

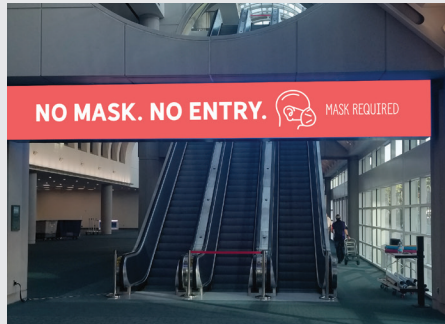


# DIGITAL SIGNAGE for SAFER EVENTS

**Digital messaging should be an essential element of any event safety plan.** The unparalleled reach of digital signage, real-time updates, multiple messaging capability and flexibility make it a key component to quickly share vital health and safety information necessary to keep guest and attendees safe. Digital signage can also play a prominent role in disseminating safety guidelines, cleaning and sanitation measures, facility navigation / directions, que management and live event broadcast keeping people informed and improving guest and attendee confidence. Digital signage has been listed in many of the guidelines and recommendations for safe events.



Digital signage provides guests and attendees real-time safety information absolutely necessary to keep guests and attendees safe.



Digital signage used to circulate essential information to event attendees and guests including: important information about face coverings, communication of both security and prevention measures, messaging about symptoms of COVID-19, information on how to protect yourself and others and reminders to wash / sterilize your hands.



Digital signage used for facility navigation and queue management to control and ensure safe attendee traffic.



Digital signage is a great way to space out events to follow social distancing guidelines. Use digital signage to create viewing areas when event spaces reach capacity.

## INTERNATIONAL ASSOCIATION OF CONFERENCE CENTRES (IACC):

- Front of the House Signage. There will be health and hygiene reminders throughout the property including the proper way to wear, handle and dispose of masks. Electronic signs will also be used for messaging and communication.

## US TRAVEL ASSOCIATION GUIDELINES:

- Signage communicating COVID-19 symptoms

## WORLD HEALTH ORGANIZATION:

Disseminating key messages in line with national health policies, including:

- Visual reminders on basic preventive measures, especially physical distancing, respiratory/cough etiquette, and hand hygiene practices
- Visual reminders on action and steps to be followed by people developing symptoms of COVID-19
- Visual reminders on recommended/required use of face masks and other personal protective equipment (PPE)

## CDC GUIDELINE FOR EVENTS:

- Update and distribute timely and accurate emergency communication information.
- Identify and address potential language, cultural, and disability barriers associated with communicating COVID-19 information to event staff and participants.

**CONTACT DIGITAL CONVENTIONS ABOUT OUR  
EVENT SAFETY PACKAGE AND OTHER DIGITAL SIGNAGE PACKAGES**

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