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**Good Practice
Guidance for
Exhibition Venues
as Temporary
Vaccination
Centres**

UFI Diamond Sponsors:     

Moderator: Glenn Schoen

Purpose > Need

GOOD PRACTICE GUIDANCE MARCH 2021

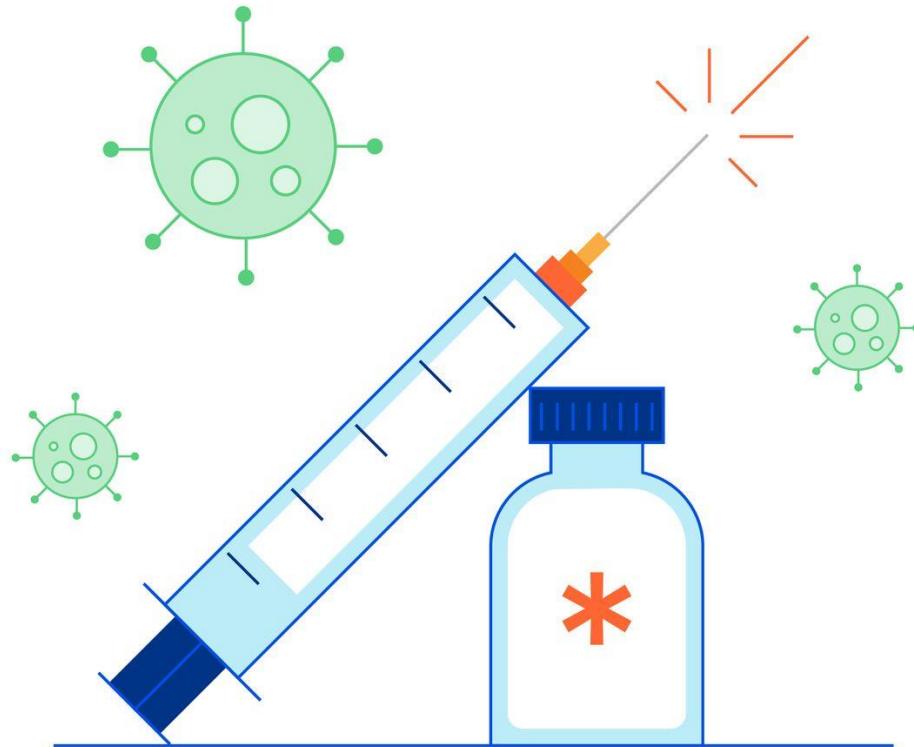
Convention and
Exhibition Centres as

Temporary

**Vaccination
Centres**



Exhibition Centres Serving Their Community



M. East

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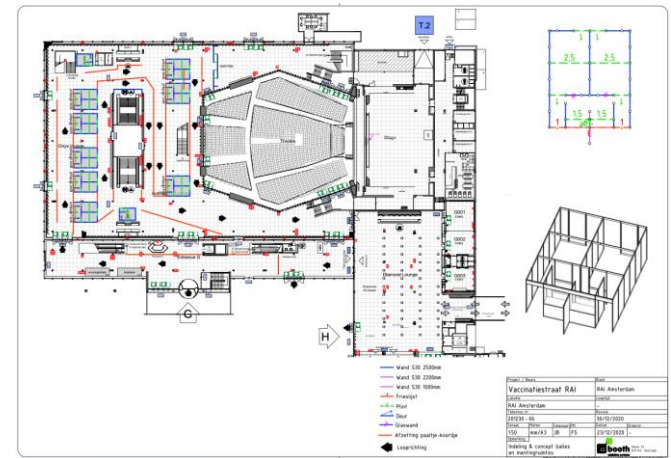
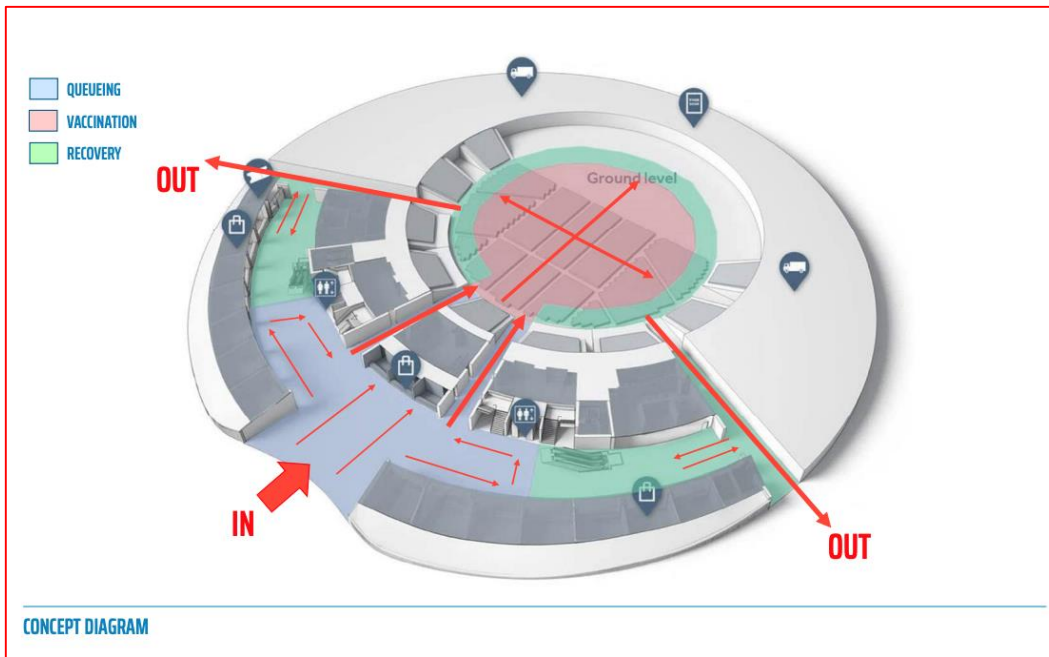
How to Use This Guide

The good practice information in this document is divided into five chapters:

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ANTICIPATING
LIKELY
CHALLENGES

Introduction

1. Initial Considerations
2. Considerations on Planning
3. Considerations on Staffing



4 GOOD PRACTICE: Anticipating Likely Challenges

A number of different venues have encountered similar problems in setting up or operating as a vaccination centre, particularly around issues of routing people, directing people, and instructing people. This section outlines a number of issues that multiple locations have experienced challenges around, and how these might be addressed in pre-emptive fashion.

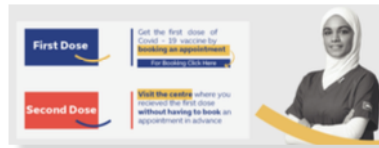
1 | Engage health authorities on what options exist for pre-registration or reduction in onsite registration steps, and them help them communicate the chosen set-up. While many countries use a form of pre-registration in which a person to be vaccinated receives a time slot to appear and get a shot, the actual on-site registry process varies widely, from people receiving a paper with bar code to be scanned to use of an App and QR code all the way to the use of 'good old pen and paper'. Whatever system ends up being used, seek to support government messaging using your own means, from social media to your convention or exhibition centre website. This so vaccination visitors headed for your venue know what to expect, have an added opportunity to properly prepare and can get registered smoothly.



Excel London Website Page Explaining Operations for Visitors

2 | Do not be surprised to be asked to support vaccination operations using multiple vaccines, and be exacting in how you support them when asked. The Dubai World Trade Centre for instance helps with the administration of three types of vaccines. "The exacting part there is you have to start thinking early about how you ensure the right people get the right type, and in the case of a second dose, that they get the proper one, which means top quality administration and facilitation," states Dubai World Trade Centre Senior Director Engineering Ali AbdulQader. "While health officials may have primary responsibility in how they run the larger administrative process, there are still points

where you as the enabler have to make certain you support the government with such matters. In practical terms, for us it has meant keeping the lines for different vaccines clearly separated, adjusting and refining our signage, and ensuring clear messaging at the start of the Customer Journey, beginning with clear explanations of how things work on our website." It is also good to bear in mind that the use of different vaccines in one venue requires different preparation and administrations time for each, so queues need to be adjusted appropriately.



Dubai World Trade Centre Website, Giving Details on Multi-Dose Vaccination

3 | Pay special attention to queuing or in-line waiting. People will be entering your venue to get vaccinated against COVID-19 (and or a variant), and for some this may cause anxiousness. Combine this with the standard requirement to maintain a proscribed physical distance between people, and the fact that a substantive number of people (whether given a time slot or not) are likely to be converging on the location early, and that some may be tired, and the importance of good line or queue management is evident. Good in this case means safe, controlled, and efficient: a certain through-put rate should be maintained.



Excel London Queue Sign

"A special point to pay attention to as regards people in line is the fact that you as a venue do not always control the predictability of the flow," notes Koelnmesse General Manager Sandra Orth in Cologne, Germany. "It starts with possible disruptions in the daily delivery, as vaccines do not always arrive on time in the numbers promised. Next, we notice that sometimes, and it may be related to the type of vaccine being made available, there are 'No Show's', which can have a knock-on effect. Furthermore, there are times when problems around software compatibility impact the speed of queues as well. These are among the more challenging variables that have come into play for us, and anticipating them early certainly helps in their management."



Koelnmesse | Germany's Third Largest Vaccination Site

To address the matter of exhausted or elderly people having difficulty standing in line, a number of facilities have switched from the concept of walking or standing lines to more comfortable sit-down chair waiting areas or 'chair lines'. Observes Dubai World Trade Centre Senior Director Engineering Ali AbdulQader. "Particularly when we noticed waiting in line to get registered or to actually be called



Waiting Lines Using Chairs at Dubai World Trade Centre

forward to be vaccinated sometimes took quite some time, we quickly looked at how to improve service and comfort levels. Accordingly, we introduced the concept of waiting in chairs to be called up to replace the need for people to actually stand in line. Much more comfortable and relaxed, and clients are very happy with the set-up." Adds Javits Center CEO Alan Steel: "Where you can, particularly if you know your venue will be vaccinating a lot of elderly people, double-size or place extra chairs side by side, as most elderly people come with someone to support them."

Alan Wilson is an Australian expert on queue management who in the course of his career has supported hundreds of prestigious venues and events from the US and UK

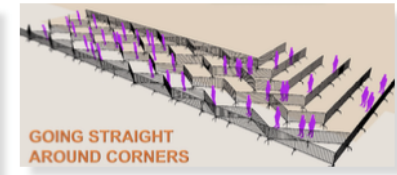


Image courtesy Alan Wilson Copyright | CrowdcontrolGuy.com

to Saudi Arabia and Australia. He notes that: "A lot more goes into smart queuing and crowd control than many people realize, and a big aspect of this is efficiency of through-put. Realize you have a growing body of Good Practice material to draw on to increase safety effectiveness and through-put efficiency, much of it free and immediately applicable. Particularly here on the vaccination question where we're often dealing with a diverse group of people from a wide range of ages and backgrounds, applying management principles is important."

To the extent your venue has not already done so as part of its efforts to prepare for a return to normal business eventually, think through how you will place, operate and monitor your queues. Do you need fences, ropes, poles, cones? Do you have enough signs, tape, stickers? Is there enough staff to monitor the queues? Cameras? A system for moving people past or ahead in a queue if they arrive late for their time slot?

Chapter 4: Challenges

**Bear in mind, there is no
universal standard for
setting up and operating a
vaccination centre**

Thank You



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