



## ASM GLOBAL VENUESHIELD PLAN

**ASM** Global, the operator of major venues and centres in Australia and across the world, has announced the deployment of a new environmental hygiene protocol at its more than 325 facilities worldwide.

In Australasia the group's operations encompass ICC Sydney, Brisbane Convention & Exhibition Centre, Darwin Convention Centre, Te Pae Christchurch and the Cairns Convention Centre as well as Sydney's Qudos Bank Arena, Brisbane Entertainment Centre, Newcastle Entertainment Centre and RAC Arena in Perth.

The new program, dubbed "VenueShield" aims to provide the "highest levels of cleanliness and safety, while inspiring consumer confidence, all in partnership with leading medical professionals, industry experts and public health



officials," the company said.

VenueShield protocols will vary based on the type of facility, and will be further customised for each unique location while providing the "most advanced hygienic safeguards" for ASM Global's clients, guests, staff, teams, talent and other visitors.

"We realise that each of our venues across the globe are economic engines for their respective communities, representing local tax revenues, travel revenues and jobs," said

CEO Bob Newman (pictured).

"We look forward to reopening these local and regional economic foundations, stimulating local economies and again delivering the entertainment experience that has defined us for decades."

The measures will explore the use of personal protective equipment, food safety measures, air quality control, surface cleaning, social distancing, temperature checks, thermal cameras, hand sanitisers, reduced touch points, contactless transactions and ongoing monitoring systems.

A dedicated task force will implement the protocols, which will be facilitated through consultations with health officials, subject matter experts and industry leaders in the areas of industrial hygiene, sanitisation and fulfilment.

Today's issue of **BEN**

*Business Events News* today has two pages of news.

### Exhibitions Day

**GLOBAL** Exhibitions Day will be celebrated by the Exhibition and Event Association of Australia (EEAA) on Wed 03 Jun in a virtual event conducted in partnership with ICC Sydney.

The worldwide webinar aims to shine a lens on the importance of the global exhibition industry as a business platform, whether it be virtual, face-to-face or a combination of both.

International speakers, panel discussions and live Q&A sessions will be featured, with further details expected to be unveiled in the coming days.



# LISTEN TO OUR NEW PODCAST!

Catch up on the latest headlines by listening to our new podcast, **News on the Fly!**

AVAILABLE NOW

Search for 'Travel Daily - News on the Fly' on your preferred listening app

**CLICK HERE FOR DETAILS**

Travel Daily 



Want to plan your next escape? Check out our weekly magazine, *keep dreaming...*

Travel & Cruise Weekly



**THE** world's tallest building is set to be transformed into a gigantic donations indicator, under a charity initiative aiming to raise awareness of coronavirus-hit communities across the United Arab Emirates.

The 828m-tall Burj Khalifa in Dubai has 1.2 million LED lights on its facade - and they'll be turned on one at a time to recognise gifts as part of a campaign to provide 10 million meals to low-income people.

An LED will be illuminated for every 10 dirham (A\$3.50) gift, each representing a meal, making the Burj Khalifa "the world's tallest donation box".

The initiative comes during Ramadan, the month of self-denial which urges prayer and charity for Muslims.

## NT COVID relaxations

**THE** Northern Territory Government has issued new community health orders which now permit indoor gatherings of up to 10 people, as well as no limit on numbers for outdoor gatherings as long as social distancing is maintained.

Kakadu and Uluru remain closed, with the eased restrictions the first of a staged process which aims to see business return to normal by 05 Jun 2020 for any organisation with a COVID-19 Safety Plan.

## AACB pipeline

**THE** Association of Australian Convention Bureaux (AACB) has highlighted "strong forward pipelines" of major venues across the country, providing some encouragement for the sector in the face of this year's bushfires and the COVID-19 pandemic.

Prior to the dual industry shocks, AACB members had secured 368 international business events for Australia, with a whopping 400,000 delegates expected to contribute \$1.2 billion to the economy by 2027.

A further 270 bids in the pipeline are forecast to bring in a further \$700 million in delegate spend.

However in the current situation, with business events in the short term largely postponed, convention bureaux are re-imagining their destinations and "focusing on everything they can do to get global meetings and incentives back as soon as travel and gathering restrictions are lifted," said AACB CEO Andrew Hiebl.

He said his members were closely collaborating with event organisers, hotels, venues and service providers, saying "as restrictions are eased and delegate health requirements become the focus, all industries will need to adapt to a new normal" - see [aacb.org.au](http://aacb.org.au).

## SHOWTIME GOES ONLINE

**SHOWTIME** Events has taken what it normally does best within venues into cyberspace instead, with the company quickly investing in a new approach to taking events online when COVID-19 disrupted the world.

The company's General Manager, Brad Dabbs (pictured) said "we knew pretty early on that focusing on a return to normal was not going to be the best approach.

"Things may never go back to what we once called normal.

"This disruption to our industry allowed us to look at what we could be doing differently in the future," Dabbs said.

Initiatives included the setup of a new production studio allowing events to be streamed online, as well as the ability to order catering for delivery to all event attendees.

Showtime also developed a range of curated experiences focused on keeping event attendees connected, including exercises to work the brain, physical activity and encourage creativity - such as cooking master classes, trivia, mindfulness sessions and even Amazing Race challenges.

"We really took the approach that what we do in a venue can be done at any place..

"There was no reason why we couldn't still be a full service



event caterer and organise an event that is streamed online, facilitated with speakers, entertainers and a range of activities," Dabbs said.

He said that for example the requirement to have all attendees in a single room for a keynote presentation may not be possible in the immediate future, and meeting organisers will now start to consider holding the same event across multiple locations.

Last week Showtime Event Group ran an online event with the EA Institute for Admin Professionals Day, with more than 500 registered attendees including keynotes, break out rooms and entertainment across the four hour event.

The company's entire portfolio of venues was closed in late Mar, with over 150 events postponed due to COVID-19.