



G3 Partners AIPC, ICCA and UFI release “Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events - Version 2”

Amsterdam / Brussels / Paris – 15 September 2020: An increasing number of markets around the world have begun to reopen business events with varying COVID-19 protocols in place. While some cities in China are now operating full calendars, increasing number of exhibitions and live events are taking place in Europe, the Middle East and North and South America. Despite the necessity to shift to digital only events in recent months, numerous studies have shown that companies are eager to return to meeting face-to-face at live events as their preferred marketing channel to reconnect with customers and suppliers and rebuild their businesses following the pandemic.

Confidence will remain a key issue - reassuring customers and visitors that business events can be operated in a controlled environment which adheres to local regulations and policies, and which can minimize associated health risks. Early indicators from events that have been successfully held around the world support this argument and will bolster the industry as markets emerge from lockdown restrictions.

To support this, we are pleased to announce the publication of the: **“Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events – Version 2”** produced jointly by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association and UFI, the Global Association of the Exhibition Industry.

The Guide builds on the first report published in May and includes 12 mini case-studies and learnings from events which successfully took place during July and August around the world. It follows the series of COVID-19 related publications by the three associations and it is being shared with the respective memberships. It continues to support their work to create conditions and safeguards that will enable the smooth reopening of their activities while observing the needs and expectations of relevant governments and health authorities.

This Guide complements three earlier publications which were produced and distributed in March, April and May of this year:

- Good Practice Guidance to COVID-19 for Convention and Exhibition Centres
- Good Practice Guidance for the Use of Centres as Temporary Emergency Facilities
- Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events

“As demonstrated over the last few months, providing a framework and resources like this Guide are of critical importance when it comes to successfully re-opening for organised events”, said AIPC President Aloysius Arlando. “This updated version includes lessons learnt from our members across our global community and some great examples of colleagues who have successfully re-opened for business and are happy to share their experiences with the entire industry. Once again, the G3 proves its strength in collaboration to provide our communities with pertinent information and good case studies that will serve as useful references for us to move to a post-COVID world.”

“Collaboration and knowledge sharing are the most important drivers of success during challenging times. Our whole industry is built on the premise that coming together for great content and education improves organisations – it is therefore vital we demonstrate that through our own work and our own efforts to minimise the impact of COVID-19 on our sector and emerge stronger than ever. This guide highlights some of the leading ideas and success stories across our industry in recent months.



It is a reflection of hard work and perseverance in the face of real difficulties and I recommend it to colleagues around the world. In particular, the case studies show a variety of different approaches and creative ideas to ensure events continue to be a success for all involved. There is something here for everyone, no matter what role they play in the delivery of conferences, congresses and events.” said ICCA President James Rees.

“Exhibitions and indeed the entire events industry have been among the worst affected by the pandemic. One of the first industries to be shut down in March, many parts of the world are yet to open their doors again. However, getting the green light to open our doors and reopen our events is only the first hurdle we are facing. We need to reassure our visitors and customers that they can be confident in coming to our events, to meet face to face and rebuild their businesses. As a face-to-face industry we always put the safety of our visitors first, and this Guide shows the many ways that as an industry we are working to implement the very best practices to achieve that,” said Mary Larkin, UFI President, and President of Diversified Communications USA.

As with previous Guides, this latest publication has been created as a collaborative project amongst different parts of the overall industry. It has been developed through the direct, practical experiences and expertise of members that are dealing with the impacts on a day-to-day basis, and the three association Presidents acknowledged this invaluable contribution to the relevance of the content.

Following distribution, the partner associations will be scheduling an online event to facilitate the implementation of the guidance provided in this publication and to assist members in interpreting its content into local actions.

To download the guide, [click here](#)

Attachment:

- [Cover of the Good Practice Guide](#)

***About AIPC –The International Association of Convention Centres:** Founded in 1958, AIPC is a global network of some 190 leading centres in 61 countries with the active involvement of more than 900 management-level professionals. Its mission is to encourage, support and recognize excellence in convention centre management, based on the diverse experience and expertise of its international membership, and it maintains a full range of educational, research, networking and management standards programmes in order to achieve this. AIPC recognises and actively promotes the essential role of the international meetings industry in supporting economic, academic and professional development in communities where its members are located as well as enhancing global relations amongst diverse business and cultural interests world wide.*

For more information, visit www.aipc.org or contact the AIPC Secretariat at secretariat@aicpc.org

***About ICCA - the International Congress and Convention Association** - The global community and knowledge hub for the international association meetings industry: ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA represents the world's top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events, and comprises of over 1,100 member companies and organisations in almost 100 countries and territories worldwide. As of 2020 ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the “ICCA Association Community”, offering education, connections, tools and resources to associations to organise more effective meetings.*

For more information visit ICCA website www.iccaworld.org or contact us via icca@iccaworld.org.

***About UFI – The Global Association of the Exhibition Industry:** UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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