

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★

Exhibitions Day Tip Sheet

Topic: Industry Update
Presenter(s): Moderator: David DuBois, CMP, CAE, FASAE, CTA, President and CEO, International Association of Exhibitions and Events® (IAEE)
Patty Olinger JM, RBP, Executive Director - Global Biorisk Advisory Council (GBAC) a Division of ISSA
Tim McGuinness, Staff VP Global Expositions, International Council of Shopping Centers (ICSC)
Mark Herrera, Director of Education, International Association of Venue Managers (IAVM)

IAEE has joined as a supporting organization of the GBAC (Global Biorisk Advisory Council)/ISSA(Worldwide Cleaning Industry Association) /IAVM (International Association of Venue Managers) COVID-19 Working Group whose purpose is to assist facilities, institutions, companies and governments in preparing for, responding to and recovering from pandemics with draft guidelines, standards, standard operating procedures and best practices, to make these guidelines available to the exhibitions and events and hotel industries as soon as practically possible. This session helped attendees better understand the purpose and the status of the project.

IAEE | GBAC Initiative Update

Prepare | Respond | Recover

- Assisting facilities, institutions, companies and governments Prepare, Respond & Recover from pandemics
- We help create safe environments for public health

Who are we?

- ISSA is the worldwide cleaning industry trade association. As a global nonprofit, there 9,300 member companies spread across 105 countries.
- GBAC, a division of ISSA (GLOBAL BIORISK ADVISORY COUNCIL) is staffed with experience in academia such as Harvard, Penn State, Emory University, and USA Governmental Agencies.
- GBAC was created specifically to deal with pandemics such as we are experiencing today with absolute effectiveness and absolute integrity.

Setting standards in training the cleaning industry & biorisk market



Making the connection between human health and cleaning



Represent more than 9,300 corporate members in 105 countries

Scientific Advisory Board & Affiliations

- The Global Biorisk Advisory Council is comprised of global leaders in the area of microbial - pathogenic threat analysis and mitigation. With hundreds of years in collective experience.
- [View complete Advisory Board](#)

Need for: Training and Certifications | Solution: GBAC Fundamentals Online Training Course

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★

- This course teaches cleaning professionals to prepare for, respond to and recover from biohazards in the workplace. Participants will learn infection and contamination control measures for infectious disease outbreak situations such as the novel coronavirus (SARS-CoV-2).
- Individuals who successfully complete the course within 30 days will receive a Certificate of Completion from the Global Biorisk Advisory Council (GBAC), a division of ISSA.
- GBAC trains workers to be Microbial Warriors™, arming cleaning professionals with the planning, knowledge and processes needed to respond to a biohazard crisis in the workplace.

How does GBAC help organizations respond and recover from the current and future crisis?



- GBAC STAR provides confidence, trust, and third-party validation that facilities are safe!
- We all know that the new normal will require higher levels of cleanliness. This is the solution for occupants to KNOW that they are in a SAFE FACILITY.

GBAC STAR – What does it mean?

- It means that YOUR facility staff or service provider is implementing the industry's highest standards for Cleaning, Disinfection and Infectious Disease Prevention (COVID-19)

GBAC STAR – Who is this for?

- All facilities – everyone who considers public health

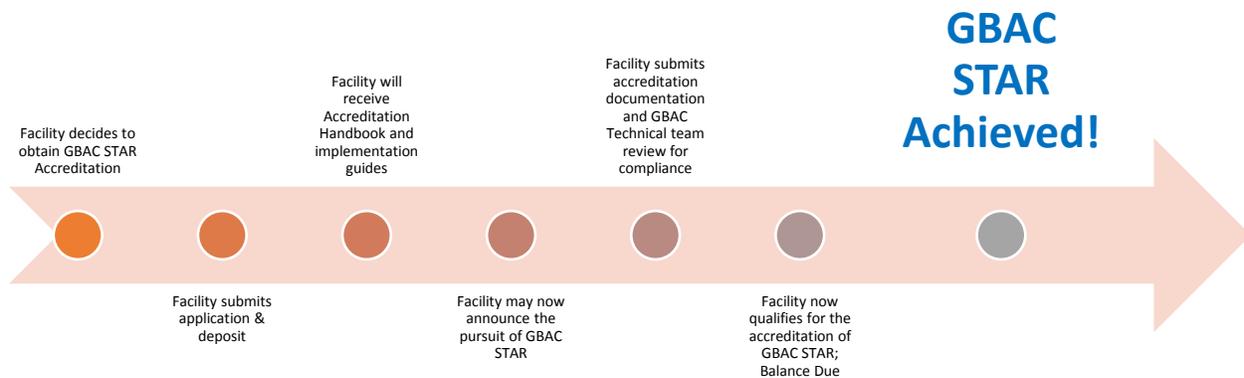
GBAC STAR – How?

- GBAC STAR program is a performance-based program. GBAC will assist with a suite of opportunities to help facilities in developing the competencies, procedures and tools to meet the requirements of the program. Learning together, making the world a better place.

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★



GBAC STAR – Where do I start?

- Step 1: [Take the Readiness Assessment](#)
- Step 2: [Complete the GBAC STAR Application for Accreditation](#)
- Step 3: [Begin forming your internal team](#)

How has IAVM partnered with this group and the importance to the venue community?

IAVM represent public assembly venues from around the globe. It's our job at the end of the day to assure we provide a safe environment. We're working collectively with IAEE as well as service contractors and federal government. Also, we're working with all the venue types and their respective leadership to assure we gather the right data and information. We vet the information for reliability.

At the end of the day, events are not going to be day-driven, they're going to be data driven. They're also going to be driven by what we put in place regarding certifiable bodies. So, event venues are going to follow medical and government guidance. We won't circumvent the science of any pandemic.

As of current, everybody's asking what are the top considerations in regards to protecting our entire industry. First and foremost, it is to allow healthy people to enjoy a facility in an event and encourage them to use whatever mechanism we have in place to protect them. We're also considering controlling and managing crowd density.

Through IAEE and GBAC, we've had a solid working relationship. When you're talking about a certifiable body that says we can go in there and we can certify, not only internal teams on deep cleaning and sanitizing, we can also certify and accredit the venue. That's going to speak volumes in that those who have a level of apprehension going into an event. It's going to reduce that concern.

The industry seems to be waiting on governmental guidance, but the federal government is waiting on us as an industry to identify what the current challenges are. Working with GBAC, a division of ISSA, we have an organization that has been vetted for reliability as it pertains to providing that certification.

3 June 2020

#ExhibitionsDay

www.exhibitionsday.org
★ ★ ★ ★ ★

Working with GBAC, a lot of their identified considerations are vetted for reliability. This is saying that the industry as a whole is doing their due diligence to make sure everyone is safe.

As an organizer, how do you see this initiative assist the organizer community with their recovery efforts?

This is truly a collaborative effort between multiple organizations. It was our intention to create considerations that would be acceptable on a state, local and national level. GBAC is the good housekeeping seal standard that venues and facilities can put on their buildings at this point. GBAC is a third-party independent organization that's giving their stamp of approval on a facility or venue regarding that they're being properly sanitized, and it's a clean and safe environment. WE made great headway and our hope is that we can get up and running as soon as possible at this point in the next several months. In the meantime, we're taking the time in creating those considerations and ideas for the industry. We'll be rolling that out on Exhibitions Day. We're confident that this will be a document that people can use in regard to reopening their show and show attendees and exhibitors that they're creating a safe environment for them.

Share your story! Don't forget to use the hashtags:
#ExhibitionsDay #ExhibitionsMeanBusiness #IAEE #Tradeshows

For more information, visit www.exhibitionsmeanbusiness.org

Visit the IAEE Website for the Upcoming Webinar Schedule and to register
www.iaee.com/webinars

Webinars Brought to You by:

