Roos Re-Imagine Event Best Practices
July 2020

Before completing the on-line event request form, please review the recommendations and best practices below to evaluate the best format for hosting your event; in person, virtual, or a hybrid model (both in person and virtual).

What qualifies as a University event?
This policy applies to all indoor and outdoor events held on University Property, as well as University-sponsored events held off University property, that involve a gathering of 10 or more people.

What actions can staff and attendees take to prevent the spread of COVID-19?
- Physical distancing
- Wearing a face mask or face covering
- Cleaning hands often
- Cleaning and disinfecting frequently touched surfaces

Physical Distancing
All persons should leave at least 6 feet of empty space to the person closest to them.

Physical Distancing Management Considerations:
- Designate separate entrances and exits for the venue
- Use signage and any other visuals which encourage and promote physical distancing
- Provide directional signage as physical distancing reminders to maintain 6 feet, and where applicable, to indicate one-way attendee traffic flow.
- Encourage proper distancing between attendees by requiring attendees to sit in every other seat and/or alternate rows of seating.
- Create floor markings designating acceptable incremental physical distancing (6 feet) on floors (i.e., registration, restrooms, etc.).
- Develop protocols for confined spaces like elevators by limiting ride capacity. (These protocols will need to be coordinated with the venue.)
- Consider physical barriers such as plexiglass or masks as options.
- Face coverings may be needed even with best attempts at physical distancing.

Registration
Increased use of technology by event organizers provides a means to minimize contact during the registration process. The use of QR codes can facilitate seamless and contactless access upon entry and exit. Additionally, digital credentials can eliminate physical badges and lanyards where appropriate and enable contact tracing. Encouraging or requiring advance online registration provides an achievable means to minimize on-site contact at a number of touchpoints. That effort combined with the reduction of contact allows visitors to enjoy a safe and enhanced experience where their time on-site is maximized for effectiveness. Considerations for registration include:

Roos Re-Imagine Event Best Practices
July 2020

- Touchless check in so as to provide 6 feet of separation
- Guests can register on-line ahead of event
- Stagger guests' arrival times
- Plexi glass separators between registration staffing and registrants
- Masks for registration check-in personnel
- Self-serve check-in counters/ mobile badge printing that attendees can print from home
- Utilize a Registration App (so attendees can self-check-in via phone)
- Mail name tags to guests ahead of time if necessary

Meeting Space
Event organizers should plan to modify the layouts of meeting & event spaces. It will be important for organizers to ensure appropriate gaps of time between use designated for sanitation.

- **Modified Layouts**
  - Limit attendance or seating capacity to allow for social distancing, or host smaller events in larger rooms.
  - Use multiple entrances and exits and discourage crowded waiting areas.
  - Block off rows or sections of seating in order to space people at least 6 feet apart.
  - Eliminate lines or queues if possible or encourage people to stay at least 6 feet apart by providing signs or other visual cues such as tape or chalk marks.
  - Prioritize outdoor activities where social distancing can be maintained as much as possible.
  - Offer online attendance options in addition to in-person attendance to help reduce the number of attendees.

The event organizer will need to determine capacity by working with the venue. Below are some examples of meeting room set up design accounting for physical distancing.

Traditional Classroom, 72 ppl
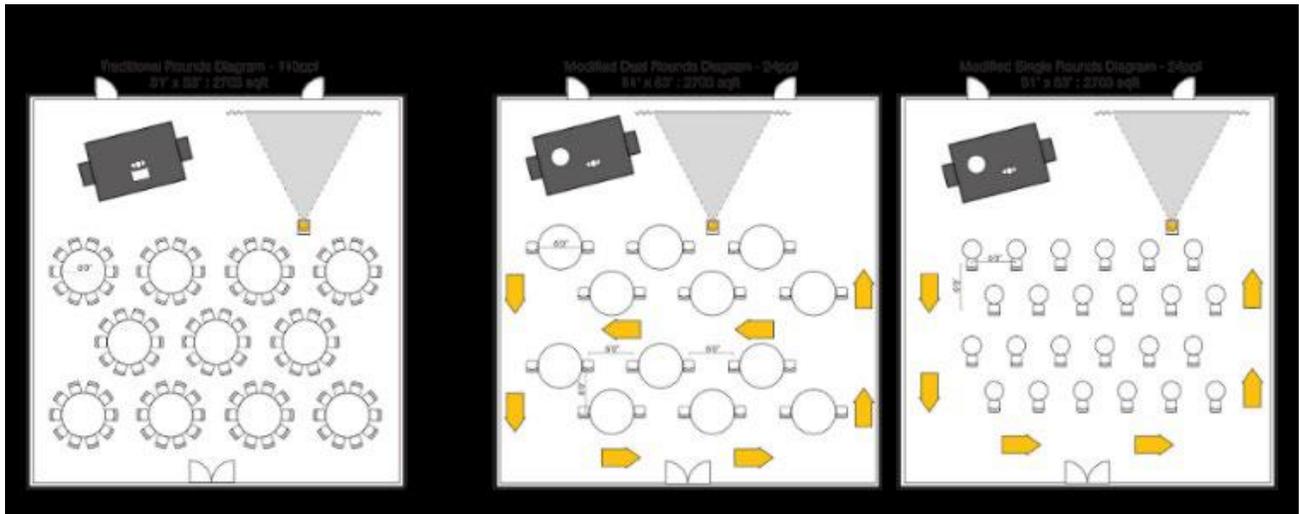
2,726 sq. ft

Modified Classroom, 24 ppl

2,726 sq. ft.
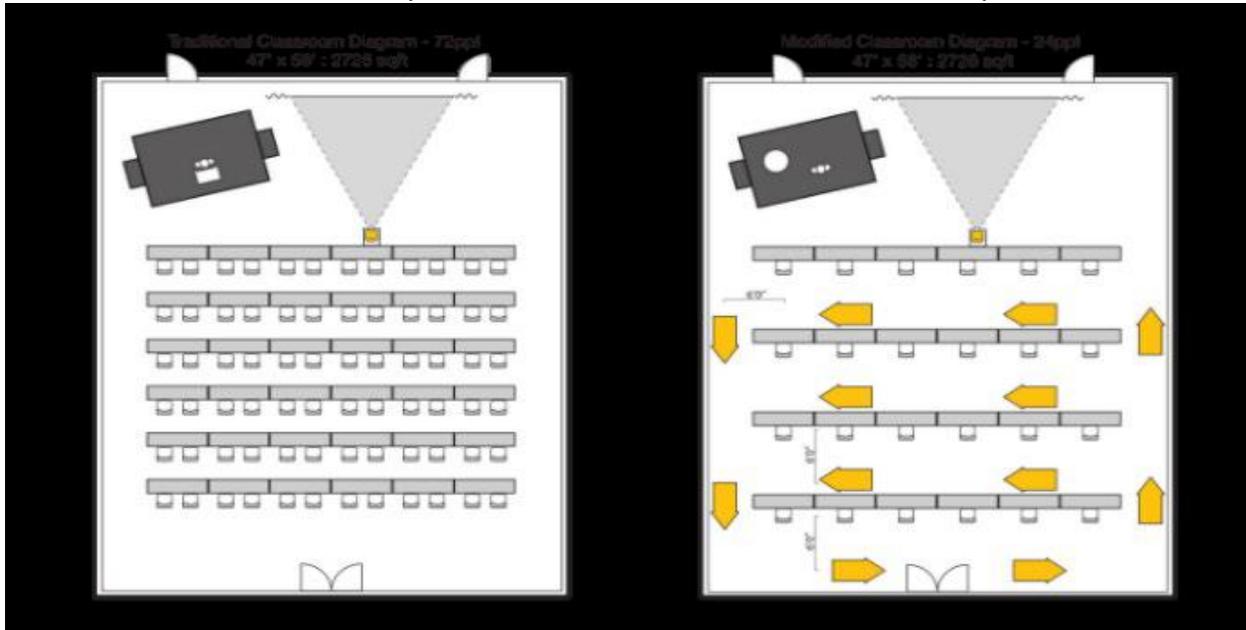
Original ballroom, 110 ppl

2,703 sq. ft.

Modified dual rounds, 24 ppl

2,703 sq. ft.

Modified single rounds, 24ppl

2,703 sq. ft.

(Images credit: PSAV)

Roos Re-Imagine Event Best Practices
July 2020

Food Service

Food safety has always been important, but the COVID-19 pandemic is making it more so. People sharing utensils and congregating around food service areas can pose a greater risk. No self-serve food or drink options, such as buffets, salad bars, and drink stations will be allowed. If food or beverage is imperative, then consider having pre-packaged boxes or bags for each attendee provided by an approved, fully licensed caterer.

- **Foodservice Hygiene:** Foodservice workers and foodservice support staff should continually wear a face covering and gloves when they are serving customers.

- **Utensils** To replace individual eating utensils, customers should be provided pre-wrapped cutlery.

- **Beverage Packaging** Self-serve drink stations can be replaced with bottled beverages.

- **Condiments** Single or personal use condiments should be utilized. Open condiment service buffets should be prohibited.

- **Separate Entry and Exit Points** Create separate entry/exit points to food and beverage areas if possible. Stagger and limit attendance times to minimize the number of guests and to allow for physical distancing.

Face Masks and Face Coverings
Face masks may be required of persons attending events. When required, face masks or face coverings shall be worn whenever people are within 6 feet due to COVID-19 being spread through respiratory droplets, according to the CDC. The face mask is intended to prevent the spread of germs. To encourage compliance, post signage throughout the venue that informs all stakeholders of processes.

Hand Sanitizers
Position hand sanitizer stations at key locations throughout the event, including, but not limited to, restrooms, food and beverage area(s), meeting rooms, entrances and exits. In addition, regular hand washing should be encouraged; world and country health organizations recommend alcohol-based hand sanitizers to prevent the spread of infections and decrease the risk of getting sick. Hand sanitizers should have at least 60% alcohol content to be effective.

Roos Re-Imagine Event Best Practices
July 2020

Pre-Event Messaging
Messaging in advance of the event should communicate relevant information, including updates from global and local health authorities, hygiene briefings, health protection measures, and event admission policies. By communicating to attendees in advance, event organizers will set proper expectations, especially in regard to updated or new policies.
Educate all staff, attendees, vendors and suppliers of the following:
- Understanding the impacts of COVID-19 on the general public
- The importance of social distancing, hand washing and face coverings
- Communicate clearly and openly as to how and when attendees will be notified.
- Staying home when you are sick
- Avoiding contact with people who are sick

Useful Links:

CDC Mass Gatherings Guidelines: https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/considerations-for-events-gatherings.html

KCMO Guidelines: https://www.kcmo.gov/city-hall/departments/health/coronavirus

Content Contributors:

International Association of Exhibitions and Events (IAEE)

PSAV

Center for Disease Control