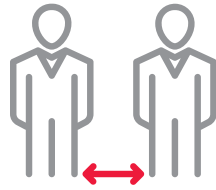
Certification

1. Attain the **SG SafeEvent Supplier** certification.

^[1] <https://www1.bca.gov.sg/docs/default-source/bca-restart/covid-safe-restart-criteria.pdf>

SG SAFEVENT STANDARD:
SUPPLIERS
PRE-EVENT CHECKLIST

SAFE DISTANCING



Best Practices

1. Practise safe distancing and reduce close interactions by staggering work and lunch hours. Also, reduce the need for sharing equipment (e.g. laptop and iPad) if possible.
2. Implement telecommuting and a business continuity plan, e.g. team A/B arrangement.
3. Appoint **SG SafeEvent Ambassador(s)** to monitor and enforce all safe distancing measures while on-site.
4. Whenever possible, virtual meetings should take precedence over physical ones.
5. Duration of operational meetings should be kept as brief as possible.



SG SAFEVENT STANDARD:
SUPPLIERS
PRE-EVENT CHECKLIST

EMERGENCY MANAGEMENT & CONTACT TRACING



Government Safe Management Measures Requirements

1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.
2. Develop and implement responses to situations such as:
 - (i) Handling attendees or staff who are found to display COVID-19 symptoms.
 - (ii) Seeking medical treatment for them, e.g., determining the nearest medical facilities and opening hours.
 - (iii) Coordinating information flow with all relevant parties, e.g. who to contact, how to facilitate contact tracing, informing the relevant authorities, and dealing with external communications.
 - (iv) Handling uncooperative attendees.
3. Providing training for staff to ensure they are able to respond to situations and carry out procedures relating to COVID-19.

Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** as a decision-making authority to plan, implement, and communicate SafeEvent Standard.

SG SAFEVENT STANDARD:
SUPPLIERS
DURING EVENT CHECKLIST

HYGIENE AND SANITATION



Government Safe Management Measures Requirements

1. Require attendees and staff to wear masks at all times, except where allowed under the Control Order (e.g. where eating, drinking or taking medication, etc.).

Best Practices



Personal hygiene

1. Encourage all staff to observe good personal hygiene: wash their hands regularly with soap and water, avoid physical contact, refrain from touching the face or sharing food.
2. Provide hand sanitisers at all on-site service counters and place them at the backstage too.

3. Ensure shared machinery and equipment are cleaned and disinfected before changing hands. If possible, staff should avoid sharing tools or equipment.
4. Provide disinfectant spray at machinery, equipment points and key work areas.



SG SAFEVENT STANDARD:
SUPPLIERS
DURING EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices



Minimise touchpoints

1. Contactless payment should be encouraged. Contractors should also conduct frequent cleaning and disinfection of touchpoints or areas with high volumes of traffic, such as service counters, meeting rooms, meal locations, vehicles for transporting staff, etc.
2. No sharing of hand-held microphones between panellists during the event.
3. Avoid using shared microphones for Q&A sessions; questions from the audience should be submitted digitally via an event app.
4. All equipment, including microphones and clickers, must be sanitised after each session.



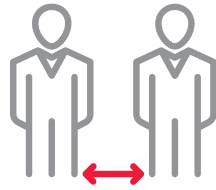
Others

1. If the sharing of equipment is unavoidable during a single session, a two-clicker system must be used. Stagehand must wipe down each clicker after each speaker before sharing can be permitted.
2. Be clear on responsibilities and costs between venue operator, event organiser and suppliers relating to hygiene and sanitation matters within designated event spaces.



SG SAFEVENT STANDARD:
SUPPLIERS
DURING EVENT CHECKLIST

SAFE DISTANCING



Government Safe Management Measures Requirements

1. Ensure at least 1m spacing between individuals at all times.

Best Practices

1. Practise safe distancing within the designated supplier work sites. Any related equipment or hardware is the responsibility and at the cost of the supplier.
2. Demarcate safe physical distances with visual indicators or through physical means – especially where congregation or queuing is likely to happen at places like site customer service counters and operations offices.
3. Consider the use of a transparent screen to separate staff if they might be within a confined space for long.



Break times

1. Stagger break times as much as possible to reduce the congregation of staff in common areas.
2. Ensure that staff do not socialise or congregate on-site unnecessarily.

SG SAFEVENT STANDARD:
SUPPLIERS
DURING EVENT CHECKLIST

EMERGENCY MANAGEMENT & CONTACT TRACING



Government Safe Management Measures Requirements

1. Please refer to and adhere to NEA's latest guidelines for environmental cleaning and disinfection of areas exposed to confirmed case(s) of COVID-19 in non-healthcare premises^[1].
2. Ensure detailed procedures are developed and implemented in the event any attendee or staff is found to display COVID-19 symptoms.
 - (i) Isolate the individual in a safe area.
 - (ii) Close off affected sections/areas.
 - (iii) Clean and disinfect potentially contaminated surfaces.
 - (iv) Establish a protocol for proper waste management, especially biohazardous waste.

3. Adhere to contact tracing requirements under BCA's COVID-Safe Restart Criteria^[2].



^[1] <https://www.nea.gov.sg/our-services/public-cleanliness/environmental-cleaning-guidelines/cleaning-and-disinfection/guidelines/guidelines-for-environmental-cleaning-and-disinfection>.

^[2] <https://www1.bca.gov.sg/docs/default-source/bca-restart/covid-safe-restart-criteria.pdf>

SG SAFEVENT STANDARD:
SUPPLIERS
DURING EVENT CHECKLIST

EMERGENCY MANAGEMENT & CONTACT TRACING



Best Practices



Implement shifts or split teams

1. Split staff into shifts or teams whenever possible.
2. Avoid or minimise having staff work in more than one team or work/event site. If cross-deployment can't be avoided, additional safeguards must be put in place to minimise the risk of cross-infection.
3. Companies should keep track of staff attendance on-site, including arrival and departure time to facilitate contact tracing where necessary.
4. **SG SafeEvent Ambassador(s)** should file temperature screening records and present them for checks upon request.

SG SAFEVENT STANDARD:
SUPPLIERS
POST-EVENT CHECKLIST
**HYGIENE AND
SANITATION**



Best Practices



Housekeeping & waste management

1. Ensure suppliers observe stringent housekeeping of site and operation offices.
2. Make sure suppliers clean and disinfect items after each deployment.
3. Use appropriate disinfectants effective against COVID-19.
4. Renters should clean and disinfect high-touch rental items such as touch screens and remote controls. Also, ensure refuse bins are covered at all times.

5. Ensure contaminated items and waste are disposed of safely and regularly by suppliers operating at the event.



SG SAFEVENT STANDARD:
SUPPLIERS
POST-EVENT CHECKLIST
**EMERGENCY
MANAGEMENT
& CONTACT TRACING**

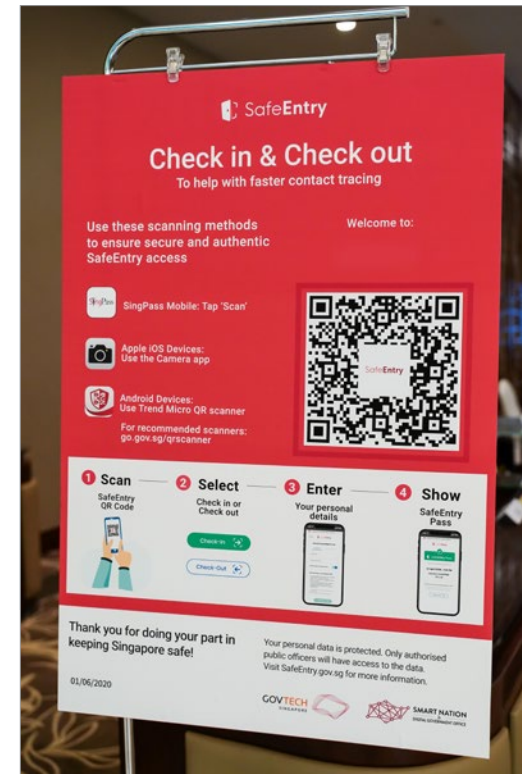


**Government
Safe Management
Measures
Requirements**

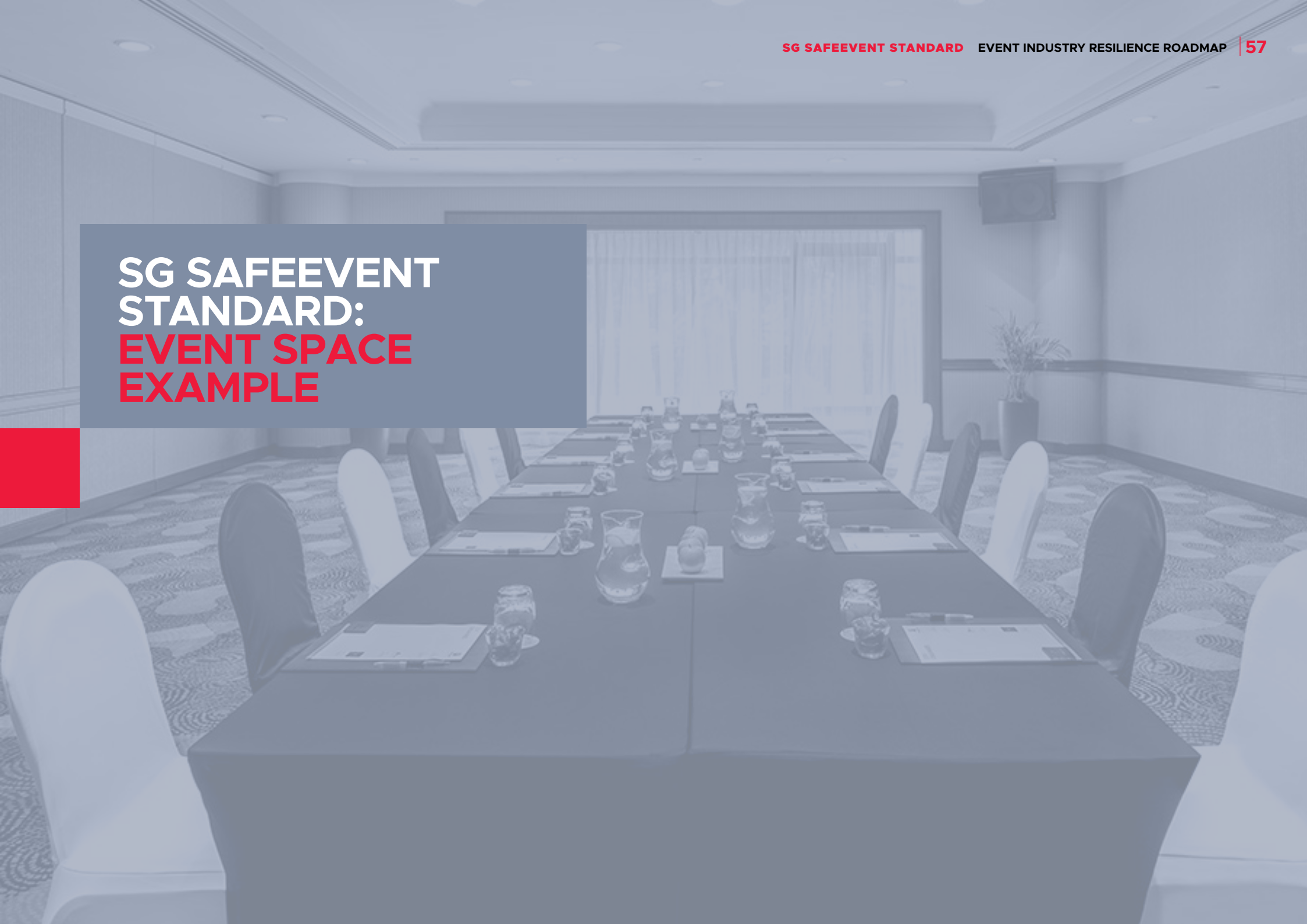
1. Ensure the deployment and use of contact tracing measures and SafeEntry check-in for entry into and exit from the event venue or any premises in the event itinerary (including an event hall, a meeting room or a function room). For all MICE events, a special SafeEntry QR code that requires the TT app or TT Token to check-in will be deployed.

Best Practices

1. Appoint **SG SafeEvent Ambassador(s)** to report any detected COVID-19 cases among the crew to all event stakeholders.
2. Provide content or data needed for event organisers' post-event report.



**SG SAFEVENT
STANDARD:
EVENT SPACE
EXAMPLE**



SG SAFEVENT STANDARD:
**EVENT SPACE
 EXAMPLE**

Here’s an example of how your event layout could look based on the SMMs and best practices listed in the IRR. Please note that this is not a comprehensive example; actual event layout may vary due to event space, safety requirements, number of attendees, etc.

Refer to the next few pages for more details on how a small, mid and large-scale exhibition may look.



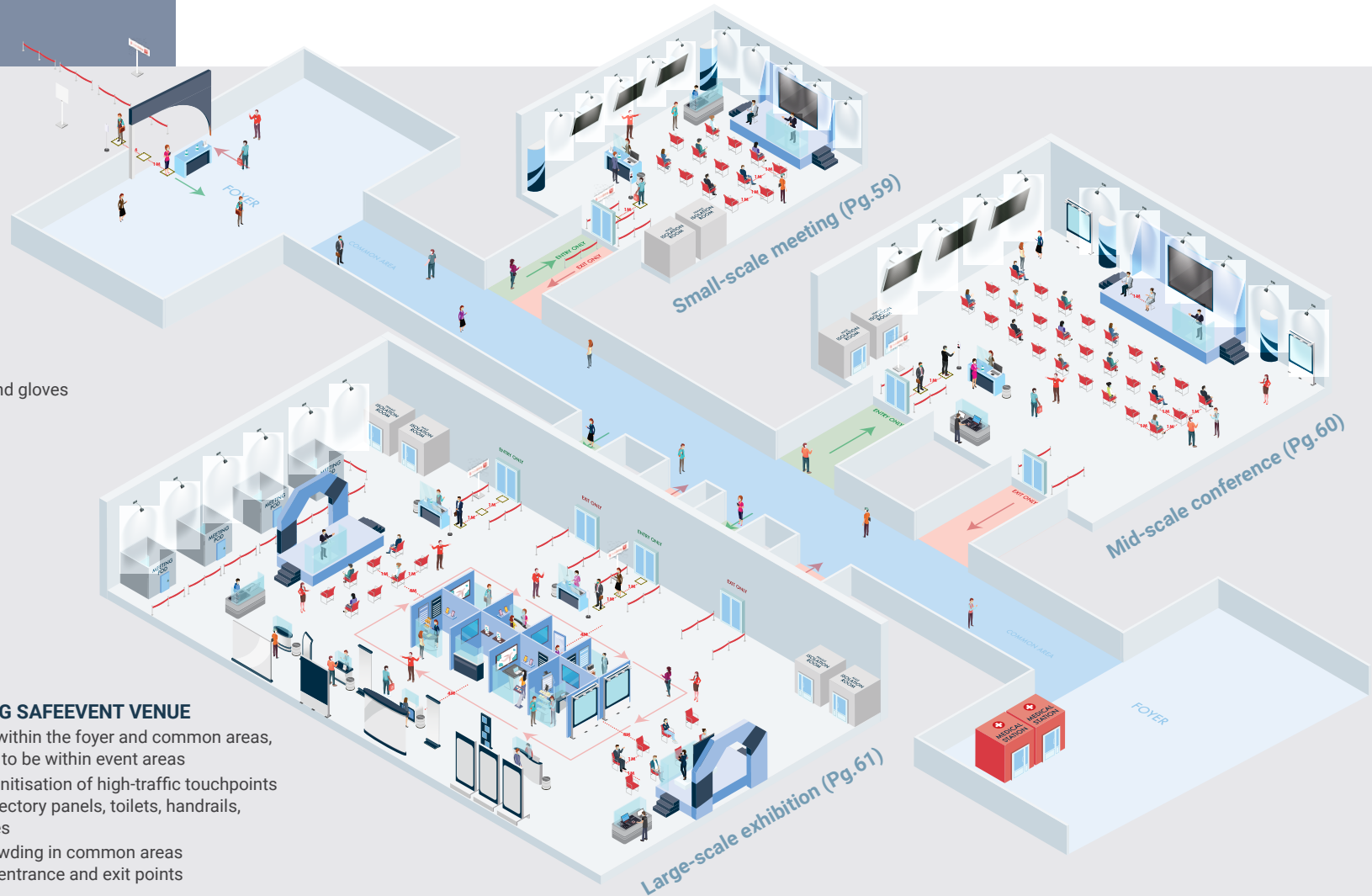
ENTRY SCREENING

- SafeEntry
- Temperature/COVID-19 symptom screening
- Hand sanitisers
- Staff with face masks and gloves
- Contactless registration



CERTIFIED SG SAFEVENT VENUE

- No activity within the foyer and common areas, registration to be within event areas
- Frequent sanitisation of high-traffic touchpoints e.g. lifts, directory panels, toilets, handrails, door handles
- Prevent crowding in common areas e.g. toilets, entrance and exit points



SG SAFEVENT STANDARD:

SMALL-SCALE MEETING EXAMPLE

Headcount excluding work team and suppliers if any

- **Minimal area size sample:** 10sqm x 250 = 2,500 sqm
- **SG SafeEvent Ambassador ratio** 1:1,000 pax
Required: 1 certified ambassador
- **Isolation rooms**
Required: 2 (minimally 18sqm each) separating male vs female persons



SG SAFEVENT STANDARD:

MID-SCALE CONFERENCE EXAMPLE

Headcount excluding work team and suppliers if any

- **Minimal area size sample:** 10sqm x 2000 = 20,000 sqm
- **SG SafeEvent Ambassador ratio** 1:1,000 pax
Required: 2 certified ambassadors
- **Isolation rooms**
Required: 2 (minimally 18sqm each) separating male vs female persons



ISOLATION ROOM + PROTOCOL FOR COVID-19 INCIDENTS



REGISTRATION

- SafeEntry
- Temperature/COVID-19 symptom screening
- Hand sanitisers
- Staff with face masks and gloves
- Contactless registration



CERTIFIED SG SAFEVENT SUPPLIER

- Sanitisation of all equipment before deployment
- Establish sanitisation schedule of all equipment during the event
- No cross-sharing of equipment across persons (e.g. microphones)



CERTIFIED SG SAFEVENT ORGANISER



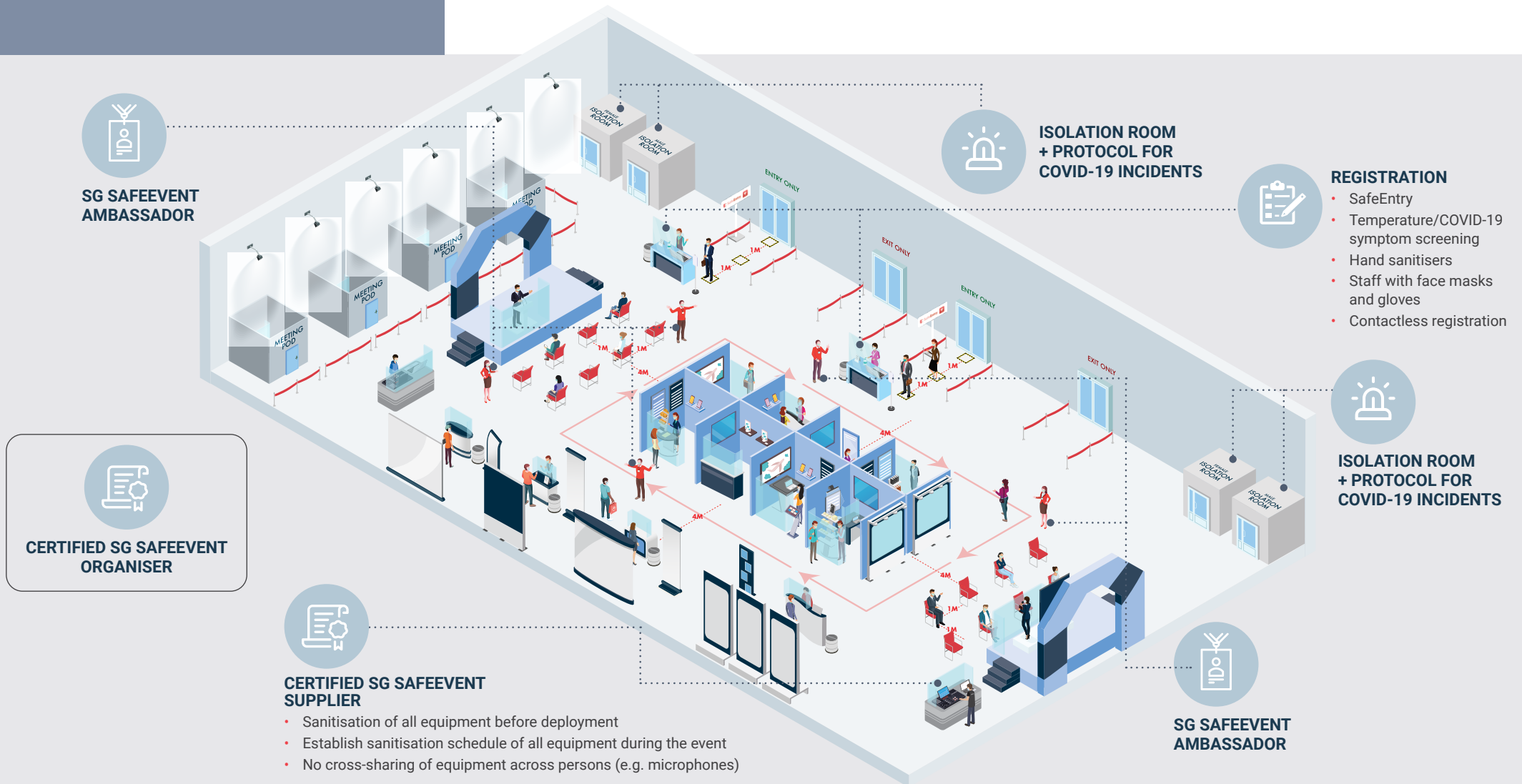
SG SAFEVENT AMBASSADOR

SG SAFEVENT STANDARD:

LARGE-SCALE EXHIBITION EXAMPLE

Headcount excluding work team and suppliers if any

- **Minimal area size sample:** 10sqm x 5000 = 50,000 sqm
- **SG SafeEvent Ambassador ratio** 1:1,000 pax
Required: 5 certified ambassadors
- **Isolation rooms**
Required: 4 (minimally 18sqm each) separating male vs female persons



SG SAFEVENT AMBASSADOR



ISOLATION ROOM + PROTOCOL FOR COVID-19 INCIDENTS



REGISTRATION

- SafeEntry
- Temperature/COVID-19 symptom screening
- Hand sanitisers
- Staff with face masks and gloves
- Contactless registration



ISOLATION ROOM + PROTOCOL FOR COVID-19 INCIDENTS



CERTIFIED SG SAFEVENT ORGANISER



CERTIFIED SG SAFEVENT SUPPLIER

- Sanitisation of all equipment before deployment
- Establish sanitisation schedule of all equipment during the event
- No cross-sharing of equipment across persons (e.g. microphones)



SG SAFEVENT AMBASSADOR

HYBRIDISATION



THE SHOW MUST GO ON(LINE)



As the COVID-19 situation normalises globally, hybrid events will become the new normal. While many businesses and attendees have already pivoted to digital events, it's important to note that the physical engagement from live events simply cannot be replicated online. For the digital world, content and engagement need to be redesigned. Rather than a copy-and-paste approach, businesses and attendees should navigate this new terrain with ingenuity and leverage opportunities to enhance live events.

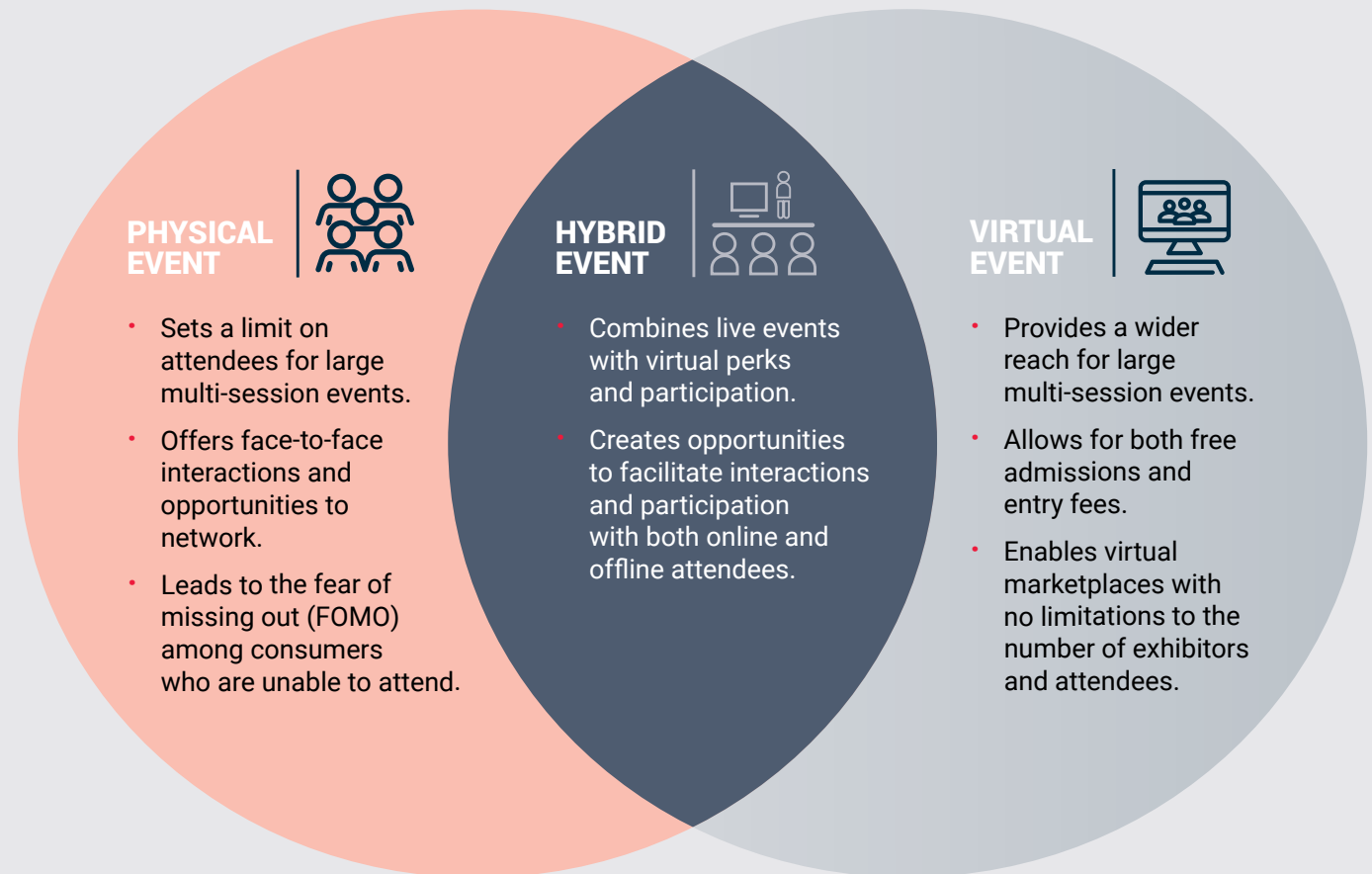
When it comes to virtual events, the organiser isn't just curating a one-time experience, but establishing an online community that will continue to interact after the event is over; transcending the limitations of physical space and allowing a broader reach. The live event becomes a valuable platform where these communities can meet face-to-face, while the digital experience serves to extend these face-to-face interactions. When planned well, both the live and virtual experiences can be highly engaging and successful, with one serving to enhance the other to obtain optimal reach and results.

While this chapter is not definitive, we hope it will prove valuable in helping event organisers maximise digital platforms and experiment with hybrid event formats. Future editions of the IRR will include further information on how to monetise hybrid events.

WHAT IS A HYBRID EVENT?



A hybrid event is where some attendees are virtually connected while others are present in person; this allows event professionals to achieve the best of both worlds, as demonstrated in the diagram on the right:

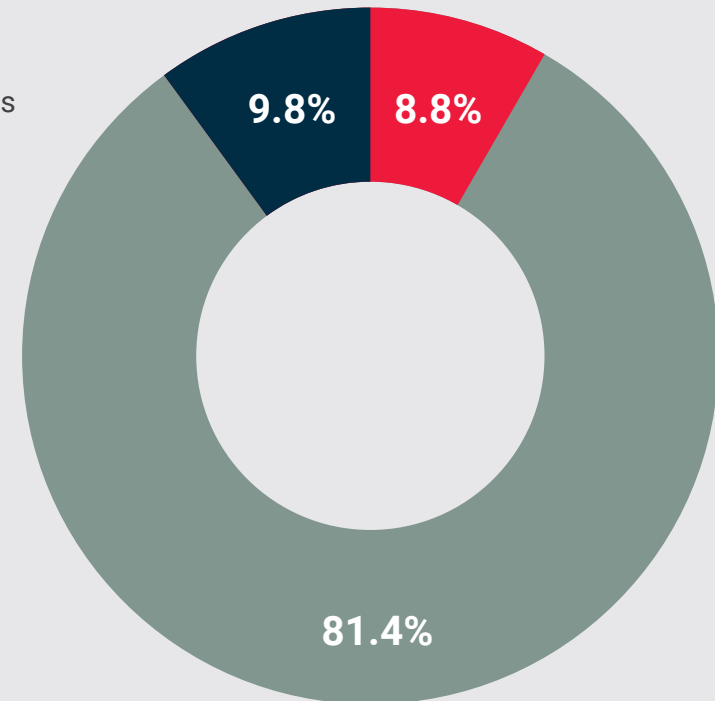


THE CASE FOR HYBRID EVENTS



In a recent survey commissioned by STB and SACEOS^[1], 91% of event organisers said they are looking to subscribe to a hybrid model. Out of those, 81% shared that they are still learning and experimenting with this new format.

Are you planning on transforming your future events into a hybrid model (i.e. physical + virtual)?



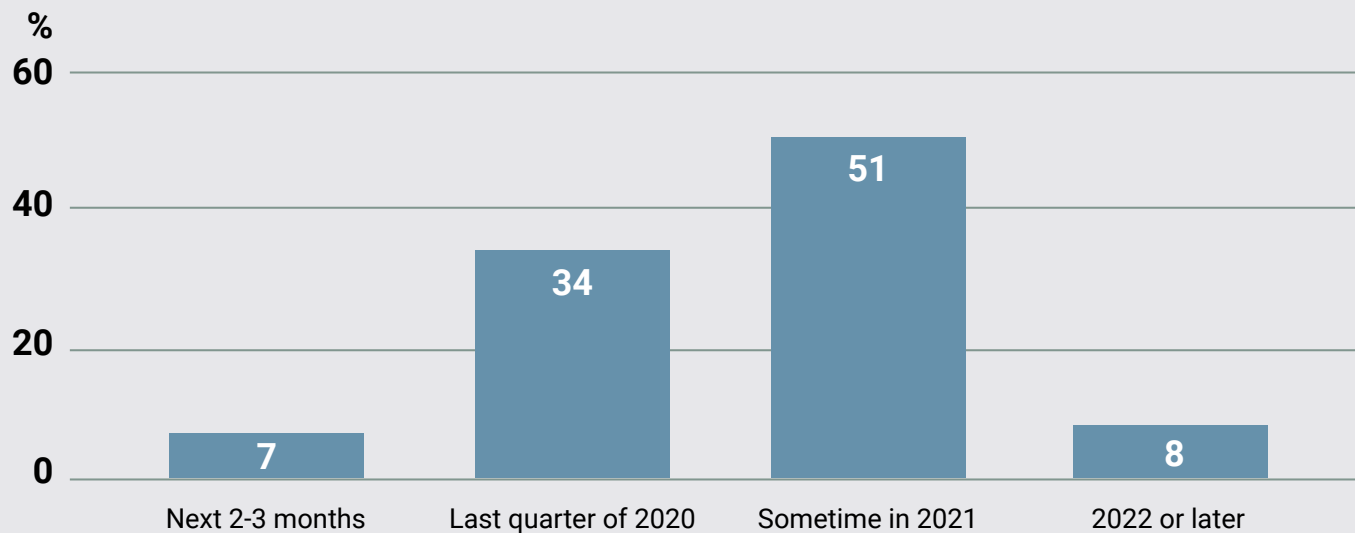
- No, I believe only in face-to-face
- Yes, but I am still learning and exploring how to get it done
- Yes, I'm ready to go

^[1] Poll conducted with audience at 2 webinars: WIT Virtual & SACEOS Igniting Virtual & Hybrid Events

THE CASE FOR HYBRID EVENTS

This learning process must be accelerated because attendees remain hesitant to gather in large numbers. According to a poll commissioned by STB in June, close to 60% of event attendees said they would feel uncomfortable attending a business event of more than 300 people before 2021.

When at the earliest would you feel comfortable attending a large business event, such as a meeting or tradeshow (over 300 pax)?



Even though this makes a compelling case for hybrid events, there is a discrepancy between the price one is willing to pay for a live event and the price one is willing to pay for a virtual event. 15% of event professionals surveyed believe that a digital event should be free, while around 76% believe that it should be less than half the price of a live event.

While it is encouraging to know that most consumers are willing to pay for online engagement, it is important to note that monetisation remains a challenge, and one that requires a creative value proposition to overcome.

BENEFITS OF HYBRIDISATION



Although nothing can replace the impact of face-to-face interactions, integrating digital tools can complement physical meetings; creating a hybrid model that offers a range of tangible benefits.

On top of that, going online offers sponsors more brand awareness and lead generation choices.



Extend the event lifetime:

With a hybrid model, your digital content can create value even after the physical event is over. For example, videos and session recordings can be made available online and accessed on-demand for a small fee - this allows you to drive new monetisation opportunities. Further brand and lead-generation options for sponsors could also be made available online.



Extend the event reach:

Virtual space increases your event reach dramatically. With hybrid events, overwhelming registration can easily be solved with virtual participation. Doing so also opens up opportunities to attract new audience segments - consumers who were not able to travel to the event can now be part of the virtual experience. Ultimately you will be able to expand your audience size at a relatively low cost.



Increase ROI:

With an increase in reach, organisers can improve the return on investment – an attractive prospect for all stakeholders. By charging a nominal fee for virtual attendance, organisers can counterbalance costs of the physical event, and potentially boost revenue. The reach achieved by digital components can be increased while decreasing the cost-per-head of the event. Moreover, when the event becomes highly scalable, it presents a variety of options for brands and sponsors.



Virtual perks:

Virtual features allow for more flexible attendee management and data mining capabilities. Once registered, attendees can be privy to an interactive and engaging digital environment that allows for actions such as one-on-one chat rooms, live Q&A forums, curated resources, interactive polling options and direct calls to action. Such fluid interactivity, without the constraints of time and space, is only possible in the digital sphere where the audience has quick access to both content and a community of peers – all from the comfort of their own home.



Interaction in such a space allows organisers to be more attuned to the tendencies and actions of their event attendees. They can track the activity of their potential prospects and event-goers to generate better-qualified leads. This results in more data-driven decisions that can inform programming, format and content for future events.

HYBRIDISATION: UNIQUE CHALLENGES & OPPORTUNITIES

Today, providing just a live stream of a physical event isn't going to cut it. Virtual event components are no longer an afterthought and must be strategically implemented to ensure online attendees have a purposeful experience.

Here are some key considerations when it comes to designing a hybrid experience.

Speakers

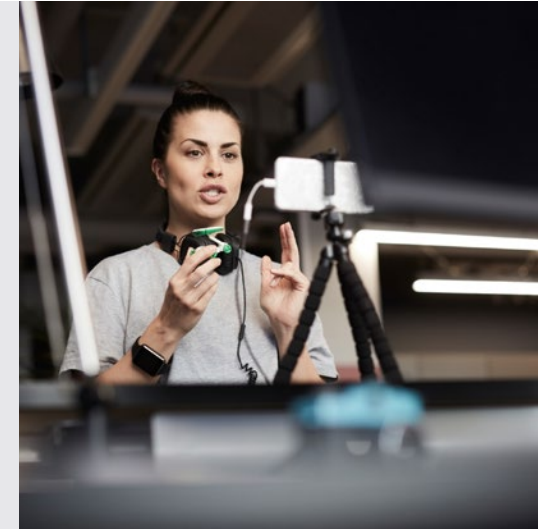
For the foreseeable future, some speakers may not be willing to travel due to safety concerns or travel restrictions. Managing remote speakers is crucial to the success of any hybrid event.

Challenges:

1. Ensuring the speaker has strong internet connectivity and that his/her technology doesn't fail during the live event.
2. Preparing a contingency plan in case remote speakers fail to turn up due to time difference or any other unforeseen circumstances.

Opportunities:

1. The inclusion of remote speakers allows the event organiser to overcome geographical barriers and scheduling clashes, potentially resulting in a wider speaker pool.
2. Remote speakers are also cost-effective as you save on travel and accommodation costs while retaining the knowledge and expertise they bring to the table.



HYBRIDISATION: UNIQUE CHALLENGES & OPPORTUNITIES



Sponsors

With the increased reach of digital platforms, hybrid events can drastically increase brand exposure opportunities for sponsors – enhancing their presence on both digital and physical fronts.

Challenges:

1. Some sponsors prefer face-to-face interaction for lead generation purposes, so it can be challenging to attract sponsors to an event with a higher proportion of virtual attendees.

Opportunities:

1. The digital component of the event allows sponsors to measure brand engagements with more precision.
2. Achieve frictionless lead generation. When a lead visits a sponsor's page or digital booth, actions like scanning the visitor's badge become obsolete, and leads are captured automatically.
3. A digital exhibition booth can be made available to attendees at all hours of the day, beyond the duration of a physical event.
4. Sponsors can set up online rooms that connect directly to attendees.



Attendees

Ultimately, attendees are the focal point of any event and curating a positive experience through both physical and digital means will be the key to success. And combining the physical and virtual worlds with creativity is essential.

Challenges:

1. Without the energy of a live experience, engaging online attendees can prove challenging.
2. Bridging the gap between attendees present physically and attendees who join virtually.
3. Deciding on the time zone to hold the event so that as many attendees as possible can attend.

Opportunities:

1. The multitude of digital features will allow for unique modes of engagement with event attendees.
2. Digital engagement is cheaper and more efficient for attendees – virtual attendees can sign in and immediately engage with your event content.
3. Eradicate the hassle of queues – thousands of people can join simultaneously without having to spend time queuing.

HYBRID EVENT ESSENTIALS



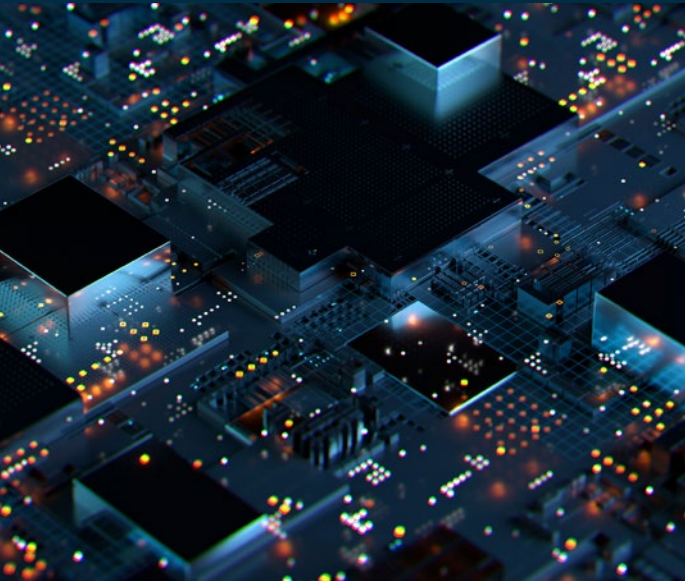
1. Integrated event management platform

An event management platform that integrates various technologies will prove critical to the success of a hybrid event. It can assist with pre-event compliance, on-site management during the event and post-event analysis.

Be sure to consider the following:

- (i) Navigable event website
- (ii) Comprehensive e-marketing strategy
- (iii) Easy pre-registration for attendees
- (iv) Exhibition service manual
- (v) Business matching systems
- (vi) Mobile apps
- (vii) Gamification
- (viii) Social networking features
- (ix) On-site registration booths
- (x) Live Q&A sessions
- (xi) Lead exchanges
- (xii) Heat maps and data analytics

Like any face-to-face event, organisers of hybrid events will need to create, connect and measure each step of the event journey to ensure successful integration of all components.



HYBRID EVENT ESSENTIALS



2. Reliable digital platforms

For a hybrid event, you technically have two venues: The physical space (hotels, ballrooms, meeting rooms, convention centres) and the digital space.

Your digital venue—better known as a Virtual Event platform—is responsible for running the virtual components of your event. It makes it easy for attendees to navigate; straightforward for organisers to build and provides metrics to measure the key data analytics of the event.

Above all, the technology used must be highly secure, capable of supporting a large volume of attendees and be built with HTML5 for easy access on any browser or device. It is important to note that some attendees may access the event remotely via their smartphones and mobile devices, so compatibility with popular mobile operating systems is definitely something to consider.



3. Streaming tools

With virtual components integrated into the event, the planner must consider the additional tools and requisite skillsets to facilitate the smooth running of virtual meetings. Such tools include, but are not limited to the following:

- (i) Audio-visual equipment
- (ii) A multi-cam set-up for dynamic visual content
- (iii) A reliable virtual platform

HYBRID EVENT ESSENTIALS



4. Cybersecurity and data protection

Event organisers and their partners must deliver a secure virtual meeting environment that is compliant with all regulatory needs and ensure all aspects of data privacy and security are met. The framework below is a broad-based set of SOPs, which extends to event organisers, event technology platform providers, IT subcontractors and any other stakeholders dealing with data:

- (i) Appropriate authentication protocols to secure meeting access.
- (ii) Storage and data security, and encryption measures.
- (iii) Methodology of information protection and concomitant sharing obligations, inclusive of any global and local regulations that may apply, such as the Personal Data Protection Act (PDPA) and General Data Protection Regulation (GDPR).
- (iv) Organisers should specifically check compliance aspects of offering solutions like lead generation or marketing services to third parties.
- (v) Obtaining the relevant rights and consent from participants.
- (vi) Authentication protocols for internet connections (WiFi or Ethernet-based).
- (vii) Fulfilling the requirement to appoint a Data Protection Officer (DPO) depending on various factors and obligations of all parties involved.

HYBRID EVENT ESSENTIALS



Event organisers must understand the privacy and security features of technology platforms in detail, and wherever required, involve internal IT teams or third-party consultants to ensure all requirements are met. Often, your event platform partner will be the best consultant and source of information with regards to cybersecurity.

In case of a data breach, prepare an action plan that outlines liabilities and stakeholder management. For additional reading and practical guidance, see the following from the Personal Data Protection Commission (PDPC) Singapore:

- (i) [PDPC's Advisories on Collection of Personal Data for Contact Tracing](#)
- (ii) [Practical guide on building secure websites and ensuring proper data governance from Cyber Security Agency \(CSA\) of Singapore and PDPC](#)



THE 3Cs OF CONTENT



CAPTIVATING CONTENT

To bring your message to life, leverage multimedia like videos and infographics. You should also use visual content such as motion graphics and animations during the event via snippets or speaker video introductions to ensure attendees remain engaged throughout the event.

On top of that, well-utilised advertising panels, logo banners and media walls with a range of content and virtual backgrounds for your hosts and speakers will grab your attendees' attention. Interactive content—such as live polls—can also make sessions more engaging and provide insights to help tailor content in real-time.

A challenge digital/hybrid events may face is that virtual attendees will be multitasking while tuning in to the event, and likely to be distracted. You can overcome this by carefully curating your content; each session should not be more than an hour — however, exceptions can be made for keynote speakers and content champions.

Shorter sessions can also be rolled out over multiple days (and be made available on-demand after) for easier content consumption.

Whether your event is live, virtual or hybrid, content is (still) king. Keep your audiences engaged with the broadcast-style format that features:



CINEMATIC CONTENT

A theatrical experience or a wow-moment is the bedrock of live events. In the digital world, this is translated into a cinematic experience.

With a plethora of cinematic content available, organisers should design content catered to the likely demographics and needs of attendees. Cinematic content should be snappy, featured prominently and updated regularly to entice constant viewings — like viral TikTok videos, informative TED talks or Netflix specials. Be sure to identify the right type and tone of cinematic content for various stages of your event.

Live sessions should also be utilised to create impactful moments that can only be experienced in-person, with a focus on creating shared and memorable moments.



COLLABORATIVE CONTENT

The appeal of a hybrid event is the ability to create a decentralised community where both attendees and speakers can collaborate and co-create. Utilising virtual break-out rooms, dedicated groups on social media, or live forums that exist beyond the parameters of the scheduled event can help to foster a collaborative spirit and generate more value for both attendees and sponsors.

THE 5 PILLARS OF HYBRIDISATION

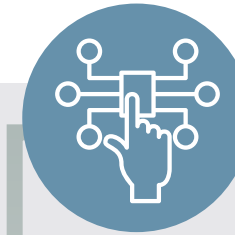


1. COMMUNITY BUILDING

Without the limits of space and time, hybrid events allow for the creation of non-localised communities that gather around a shared purpose or value. It is the responsibility of the organiser to build and nurture this virtual community, ensuring it is as inclusive as possible. Simplifying access points for some event activities and offering subtitles in webinars can help to ensure attendees feel equally part of a virtual community.

A focus on community needs (and target audience) is paramount. To allow them to voice their opinions and ideas, it's essential to co-create activities and crowdsource ideas with participants. Ask them what they want to gain from the event and find a way to deliver on those expectations.

With hybridisation, there is also an opportunity to leverage existing platforms like WhatsApp, LinkedIn, Slack or even Facebook to create sub-groups and foster ongoing collaboration.



2. DIGITAL ENGAGEMENT

Event organisers should be laser-focused on delivering the right engagement for the appropriate platform – be it physical or digital. Activities and agendas should be redesigned based on the different demands of both worlds.

While face-to-face interaction cannot be replicated, social networking can be encouraged by hosting virtual happy hours with home-delivered beverages, or games played on digital platforms.

As mentioned above, collaborative content and peer interactivity help to keep attendees engaged, as does a speaker or moderator with a certain level of charisma. Polls, Q&A sessions and gamification can also stimulate engagement (both online and offline), especially when participation is rewarded with prizes, promo codes or sponsor-backed deals.

THE 5 PILLARS OF HYBRIDISATION

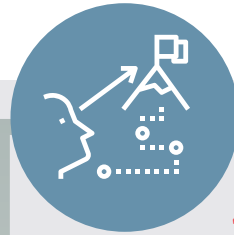


3. LEARNING OPPORTUNITIES

The ability to add value and transmit information in an easy-to-digest way is another key element; steer clear of gimmicks and hard-sell pitches. Instead, focus on providing inspirational and thought-provoking content, and make use of audience data analytics to present different perspectives, address generational gaps and create meaningful debate.

Maximise the conduciveness of the learning environment by ensuring shared content is not only digestible, but it flows seamlessly from one idea to the next. To achieve that, create a content storyboard and map it against the journey of a physical and virtual event attendee.

A central hub or content dashboard with on-demand content will also increase learning opportunities.



4. DEFINING PRACTICAL OUTCOMES

Besides running meetings and sessions on time, event organisers must also set realistic targets and delineate key takeaways. All these should contribute to an overarching purpose and goal – be it to generate business or foster knowledge exchange.

Don't be afraid to ask attendees what they want to get out of the meeting or event, and steer the content accordingly. Attendees should receive relevant and targeted recommendations over the course of the event, while sponsors and exhibitors should obtain relevant leads or gain brand exposure.



5. COMMERCE

The commercialisation of hybrid events is at a nascent stage. Event organisers should focus on creating value for attendees first (via online content or products) before finding ways to monetise.

With digital content, there is an opportunity to turn an annual event into a 365-day suite of products for a community, which will provide additional revenue streams. Other means of reaping commercial benefits are establishing ancillary revenues through online sales and the monetisation of data analytics.

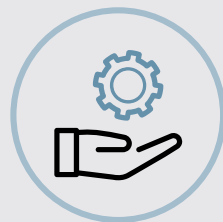
The sales approach for hybrid events should be met with new and creative marketing solutions. Most importantly, ensure that the event is executable before going into the market.

HOW TO GET STARTED



Hybrid event tech providers in singapore

A list of Singapore-based event technology companies that provide products and solutions to power hybrid events can be found at <https://saceos-irr.wixsite.com/website/hybridisation>



Government support and grants for digitalisation

There are various levels of support and grants^[1] from the Singapore Government that can help MICE and Events businesses across these areas:

- Development of innovative technology/product
- Organising events in Singapore
- Upgrade business capabilities
- Venture overseas

A summarised list can be found at <https://saceos-irr.wixsite.com/website/grants>

^[1] Out of 16 Singapore respondents, 89% of them shared that public investments are "either necessary or essential and necessary" in digitalisation (25th edition of "UFI Global Exhibition Barometer" research, July 2020).

HOW TO GET STARTED





Harnessing Technology to Emerge Stronger – 5 Key Focus Areas for a Safe, Seamless Experience


COVID-19 has accelerated the need for digital transformation^[1]. As its impact on tourism increases, businesses must adapt to emerge stronger and ready for the new normal. To help overcome the challenges, STB has identified 5 key areas that can enhance the safety and experience of visitors at physical events.


5 KEY AREAS

TECHNOLOGY/DIGITAL SOLUTIONS

- 

1. Digital Identity
Offer a complete, end-to-end profile of the visitor to enhance health and safety and the visitor experience in tandem.
- 

2. Contactless Experiences/Interactions
Transition to a touchless tourism sector and leverage technology to replace physical touchpoints where possible.
- 

3. Crowd Management
Utilise seamless admissions processes and tools that enable consumers to decide when is the best time.
- 

4. Hybrid Experiences
Integrate both physical and virtual experiences to enhance and engage visitors better digitally.
- 

5. Health And Sanitisation
Adopt a nation-wide standard and leverage data to augment premise cleanliness and management efforts.

- Visit Singapore Account (VSA)
 - Visit Singapore Pass (VSP)
- Contactless Payment & Access
 - Contactless Interactions
- Seamless Admissions
 - Real-time Monitoring
 - Predictive Models for Demand
- AR/VR
 - Blend of virtual-physical experiences
- SG Clean
 - Cleaning Tech
 - Real-time sensors/IoT

We encourage members to adopt STB’s “Learn-Test-Build” initiatives. More information can be found [here](#).

^[1] Out of 16 Singapore respondents, 63% of them shared that there is increase in investment in the area of digitalisation due to COVID-19 (25th edition of “UFI Global Exhibition Barometer” research, July 2020).

THE HYBRIDISATION CHECKLIST



PROGRAMMING

1. Curate agendas to cater to time zones of targeted regions
2. 4-6 hours of content per day is recommended, with short breaks and each session not exceeding an hour.
3. Integrate the programme with tech to create a well-rounded experience.
 - (i) Ensure frequent use of interactive tools to make sessions interactive
 - (ii) Customised agendas should allow for a combination of selected sessions, networking, group chats, virtual booth visits, etc.



THE HYBRIDISATION CHECKLIST



TECHNOLOGY, DATA AND CYBER SECURITY

1. Select Virtual Event Platform
2. Evaluate the ease of integration of data from online and offline registration
3. Select Live Video Production Tool
 - (i) This can be produced internally or outsourced
4. Select Live Streaming Tool
 - (i) Ensure live streams are accessible to your audience (e.g. audience from China, Indonesia and the Middle East may face restrictions on some popular live stream platforms)
5. Select Digital Venue (aka Virtual Event Platform)
 - (i) Evaluate the ease of use, navigation, branding, bearing in mind that this platform determines the customer experience of the digital event
 - (ii) Evaluate built-in engagement tools (e.g. chat, live Q&A), and/or the possibility to easily integrate other engagement tools
 - (iii) Ensure Service Level Agreements (SLA) or real-time support meets your requirements during the event
6. Ensure reliable and secure WiFi internet connection for participants at the physical venue
 - (i) Implement a password for your event that's restricted to participants only
 - (ii) Restrict bandwidth usage for video uploads and downloads on-site
7. Ensure dedicated wired ethernet connection of at least 10mbps speed for uploading of videos and live streaming at the venue
 - (i) Ensure internet line is segregated and relevant firewall systems are in place
8. Ensure compliance with Data Protection regulations
9. Ensure Cyber Security Testing is performed on your digital properties

THE HYBRIDISATION CHECKLIST

NETWORKING AND MATCHMAKING

1. Ensure initial participants and companies' profile creation on the event platform is done to allow the algorithms to do accurate matchmaking
2. Ensure participants are onboarded and the benefits get communicated clearly to secure a high participation rate
3. If possible, encourage audiences to sign in using social media accounts
4. Consider creating special interest groups that will enable networking in smaller groups



COMMUNITY BUILDING, INTEGRATION AND ENGAGEMENT

1. Engage participants through tools like chats, polls, Q&A and quizzes
2. Gamify the event through strategies like rewards for most active participants, voting for best questions and recognise the winners
3. Merge physical and virtual community
 - (i) Acknowledge and recognise online participants at the physical event
 - (ii) Make live polls, Q&A and quizzes available to both online and physical participants
 - (iii) Consider a virtual emcee as the voice for online participants
 - (iv) If relevant, create a chat room accessible to both online and physical participants
 - (v) If relevant, allow one-on-one video calls and chat among participants



THE HYBRIDISATION CHECKLIST



METRICS AND MEASUREMENT

1. Be sure to capture online activities and engagement.
Example:
 - (i) Participant demographics
 - (ii) Time spent
 - (iii) Attendance for specific talks
 - (iv) Number of downloads for a particular white paper
 - (v) Attendees who visited the virtual booth
2. Ensure the event platform gives relevant reports for the metrics important for your event



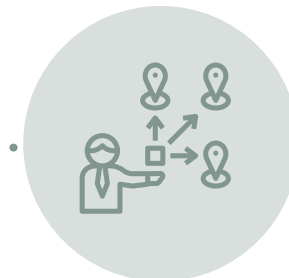
OPERATIONS

1. Onboard stakeholders (speakers, sponsors and exhibitors) at least 4-6 weeks before the event
2. Conduct training and rehearsals with stakeholders as the experience may be new to many of them and allow sufficient time for repeat rehearsals
3. Prepare a run sheet down to the minute and list all the event activities
4. Prepare contingency plans in case live streams break down; consider polls, surveys or pre-recorded videos
5. Have a clear and concise Frequently Asked Questions (FAQ) document for participants

THE HYBRIDISATION CHECKLIST

SUPPLIER/VENUE MANAGEMENT

1. Identify solution providers: a typical value chain will include venue, audio-visual (AV) production company, event platform provider, and in some cases, telco/broadband services providers
2. Space design at conventional venues (hotels, convention centres): consider layout, lighting, online and physical participant interaction. Note that hybrid venues, such as recording studios, come fully integrated with all technology and also offer space to accommodate mid-size audiences
3. Structure project team communications with internal team (Information Technology, Operations, etc.) and suppliers
4. Plan meetings to test technology and integrations
5. Adhere to the SG Clean hygiene and sanitation measures – a nationwide mark of assurance of proper sanitation and hygiene measures. Adopt technology solutions such as cleaning technology and real-time indicators to maintain health and sanitation standards



CAPABILITIES AND SKILLS



EMERGING STRONGER



Beyond creating a safe environment for live, digital and hybrid events, the long-term resilience of Singapore's MICE and Events ecosystem relies on the development and integration of new skills and abilities.

MICE and Events are a catalyst for economic recovery – they drive new knowledge and build an innovation economy; reaffirming the brand equity of Singapore as a safe, vibrant and inspiring place to meet. On top of that, MICE and Events professionals help build communities and create marketplaces for the exchange of business and ideas.

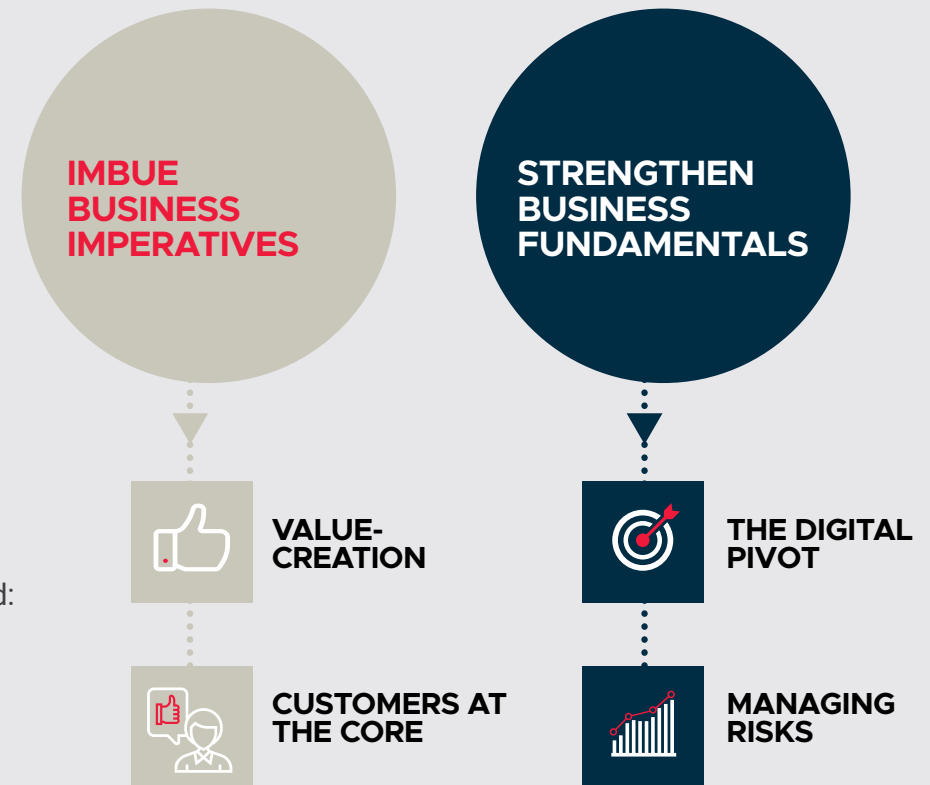
To ensure MICE and Events continue to be enablers of our economic growth, we cannot return to a business-as-usual approach once venues and borders reopen. The pandemic has changed the world and the way consumers behave – and for us to emerge stronger, so must we.

NEVER LET THIS CRISIS GO TO WASTE

This crisis has provided the opportunity for SACEOS, STB, ESG and the industry at large to come together and better appreciate how MICE and Events can be harnessed as a platform for economic, trade and business growth. In essence, this boils down to the need to continue creating value – for customers, government and industry stakeholders.

As value chains continue to shift, we must create resilience through capability and adaptability.

The first step is to re-engineer educational pathways to help instill the skills needed for future success. And that includes shifting capability and skills development away from operational and project management (which makes up the majority of tertiary education content) and focusing on the following areas instead:



NEW EDUCATIONAL PATHWAYS



Most of the existing academic curriculum for aspiring MICE and Events professionals is focused on logistics and operations – unfortunately, operational management is not a value creator.

That is why the IRR is working with various higher learning institutes and global industry associations to develop new programmes like ‘new normal’ training and certification internships and traineeships, and tertiary education.

These programmes are event-agnostic and will include:

- SG SafeEvent training and certification
- Bite-sized modules and accredited certification made available online (such as digital, broadcasting, analytics and more)
- 15-hour certifiable courses through Singapore Management University (SMU) – available from September 2020
- Courses with Singapore Polytechnic and Institute of Technical Education (ITE)
- BSc in Events Management at Singapore University of Social Sciences (SUSS)
- Internships that bring skills from adjacent industries into MICE, such as digital and broadcasting expertise



NEXT STEPS



A five-week webinar to introduce the business fundamentals mentioned earlier will soon be available to SACEOS members.

A proposed Bachelor of Science in Event Management at SUSS was recently established, and SACEOS, in partnership with STB and ESG is working closely with the Ministry of Education to ensure the curriculum is reflective of current and future working environments.

Further details on training and certification, along with corresponding government support and grants will be announced in due course.



BUSINESS MODEL INNOVATION



BUSINESS TRANSFORMATION



Uncertainty is the only certainty in a COVID-19 world. But as a resilient industry, we will be creating new roles, new rules of engagement, and new market needs so that we can better identify plausible scenarios and be better equipped for what lies ahead.

While every stakeholder in the future MICE and Events ecosystem will have different needs, factors such as customer centricity, scalability and sustainability remain integral factors across the board.

BUSINESS TRANSFORMATION

The framework below will help in assessing how organisations can capture and deliver value moving forward.

Based on the approach below, SACEOS is currently developing a methodology that will help various MICE and Event industry stakeholders chart a course for the future.

This methodology will be a step-by-step process that will allow participants to walk away with a tactical set of recommendations that can be implemented and monetised. This proprietary methodology will be rolled out in the months ahead.



EVENTS COMMUNITY NETWORK



FUTURE- FOCUSED

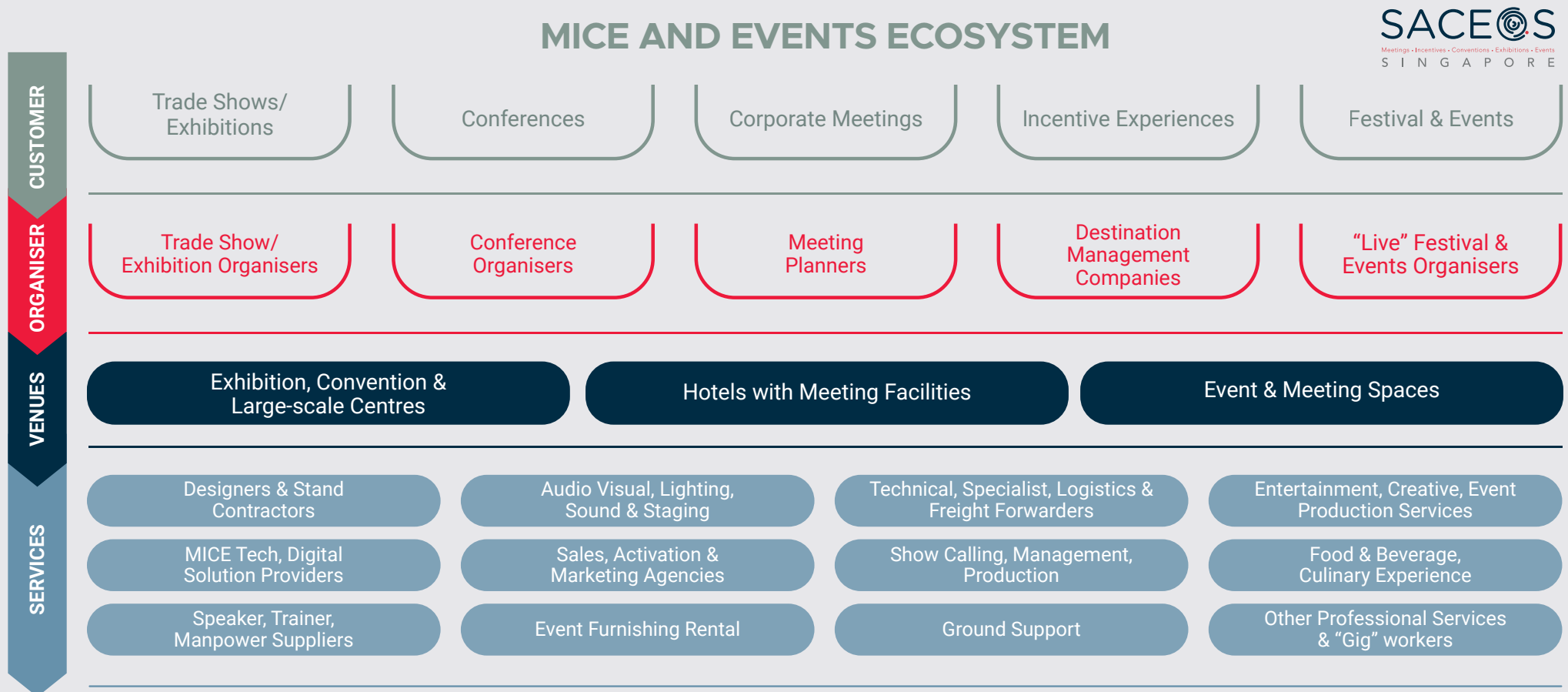


To galvanise the industry in future-proofing itself, we are also creating an Events Community Network. This is a qualified list of industry stakeholders (and corresponding SSIC codes) that will help Singapore's MICE and Events industry measure and communicate the value that we create.



FUTURE-FOCUSED

A strategic objective of the IRR is to engage the entire MICE and Events ecosystem and create a network that generates ideas exchange and business-to-business opportunities for future growth. Key industry stakeholders include:



FUTURE- FOCUSED

Similar to new business models and capabilities, the transformation of Singapore's MICE and Events industry will require the power of community and a united industry voice. We are currently collecting data to ensure future grants and training programmes are as inclusive as possible – and we need your input to make it happen.

If you feel your business could be suitably placed in the Events Community Network, please contact the SACEOS secretariat at secretariat@saceos.org.sg



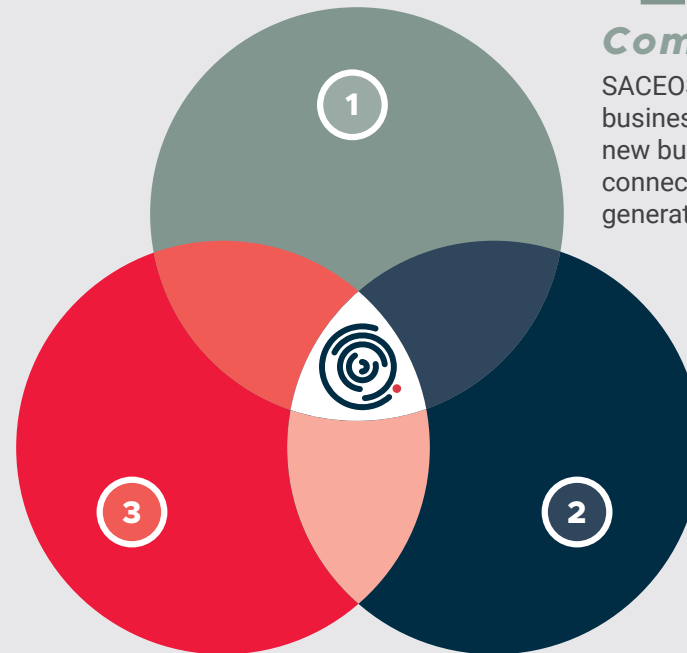
Community

SACEOS harnesses the power of communities in order to establish and empower new levels of collaboration and transformation.



Commerce

SACEOS empowers and enables business growth and cultivates new business models by connecting the industry and generating profitable outcomes.



Capability & Capacity

SACEOS builds on the enterprise and people of the MICE and Events industry to enrich with versatile skills, grow its capacities and to better address the evolving needs of the MICE and Events industry.

GLOSSARY



CSA – Cybersecurity Agency of Singapore

ESG – Enterprise Singapore

ICA – Immigration & Checkpoints Authority

MICE – Meetings, Incentives, Conventions/Conferences, Exhibitions

MOE – Ministry of Education

MOH – Ministry of Health

MOM – Ministry of Manpower

NEA – National Environment Agency

PAX – people/persons/occupants

PDPA – Personal Data Protection Act

PDPC – Personal Data Protection Commission

SACEOS – Singapore Association of Convention & Exhibition Organisers & Suppliers

SSIC – Singapore Standard Industrial Classification

SMM – Safe Management Measures

STB – Singapore Tourism Board

WHO – World Health Organisation

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ACKNOWLEDGEMENTS

The IRR has been prepared in consultation and with the support of the MICE and Events ecosystem in Singapore, including government authorities, event organisers, venues and suppliers.

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For more information: visit <http://www.saceos.org.sg/IRR>

Every effort has been made to ensure the information in this guide is accurate at the time of publication, September 2020. However, changes to the information may have occurred in the intervening time. The Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), the Singapore Tourism Board (STB) and Enterprise Singapore (ESG) shall not be held liable for any damages, losses, injuries or inconvenience arising in connection with the contents of this publication.