



## **MEDIA RELEASE**

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# **SG Safe Events Certification to help MICE sector prepare for the eventual resumption of activities**

***The first of its kind programme aims to help Singapore enterprises achieve competitive edge in an evolving global MICE landscape***

**7 Apr 2021** – The Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) launched the SG SafeEvents Certification today during the Tourism Industry Conference organised by the Singapore Tourism Board (STB). The certification programme is based on the Technical Reference (TR) 84 “Safe event management for the MICE<sup>1</sup> and events industry” developed by the Singapore Standards Council (SSC) overseen by Enterprise Singapore (ESG).

### **Technical Reference (TR) 84**

TR 84 provides best practices for conducting events in a safe and responsible manner beyond what is covered under the government-mandated Safe Management Measures (SMM) and complements the STB’s Safe Business Events (SBE) framework. It provides event organisers, venue owners, and suppliers in the MICE and Events industry, guidelines and best practices in hygiene and sanitisation; safe distancing; and emergency management.

The TR closely referenced the Events Industry Resilience Roadmap (IRR) released by SACEOS in October 2020 which provides guidance for organising safe business events, solutions for hybrid events and new capabilities needed to transform the industry. Refer to ANNEX A for details of TR 84.

### **SG SafeEvents Certification**

Based on TR84, the SG SafeEvents Certification will assure event organisers and attendees that MICE and Events industry players observe and uphold hygiene benchmarks, and safe distancing best practices.

- Organisers are required to have a risk management plan and document identified hazards and the necessary control measures that have been implemented before and during events.
- Venue operators would have to ensure that a routine and periodic cleaning and disinfection plan is developed.
- Organisers and venue operators are encouraged to use contactless technology where feasible.
- The certification process also takes into consideration the protocols that need to be put in place to contain and manage emergency situations.

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<sup>1</sup> Meetings, Incentives, Conventions/Conferences and Exhibitions

In preparation for the launch of the SG SafeEvent Certification, SACEOS has been working with NTUC Learning Hub to provide training for a team of SG SafeEvent Ambassadors<sup>2</sup>, whose role is specific to the requirements of the SG SafeEvent Standards. To date, 700 ambassadors have undergone training and are ready to be mobilised onsite at events. SACEOS aims to increase the pool to 1,000 ambassadors by mid-2021 in anticipation of increased demand when more events are organised.

Says Mr Aloysius Arlando, President of SACEOS, “We are committed to help MICE businesses pivot, build resilience and find opportunities for recovery in today’s evolving Covid-environment. With the introduction of the SG SafeEvents Certification and TR84, we are confident that this will help provide a competitive edge for Singapore as a MICE destination and our MICE enterprises as they re-think and re-calibrate their business operations & models for a Covid-safe marketplace. Adherence to the national standards provides a mark of assurance to the industry and the global community that events organised by certified organisers, suppliers and held at certified venues are recognised under the programme to be safe; and the health and well-being of all involved are managed with the utmost care and consideration.”

Ms Jeannie Lim, Assistant Chief Executive, Policy and Planning Group of Singapore Tourism Board said, “As we progressively resume larger events and welcome more overseas visitors, we must ensure that the industry is ready to implement the necessary safeguards and systems to ensure the well-being of our visitors as well as the local community. The SG SafeEvent Standards contributes towards these efforts and we thank SACEOS and our MICE industry partners for coming together to formulate these standards during this challenging period.”

Ms Choy Sauw Kook, Director-General (Quality & Excellence), Enterprise Singapore said, “The certification programme provides the added assurance that enterprises in the MICE and events industry have implemented the necessary measures to address and minimise any risk of COVID infection or its spread. TR 84 also lends confidence to overseas organisers holding large scale events in Singapore when they know our enterprises adhere to best practices in developing customised hygiene, crowd management and emergency protocol systems for them. I thank the Working Group on Safe Event Management under the Services Standards Committee for their commendable work.”

TR84 can be purchased on the Singapore Standards e-shop ([www.singaporestandardseshop.sg](http://www.singaporestandardseshop.sg)). More details on the certification process and panel of certification bodies will be available next month (May 2021) when announced through an industry briefing. Interested enterprises in the MICE and Tourism ecosystem who wish to be certified or who wish to enquire about the certification can register their interest for the industry briefing with SACEOS at [secretariat@saceos.org.sg](mailto:secretariat@saceos.org.sg).

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<sup>2</sup>The Safe Event Ambassadors (SEAs) are employed or contracted by event organisers to monitor compliance of the TR 84 by staff and attendees. SEAs are to report any non-compliance to event organisers and manage emergency situations. SEAs are required to know about the risk control measures and emergency response plan for each event.

## **About SACEOS**



Set up in 1979, SACEOS is the Singapore Association for Convention Exhibitions Organisers and Suppliers, the trade association for meetings, incentives, conventions and exhibitions (MICE) industry. The association leads and represent the MICE communities to advance the capabilities and growth opportunities of the industry and serves through its mission to empower business, enrich capabilities and being an advocate for industry.

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## **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) | Follow us: [facebook.com/STBSingapore](https://facebook.com/STBSingapore) or [linkedin.com/company/singapore-tourism-board](https://linkedin.com/company/singapore-tourism-board)

## **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups and build trust in Singapore's products and services through quality and standards.

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## **ANNEX A: Factsheet on the TR 84: 2021 Safe event management for the MICE and events industry**

The TR 84 was developed by the Working Group (WG) on Safe Event Management, appointed by the Singapore Standards Council (SSC) and overseen by Enterprise Singapore (ESG).

WG members include representatives from event organisers, venue operators and suppliers such as the Accor South East Asia, Japan and South Korea; Kingsmen Exhibits Pte Ltd; Singapore Association of Convention and Exhibition Organisers and Suppliers; SG Tech; Suntec Singapore Convention & Exhibition Centre, Tricom Events Pte Ltd, etc. Representatives from the Singapore Tourism Board (STB); Enterprise Singapore (ESG) and the National Environment Agency (NEA) also contributed to the WG.

TR 84 will help event organisers, venue owners and operators, suppliers and SG Safe Event ambassadors in the MICE (Meetings, Incentives, Conventions/Conferences and Exhibitions) and events industry implement the Singapore Tourism Board's (STB's) Safe Business Event Framework

The guidelines in TR 84 presupposes that organisers, venue operators and suppliers have complied with sector specific Safe Management Measures (SMM) requirements and have established an agreement on the contracted space for the event, including common spaces used.

For organisers, some of the recommendations in the TR include:

- a) Ensuring a risk management plan is in place for every event. A risk assessment should be conducted to identify potential hazards and the necessary risk control measures implemented to mitigate identified risks. Risk assessments should include the personal health of stakeholders involved in the event, the public's exposure to these hazards, hygiene and sanitisation, safe distancing and medical emergency management.
- b) Documenting the hazards identified, how hazards are evaluated, and the control measures implemented.
- c) Appointing at least one safe event ambassador particularly at hotspots, such as registration areas, near entrance/exit points, meal/rest areas, etc, where compliance with the TR is to be managed. The organiser is also required to identify a point-of-contact for the ambassadors to report any non-compliance uncovered.
- d) Adopting contactless technology, where feasible, to facilitate crowd monitoring and safe distancing alerts. Examples of such technologies include RFID tokens that blink red when the wearer is in proximity with another person, biometric or digital signature recognition for registration and ticketing processes, QR codes to exchange information and contactless digital payments where applicable.
- e) Managing crowd density and safe distancing by putting up signs to remind attendees at events of SMM requirements. Organisers can also leverage on visual markers and regularly announce reminders over the public announcement system. People density maps and visitors' information should be readily available and monitored in real time to assist with health and safety, and safe distancing assessments.
- f) Providing easy access to hand washing stations and hand sanitisers to staff and attendees

For Venue Operators, some of the TR 84's guidelines include:

- a) Developing and implementing a routine and periodic cleaning and disinfection plan to ensure event spaces and common areas are cleaned and disinfected before and after events. On day of events, cleaning and disinfection should be done during breaks and where necessary, additional disinfection sessions should be conducted if different participants are using the same premises on the same day.

- b) Ensuring enough manpower and resources are available to respond to incidents that require immediate attention. Staff are also required to be trained on the necessary incident response cleaning and disinfectant protocol.
- c) Monitoring the indoor air quality in accordance to national standards requirements. For air-conditioned enclosed space without mechanical ventilation, a mechanical ventilation system should be installed with an outdoor air processing unit to provide the minimum ventilation rates.
- d) Reducing indoor air recirculation by adjusting air dampers used for recirculation to a minimum during the event. Another option is to use high efficiency filters or increase outdoor air to the event venue where appropriate.
- e) Using contactless technology where applicable. For example, sensor activated taps and liquid soap dispensers, toilet flush and toilet seat sanitisers, motion sensors to activate lighting fixtures could be installed.
- f) Replacing or reducing the use of jet air dryers, hand dryers or blowers in toilet facilities which can escalate the spread of germs.

Under TR 84, event organisers are to jointly develop an emergency response plan with venue operators, with a clear delineation of duties and responsibilities in managing emergencies, such as medical incident, isolation of infectious persons and evacuations. The emergency response plan shall include a fast-response team to handle emergency situations, assess medical incident reported and conduct drills.