

# GET EVENTS READY

Considerations  
for COVID-19 event  
communications



# Communications Plan

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In addition to the workforce, attendees at events will also need to behave responsibly. The venue owner or land owner, and local community will require reassurance about steps that have been taken to ensure that an event is safe to proceed.

As such a comprehensive communications plan for all attendees and the local community reinforcing key principles for staging the event will be important. Event organisers need to give clear and consistent messaging of what is expected and take reasonable measures to facilitate this. Organisers may also want to consider the positive communication of mitigation measures to help support confidence.

It may be necessary to create operating procedures to deal with non-compliance. Attendees should “know before they go” what measures will be in place and what will be required of them. This should emphasise that attendees who are unwell or who are required to self-isolate should not come to the event. It should also emphasise the importance of physical distancing and good hand and respiratory hygiene.

Multiple channels are likely to be required to communicate and reinforce key messages and updates, with visual material proving beneficial in demonstrating changes that have or are being made especially where language barriers may limit the effectiveness of written information.

Further detail around communications are included in the following list of considerations. There should be a named person with lead responsibility for considering these issues. They need not be the same as the person who considers the risks and controls list. :

## Key consideration

### Risk communication

	Actions
Has a risk communication strategy for COVID-19 been developed?	
Have designated person(s) been identified to lead media activities and manage all external communications?	
Is public health advice available before and during the event to all attendees, workforce and personnel of all relevant stakeholders?	
Is advice through events communication channels clear regarding self-isolation and not attending the event if symptoms develop?	
Is there advice on self-monitoring for symptoms and signs for attendees travelling from affected countries, including checking their temperature?	
Has public health advice been uploaded on to all relevant website(s)?	
Have all relevant social media channels incorporated appropriate COVID-19 messaging?	
Do all ticket purchasing sites link to latest health and safety rules?	

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## Actions

Does communication with attendees make it easy to find information that sets out what Level the event is currently in and that travel restrictions apply where no-one should travel out of or into a Level 3 or 4 area unless for essential reasons?

Has it been communicated to attendees that separate households should not share cars to travel to / from events and that for drive-in events there should only be one household, or extended household per vehicle?

Are emails and push notifications being sent to attendees reminding them of health rules and expectations at regular intervals from the date of purchase through to day of the event?

If the event has a mobile app, have health rules and expectations been added to content?

Has / will all signage leading to and at the event site been installed which is visually attractive and located where attendees are likely to be standing still or moving slowly?

Does this signage communicate key health and safety points, such as hygiene and physical distancing? Organisers should ensure there are no unintended impacts on people with disabilities or caring responsibilities. Messages should be clear and easy to understand.

Is signage prominently displayed at points of entry reminding those who are displaying symptoms to immediately withdraw from the event and return to their home to self-isolate and contact NHS if necessary?

Has the event taken reasonable steps to ensure that people with disabilities are informed about new procedures, and are able to access facilities, i.e. handwashing facilities at wheelchair height, verbal direction for those unable to see floor markings or signage etc?

If children are permitted to attend the event, has how to communicate to accompanying adults that they are responsible for supervising them at all times and should follow guidelines been considered.

Has the workforce where appropriate been educated to engage with attendees at ingress / waiting lines to put a friendly face on health and safety rules, and encourage compliance by exhibiting good behaviour?

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Is advice on how to access local health care if necessary, including how to do so without creating a risk to healthcare workers, easily available?

Are communications clear what will happen where measures are not complied with?

If it is expected that many attendees will be reliant on public transport, 1) will it be made explicit to attendees that they will need face coverings to use public transport; 2) can information about other methods of transport, including active travel, be provided in advance?

Has guidance on travel been provided? For example any restrictions on travel between different levels.

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Actions