



VISIONARY

BEST PRACTICES FOR SAFELY NAVIGATING THE COVID-19 PANDEMIC

ADJUSTING TO THE NEW NORMAL.

As we continue to navigate through this pandemic and look towards the return of events, the safety and health of our staff, clients, and consumers is top of mind.

We have carefully developed precautionary measures and safety procedures to ensure the pre-planning and onsite execution of all events and experiential activations is handled responsibly.

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A large, stylized number '1' is rendered in a light blue outline. A purple scribble, consisting of several overlapping, curved lines, is drawn over the middle of the '1'.

*PRE-
PRODUCTION*



SAFETY FROM THE GROUND UP

It's not just the on-site experience that we've got to address when creating a safe environment to work, live, and play. Safety starts in our offices, meetings, and ways of conducting day to day business long before the event's gates open.

OFFICE POLICIES

This responsibility starts with us.

Once our office reopens and we return to the workplace, a new set of rules and precautionary measures will be put into place to support the wellbeing of our staff and ensure we are operating safely on a daily basis.

HEALTH MONITORING

- Daily temperature screenings
- Flexible work-from-home allowance

MODIFIED WORKSTATIONS & COMMON AREAS

- Safe spacing between desks
- Reduced seating in conference rooms
- Sneeze guards or plexi barriers
- Dedicated entrances and exits

HYGIENE GUIDELINES

- Hand-washing reminder signage
- Floor decals indicating safe distances
- Respiratory etiquette signage

ENHANCED CLEANING & PROTECTIVE EQUIPMENT

- Increased frequency of daytime cleaning and sanitation
- Expanded availability of hand sanitizer, soap, tissues, and disinfectant wipes or sprays
- Provision of single-use cutlery and dishware
- Required use of face coverings

CLIENT MEETINGS

During the planning stages, operations will continue normally with frequent calls and emails.

Virtual meetings will be prioritized, but if an in-person meeting is required, here are some precautionary measures to keep all parties safe in the process.

ARRIVING & CHECKING IN

- Contactless check in via email
- Notifications on when to safely enter the office
- Dedicated entrance and exit
- Required hand-washing prior to meeting start

PHYSICAL DISTANCING

- Pre-distanced seating in conference rooms with reduced capacity
- Table and floor decals indicating safe distances
- Optional plexi barriers between attendees

ENHANCED SANITATION & PROTECTIVE EQUIPMENT

- Thorough disinfection of surfaces and seating before and after each meeting
- Availability of hand sanitizer, tissues, and alcohol wipes in every room
- Required use of face coverings

FOOD & BEVERAGES

- Pre-distanced seating in conference rooms with reduced capacity
- Table and floor decals indicating safe distances
- Optional plexi barriers between attendees

SITE VISITS

Virtual tours and informational documents will be prioritized to minimize the need for in-person site visits.

For necessary in-person site visits, staff will be limited to core team members and when possible visits will be staggered to keep the group's size to a minimum.

MANDATORY PPE

- Required use of PPE including masks and gloves for the duration of the site visit
- Availability of extra gloves, masks, and hand sanitizer

STAFF PROTOCOL

- Required to maintain 6' or more distance
- Mandatory to keep all personal belongings (i.e. backpacks, measuring tapes, etc.) on their body at all times

STAGGERED VISITS

- Visits to be capped at a maximum of 3-5 staff when possible
- If more staff is needed for the scout, staffers will take turns entering the venue property

CLIENT DOCUMENTS

- Digital only documents (layouts, key venue docs, etc.) to mitigate person-to-person hand-offs

PRE-EVENT MESSAGING

Everyone will play a part in creating a safe environment at live events by complying with necessary health and safety measures.

Messaging and discussing new rules and onsite procedures beforehand is an important step in the process to prevent infection.

VENUE ASSESSMENT

- Share health and safety plan with venue, developed around event footprint, capacity, ingress and egress allowance

VENDOR BRIEFINGS

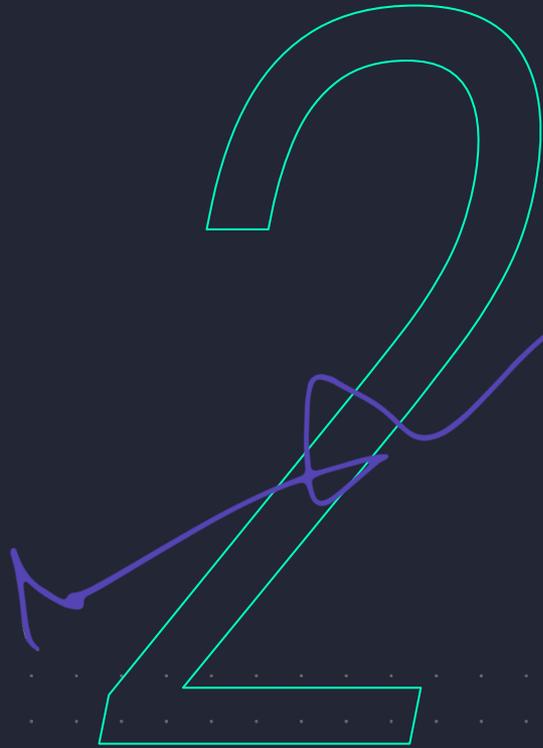
- Review and approve each vendor's precautionary plan
- Brief all working staff on health onsite rules and expectations
- Require signed documentation that all working staff will comply with rules

GUEST COMMUNICATION

- Inform guests via preferred method of the safety precautions and protocols to expect while onsite
- Message necessary PPE or requirements to enter or attend the event

MESSAGING OPPORTUNITIES

- Visionary can provide creation of copy, visuals and/or artwork for various methods of guest communication pre-event, including websites, social media apps, mobile apps, and emails



2 **ONSITE
EVENT SAFETY**

ONSITE EVENT SAFETY

We will work closely with you to develop a specific health and safety plan to ensure all foreseeable health risks are mitigated onsite and to manage budget implications.

This new step in the planning process will be essential to implement the necessary protocols for infection prevention while minimizing disruption of your event.

Our scalable and standard set of health and safety measures was developed with three key principles in mind.



SPACE

Modifying plans to accommodate for safe personal space and physical distancing



CLEANLINESS

Enhancing cleaning measures and increasing the availability of sanitization products



COMMUNICATION

Sharing information and visible reminders to keep those in attendance safe and at ease

To help ensure the safety and wellbeing of working staff and attendees onsite, we will implement two new and essential event elements.

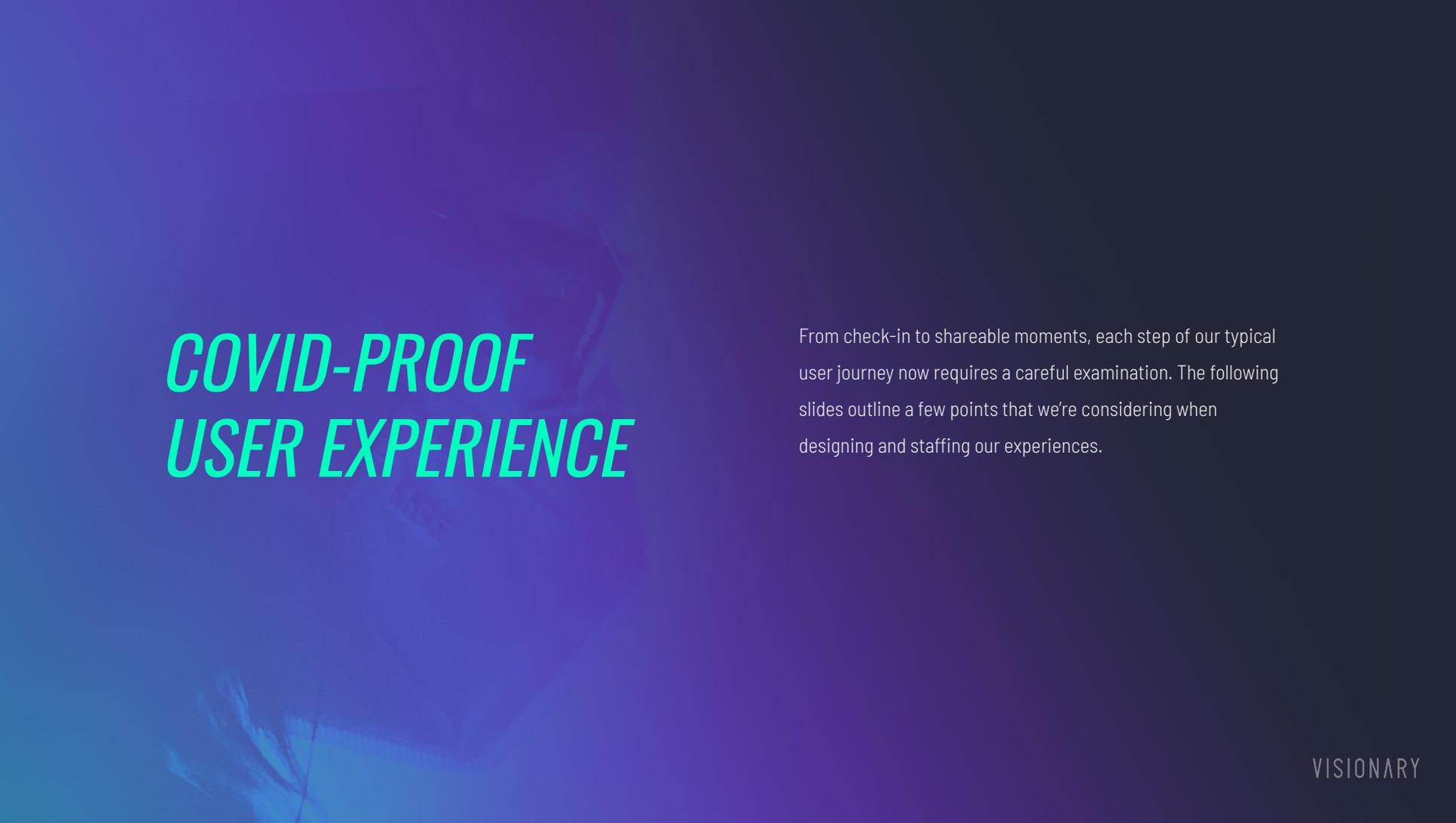
HEALTH & SAFETY COORDINATOR

Our project team for each event will include a new role dedicated to planning, monitoring and overseeing health and safety protocols onsite.

This role will be responsible for things like monitoring temperature screenings, ensuring necessary PPE is worn and distributed, and enforcing onsite safety protocols.

INFECTION PREVENTION TOOLKIT

For all events, we will prepare a customizable toolkit that includes an allotment of necessary sanitization products, personal protective equipment, cleaning products, and health and first-aid tools for use during load-in, live event hours, and load-out.

A person wearing a white protective suit and mask, standing in a dark environment. The person is wearing a full-body white protective suit, including a hood and gloves. They are also wearing a white face mask. The background is dark and indistinct.

COVID-PROOF USER EXPERIENCE

From check-in to shareable moments, each step of our typical user journey now requires a careful examination. The following slides outline a few points that we're considering when designing and staffing our experiences.



REGISTRATION & CHECK-IN

All event tickets and RSVPs will be digital, with options like QR codes that can be scanned by staff at arrivals, allowing for a completely contactless check-in process.

Check-in staff will be separated from guests by plexiglass, while floor decals throughout the queue will indicate safe distances between guests.

When possible, guest arrival times will be staggered to help prevent overcrowding.



VENDORS AND ONSITE STAFF

We will require all vendors to provide a complete list of working staff. Project teams will review and approve vendor-specific safety precautions, as well as hold briefings to inform them of the health and safety measures onsite.

Signed documentation will be required by all vendors to ensure they have read and agreed to follow all protocols.



LOAD IN & LOAD OUT

Staff, crew and vendors will be required to wear a mask and gloves for the duration of load in and load out.

Vendor load in times will be staggered to alleviate the amount of people on site and in loading areas at once.

All will be required to self-monitor health conditions and will not be permitted if they have a fever or any flu-like symptoms.



TEMPERATURE SCREENING

Temperature screenings will be mandatory for all staff and vendors, and optional for event guests before entering the event space or venue.

Temperatures will be taken with a non-touch thermometer. Anyone who results in a temperature over 100.4°F will be asked to step aside, where their temperature will be taken once more. If the temperature is confirmed, they will be asked to return home.



GUEST CAPACITY

Overall capacity will be determined by the available space within the event's footprint while considering your attendance goals.

A 60% capacity is recommended to allow sufficient space between guests, pending the quantity of activations, seating areas and line queues.



SECURITY

When necessary, security wands or walkthrough detectors will be used to avoid person-to-person contact during security checks.

If bag checks are required, it is recommended to pre-message to guests that small items can be placed in a clear plastic bag to avoid having security touch any items directly.

All security personnel will be required to wear PPE, utilize hand sanitizer, and wash hands at least once every hour.



HYGIENE GUIDELINES SIGNAGE

Prior to the event, we recommend contacting guests to share the health and safety measures that will be in effect. We can work with you to design and develop this messaging for various platforms, including websites, emails, and social media apps.

Physical signage and wayfinding will be placed throughout the event footprint as a friendly reminder for guests to follow the health and safety protocols.



BOH RESTRICTIONS

BOH space will be restricted for essential staff and our clients. Pending the size of the space, capacity will be limited to allow a safe physical distance between anyone seated inside.

Staff and crew meals will take place in a separate area to keep a safe amount of space in BOH. Meal breaks will be staggered to alleviate overcrowding of staff in one space.



RESTROOMS & HAND-WASHING STATIONS

If budget allows, attendants will be placed outside of restrooms to limit capacity. Restrooms will be cleaned and disinfected frequently and equipped with both hand soap and hand sanitizer. Hygiene guideline signage will be placed throughout as a reminder to all guests and staff.

For outdoor venues or event spaces with limited restrooms, we can install hand-washing stations throughout the footprint to ensure guests and staff have the opportunity to disinfect their hands at any time.



DEDICATED ENTRANCES & EXITS

When possible, there will be designated separate routes for entry and exit into the event space or venue to help maintain physical distancing and lessen the instances of people closely passing each other.

Dedicated entrance and exit points will allow our onsite staff to manage overall headcount and ensure the safety of all in attendance.



FOOD & BEVERAGE

Pre-packaged F&B will be prioritized to minimize contact and contamination.

Food stations and bars will be managed by staff members wearing appropriate PPE to ensure cleanliness is maintained throughout the live event. F&B will be served by staff and guests will be provided with single-use cutlery and dishware.

All onsite catering kitchens will require a functioning sink with running water to ensure food service staff are properly able to sanitize between food handling and any interactions with guests.



LINE QUEUES

All line queues will include physical distance guidance markers through the use of stanchions and stanchion toppers, floor decals, or other printed signage.

If needed based on the type of event, we will establish directional routes and passageways for foot traffic to avoid overcrowding and eliminate any cross-traffic during the live event.



ENHANCED SANITATION & CLEANING

The frequency of cleaning will increase to ensure all surfaces and high-traffic areas are consistently sanitized and disinfected throughout load-in, event hours, and load-out.

During live hours, cleaning will discreetly take place frequently with alcohol-based or EPA-approved products. Vendors or brand ambassadors managing specific activation areas will be required to sanitize between guests.



REQUIRED PPE

The use of a face covering or mask will be mandatory for any working staff and vendors onsite. Gloves will be required for any food handling, crew members, and any necessary vendors for the duration of the event.

Depending on guidelines recommended by the CDC and local government at the time of event, we can require and/or provide PPE to all guests who attend.

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*SAMPLE
EVENT LAYOUTS*



FLOORPLAN: WE'RE GOING FOR DISTANCE.

The following slides illustrate a few solutions to how we might solve the puzzle of throughput vs safety. Designed for various scenarios, like red carpet experiences or brand activations, we're at the ready to build flexible user journeys that work for the new normal.

FILM & SERIES PREMIERES: RED CARPET

STAGGERED ARRIVAL TIMES

Predesignate arrival times for all guests to ensure limited capacity upon entry. Install key floor decals throughout lines to identify 6' of distance between each person.

DIGITAL TICKETS ONLY

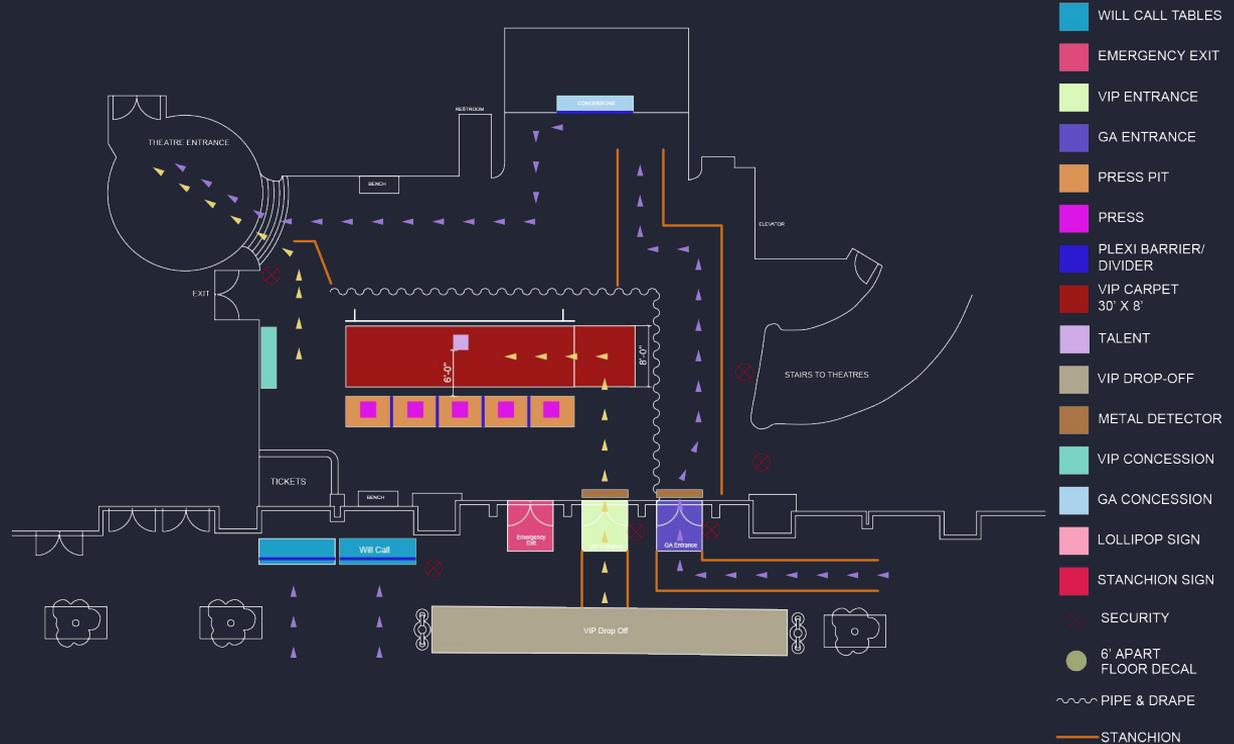
Implement digital only tickets to ensure a contactless check-in process. All digital tickets will be emailed directly to the guest and will need to be presented upon arrival.

LIMITED PRESS PIT

Reduce and limit the number of press allowed in pit and install dividers to ensure safe distance is maintained.

PRE-PACKAGED CONCESSIONS

All concessions will be pre-packaged for giveaways to limit contact with service staff and expedite flow to avoid any bottle neck.



FILM & SERIES PREMIERES: THEATER

REDUCED CAPACITY

Limit the amount of invited guests with a reduced capacity based on current local guidelines.

SEATING PLAN

Seats will be preassigned by groups (with up to 8 people). Each group will be safely seated at a minimum of 6' of distance away from any other group. Ushers will seat guests starting from the back of the theater prior to the front along with the middle of the rows before the ends to avoid any crossovers. Guests are to remain in their seats until an Usher dismisses their group to exit the theater.

DEEP CLEANING & SANITIZATION

The entire theater and each seat will be deep cleaned prior to guests entering the space using EPA and alcohol based products for thorough sanitization.



AFTER PARTIES OR BRAND ACTIVATIONS

GUIDED USER JOURNEY

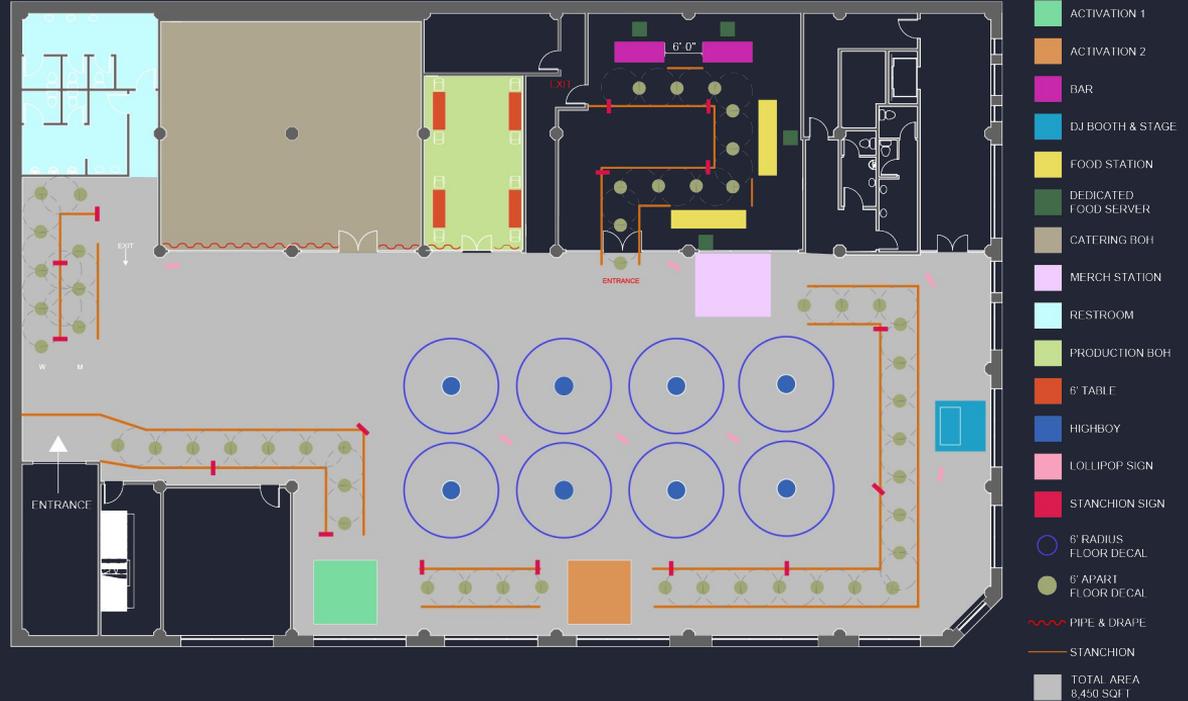
Guests will follow a predetermined guided user journey to ensure everyone maintains a safe 6' of distance at all times. BAs will be stationed to guide guests from activation to activation until guests have gone through all experiences.

SERVICED F&B STATIONS

When possible, F&B will be presented via serviced food stations by catering staff with no self-serve option. If possible, pre-packaged foods for easy grab & go will be encouraged. There will be one-way flow to ensure guests avoid contact with one another.

SAFETY SIGNAGE

As with all other events, safety signage will be installed throughout the space as reminders to maintain safe physical distance, respiratory etiquette, etc.



4

*POST-
PRODUCTION*



PACKING UP SAFELY AND EFFICIENTLY.

Storage and disposal are key to maintaining a responsible and safe environment for both guests and colleagues. Throughout the post-event process, we'll incorporate safety equipment and responsible practices to ensure wellness for all.

We'll make sure that safety is top of mind across each step of the post-event process.

INVENTORY & STORAGE

- Assets properly inventoried, wrapped, and palletized for storage
- Staff required to wear proper PPE including face masks and gloves when handling assets
- Temperature checks prior to any staff entering storage facility
- Any asset-pull requests will need at least 48 hours of notice to ensure limited amount of staff present in storage area

DISPOSAL PROCESS

- Staff required to wear proper PPE including face masks and gloves when handling assets
- Staff to get temperature checked prior to entering facility



*THANK
YOU*