



PREPAREDNESS, PREVENTION & RESPONSE PLAN

 **Connecting Point**
MARKETING GROUP

A part of  EMERALD

PARTNERS IN THE DESIGN OF YOUR SUCCESS: CPMG'S COMMITMENT TO RECONNECT



With a changing world comes great opportunity to learn, to innovate, and to forge our industries forward with great ideas and great partners.

Throughout the COVID-19 pandemic, our focus at Connecting Point has been on the **health and safety** of our customers, our team and our communities. In preparing for reopening our events, we have developed a **preparedness, prevention** and **response plan** designed to welcome you back.

This plan is a comprehensive, multi-layered approach that is fluid and will continue to evolve based on guidance issued by the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC), and federal, state, and local governments. Connecting Point's preparedness, prevention and response plan is our commitment to providing **assurance and confidence** that our events have your health and safety as our number one priority.



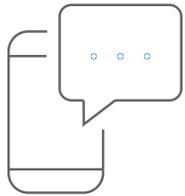
COLLABORATIVE APPROACH

Connecting Point has formed a cross-functional **Response Team** responsible for reviewing, monitoring and implementing onsite health and safety guidelines. Members of this team include internal **Operations Leads, Event Management** and **Executive Leadership**. In addition, we have partnered with facility venue management teams, key vendors, and local and state entities to continue evolving and adapting all necessary safety standards and protocols for our Events/industry.



SCOPE OF PREPAREDNESS, PREVENTION AND RESPONSE PLAN

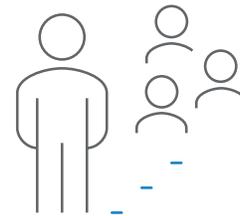
- Event Planning Phase and Protocol
- Onsite Event Protocol



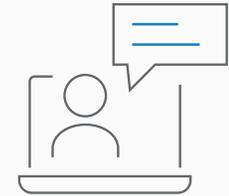
Communication



**General Cleaning,
Sanitation
and Disinfection**



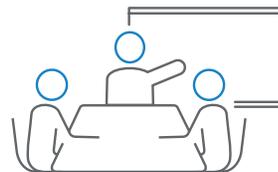
**Personal Protection
and Social Density**



**Registration
Areas**



**One-on-One
Area**



Boardrooms



**Food and
Beverage Safety**



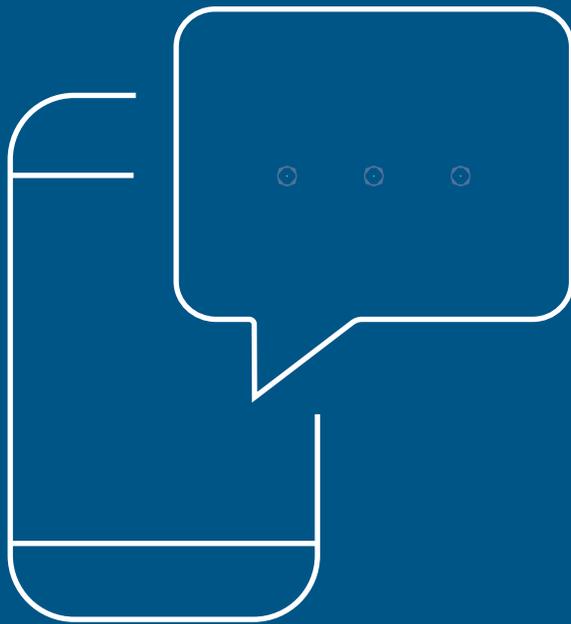
**Emergency
Protocol**

EVENT PLANNING PHASE AND PROTOCOL

- A **comprehensive risk assessment** has been conducted for each Event and is being reviewed and updated regularly.
- Each Event will **communicate specific health, safety and Event specific information** via its Event website portals, social media channels and email before attendees arrive; and while onsite.



Communication



- ✓ Connecting Point's Response Team will have regular check-ins with state and local public health officials and other area agencies for daily updates and additional guidance.
- ✓ Communication reminders regarding health, safety and physical distancing and cleaning will be provided through each Event's mobile app and portal.

General Cleaning, Sanitation and Disinfection:



- ✓ We are committed to meet and exceed all cleaning protocol as outlined by each Event venue. As a result, we will be working with each Event venue to ensure daily, heightened cleaning and sanitizing regimens of all public spaces and meeting rooms.
- ✓ We will work with our Event venue partners to implement the GBAC STAR™ venue accreditation program, where applicable and/or other applicable cleaning, disinfection and infectious disease prevention.
- ✓ Trash will be removed from the meeting rooms and One-on-One area with greater frequency.
- ✓ Hand sanitizer stations will be positioned at key locations throughout each Event venue, encouraging regular use by all Event attendees.
- ✓ We will create and install highly visible signage related to health and safety protocols that will be strategically placed throughout each Event venue to reinforce safety precautions.

Personal Protection and Social Density Protocol



We recommend that all Event attendees and team wear face masks at all times and maintain appropriate social distances. Face masks will be required if mandated by government regulations.

We will work with each Event venue to develop cohesive social-density safety guidelines, which will include:

- ✓ Working with Event venue and Event team to help lead our attendee flow-management process.
- ✓ Providing floor graphic indicators to remind and promote proper social distancing guidelines.
- ✓ Providing stanchions to manage and minimize lines – creating larger waiting areas.
- ✓ Initiating a no-contact policy (e.g. avoid shaking hands, allocated dedicated space for Suppliers and Executives to interact safely).

Registration Areas



- ✓ Our Event Operations teams will reconfigure onsite registration areas to allow for physical distancing and implementation of queuing lines where six-foot distancing can be safely enforced.
- ✓ We will add barriers to registration tables for enhanced safety and to support physical distancing measures.
- ✓ Each attendee will be provided with a Care Package at onsite registration that includes 2 face masks, an individual sized hand sanitizer, individual pad/pen, and a tin of mints.

One-on-One Meeting Area



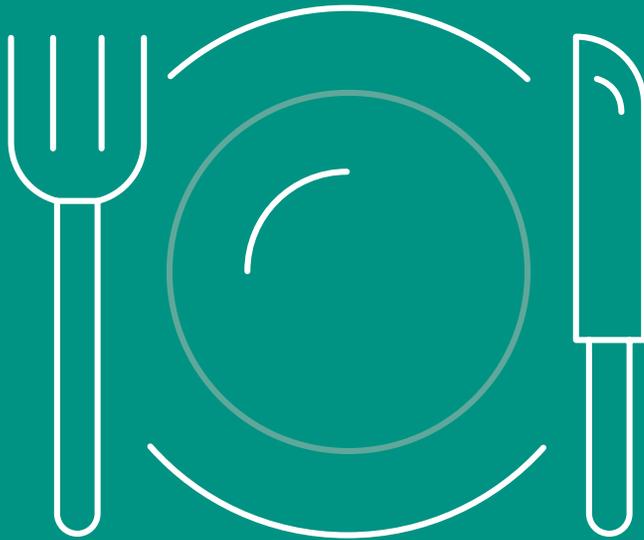
- ✓ All Events will have onsite concierge information desks providing customer service support.
- ✓ Aisle tables will be removed; tables for double sessions to be in the adjacent foyer space.
- ✓ Individual One-on-One areas will be reconfigured to provide added social distancing.
- ✓ Food & Beverage station/s will be provided in adjacent foyer; staffed by hotel staff serving per current hotel protocols.
- ✓ Additional aisles will be added as needed to promote movability.
- ✓ One entrance/one exit marked accordingly. A greeter at the entrance will remind attendees of expectations for masks, where to find what, etc.
- ✓ We will confirm and communicate Event venue general cleaning/health/safety protocols.

Boardrooms



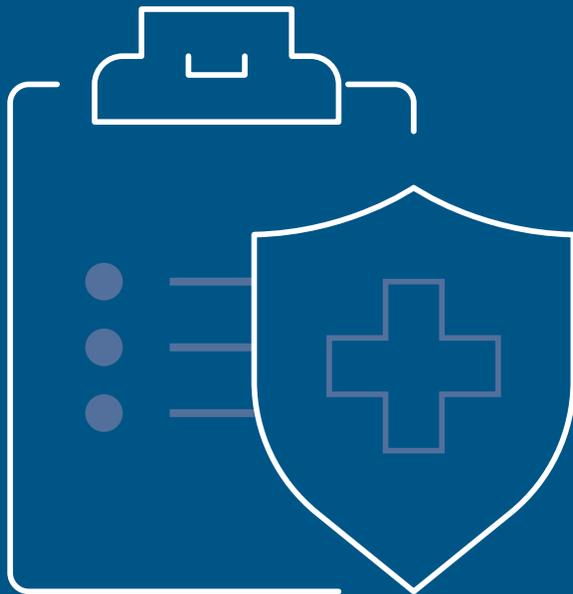
- ✓ As recommended by the facility, we will design safe distancing seating layouts.
- ✓ Entrances to meeting rooms will be staggered, where needed.
- ✓ To maintain social distancing; boardrooms will be configured either in U-shape or Classroom style; dependent on room size and Venue recommendations.
- ✓ Meeting table to be clear of all items; a Care Kit that includes pad, pen, candy distributed at registration for individual use.
- ✓ Meeting rooms to be sanitized after each session by Event venue staff.
- ✓ AV equipment in room to be sanitized after each session by CommCo Team.

Food and Beverage Safety



- ✓ Seating areas will be properly distanced.
- ✓ Self-serve, buffet-style food lines will be replaced with buffets served by attendants behind Plexiglass with proper PPE. Prepackaged “grab & go” options will be available. Self-serve beverage stations will be replaced with staffed stations.
- ✓ All meals to be serviced by current Venue protocols. Seating at large round tables will be reduced from 10 guests to 6 guests for proper distancing. The service perimeter around each table will be moved from 4’ to 6’.

Emergency Protocol



- We will work with the Event venue and their onsite medical teams on an emergency response protocol, establish isolation areas and open line of communication with local health agencies.
- We will confirm with Event venue that medical personnel will be onsite to provide medical assistance to anyone not feeling well.

We understand and appreciate the impact COVID-19 is having on our business-to-business customers and are committed to supporting our customers' businesses safely. We face this global crisis with you as a resource for insight, benchmarking and innovation.

Please [click here](#) to connect with us with any questions and/or comments. Be sure to also check with your specific event website for more information.

Please find below additional resources to help you answer questions and obtain further information.

[Center for Disease Control and Prevention \(CDC\)](#)

[World Health Organization \(WHO\)](#)

[U.S. Travel Association](#)

[Global Biorisk Advisory Council \(GBAC\)](#)

About Connecting Point

Connecting Point Marketing Group (CPMG) connects executives in the retail, restaurant, healthcare, senior living and hotel industries for innovation.

Our teams are thoroughly immersed in the industries we service and committed to supporting the communities in which we operate. We host Events that provide a business-intensive format that optimizes strategic interaction. We invite you to forge new relationships and improve your business today by attending one of our Events! For more information, please visit <http://www.cpmgevents.com>