

# REDISCOVER EVENTS



**THE WORLD OF EVENTS HAS CHANGED.**

**TOGETHER WE MUST EMBRACE THAT CHANGE  
FOR THE BETTER TO MAKE US STRONGER.**

**TOGETHER WE ARE THE ONLY INDUSTRY THAT  
CAN CONTINUE TO ENGAGE, TO ENTERTAIN,  
TO EDUCATE, TO MAKE CHANGE.**

**TOGETHER WE WILL REDISCOVER EVENTS  
AND REIMAGINE NEW POSSIBILITIES.**



# REDISCOVER





# REDISCOVER

The Coronavirus pandemic has stopped our lives and our industry in its tracks. It has made us think differently and experience differently. As we start to emerge into a new world, we need to harness the desire we have all felt to rediscover people, places and experiences.

We have moved quickly to a more virtual existence, in our social, business, leisure and learning experiences. However, what we cannot lose sight of is the unwavering desire and need we all have to meet, to connect within physical spaces, to experience collectively, to come together.

We can all get by in a virtual world, but we cannot, to the best of our ability, drive change, make real progress, truly engage and excite our audiences, deliver those vital messages with impact, if we do not come together.

At ACC Liverpool, we know how important it is to meet, we know how important your events have been and will continue to be. And so we are ready. Ready to open our doors and operate with a new level of safety as standard. Ready to help you deliver your content, your messages, your ambitions and your experiences. Ready to help you re-ignite your businesses, re-unite your teams and your industries, re-energise your people and re-imagine your plans and your futures.



# REASSURE





# REASSURE

We want to reassure you, your event teams, suppliers and delegates that for us safety is standard. We have been working hard over the last few months to prepare to reopen our doors for conferences and events. We have all the right training, operational procedures, equipment and plans in place to deliver events with social distancing and advanced hygiene measures in place. We have an experienced team ready to help you deliver your events and communicate to your audiences.

Throughout the year we have remained operational, supporting Liverpool City Council with their Food and PPE Distribution Initiative. Exhibition Centre Liverpool has also been deployed for ground-breaking mass Covid-19 testing, supporting in the planning, coordination and delivery of whole-city testing. This has given us a head start and ability to hone our expertise in managing operations, visitors, suppliers and deliveries through our venues with social distancing and enhanced hygiene, safety and security measures in place.

We have already installed delegate messaging and signage across our campus site to support with a covid secure operation of our venues.

We are a proud member of the event industry initiative 'Project Confidence' consisting of partners across industry bodies the AEO, AEV and ESSA. Through this work, we continue to research, listen and react quickly to government guidance. We are working together to bring organised events back safely, learning best practice from each other and our European colleagues to creatively adapt to a new landscape for live events.





# REIMAGINE





# REIMAGINE

Some things we will have to do differently and at ACC Liverpool, we have the versatility of space and the experience of our team to make your events work in new and effective ways.

We have over 20,000m<sup>2</sup> of flexible flat floor event space, as well as tiered seating that could accommodate a conference for up to 3000 delegates with social distancing at 1m and 1,400 delegates at 2m.

Yes, some things are going to change, but that change can be for the better. We have a new hybrid event model that integrates digital connectivity with real world experience enhancing the relationship between you and your delegates. We will continue to invest in the best production technologies to support your event as well as other customer journey touch points, including food and beverage solutions through our catering partner Sodexo.

At ACC Liverpool, we are not trying to get back to normal. We want to create something better than that which went before, which makes the most of the new technology and audience behaviours that have been inspired by Coronavirus and which moves us forward into the next generation of events.



# REDISCOVER

## EVENT PLANNING SUPPORT

We can provide additional support during the planning stages, to ensure that your events are Covid secure as well as providing the best possible delegate experience.

Turn to our 'A-Z of Covid Secure Operations' for more information



A flexible approach to bookings and contracts to give you piece of mind during the current climate



Virtual venue tours and planning meetings



Extended tenancy times



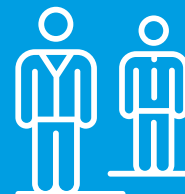
Use of additional uncontracted space



Use of our external spaces



Over 20,000m2 of flexible flat floor events space



Conference hosting ability of up to 3,000 at 1m plus social distancing



Virtual and Hybrid Solutions provided by our experienced in-house production team



Destination support for Covid secure travel and city experiences



# REASSURE

## A SEAMLESS DELEGATE EXPERIENCE

We will work with you to provide the best possible Covid secure delegate experience, from arrival to departure. Our experienced team can prepare detailed operational plans for your event and are on hand to discuss this with you further. We are fortunate that our island site, interconnected venue spaces and walkable city centre can deliver a Covid secure experience as standard; however, we have also adapted key touch points to ensure a new safety as standard for your events.

Turn to our 'A-Z of Covid Secure Operations' for more information





THE SAME  
EXCELLENCE AS  
STANDARD

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acc  
Liverpool



# WHAT'S THE SAME



Secure and compact Island site in a city centre location



658 onsite hotel rooms and over 6,000 walkable city centre rooms



Walkable city



Onsite parking and secure bike parking facilities

# WHAT'S NEW



We will provide visitor screening requirements as advised by pending government guidelines



Social distancing and hygiene messaging for your delegates via digital and printed venue signage



Safely designed delegate registration areas and processes, ensuring social distancing and hygiene requirements are met



Self-drop cloakroom service in circulation spaces, overseen by our stewards



Enhanced cleaning and operation of toilets and welfare areas



Introduction of One Way Systems and staggered movements planned together with you



Face Masks worn and supplied as required



Security and Stewarding provision developed with you to deliver all new and changing safety guidelines



Hand Sanitiser Stations



Take away, self-service and pre-packaged Food and Drink offers and contactless payment where required



# REIMAGINE

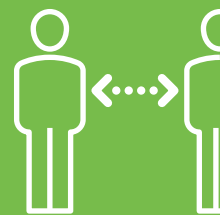
## SAFETY BEHIND THE SCENES

As well as the visible delegate experience, we will ensure that all of our enhanced behind the scenes planning and procedures are brought together to provide a Covid secure environment for your events.

Turn to our 'A-Z of Covid Secure Operations' for more information



Enhanced Cleaning Regimes



Emergency and Evacuation Procedures reviewed and adapted for social distancing



Production, Technical and Rigging services delivered safely and with enhanced hygiene measures



Building system capabilities used to enhance all safety measures



First Aid incidents managed with appropriate PPE



Sterile Space available to manage and support any delegates displaying symptoms



Deliveries and Loading Bay – managed with enhanced safety and hygiene measures



All enhanced operational measures delivered in line with ongoing guidance from the events industry 'All Secure Standard' and Public Health England



# REENERGISE





# REENERGEISE

Liverpool is an event city – all of our partners across the city are committed to helping facilitate live events as soon as it is possible.

Liverpool has had an operational city recovery group, which includes all council, marketing, emergency services, travel, licensing, public health and retail and commercial partners in place since the very early stages of lockdown.

The Liverpool City Recovery Group has all the stakeholders required to formulate an end-to-end response for individual event requirements and will be critical in ensuring that all aspects of the wider impact of an event are considered and managed appropriately.



# REENGAGE





# REENGAGE

We want to work together to make your event happen.

Our venue is ready to host events safely and securely.

Our teams have the creative solutions in place to create memorable content moments for your delegates both in the room and across the globe.

Our city is totally behind us in helping make things happen.

So get in touch and together we can rediscover events.

To discuss your event requirements and for more information on our Rediscover Events tailored support packages, please contact [sales@accliverpool.com](mailto:sales@accliverpool.com)





# OUR A-Z OF COVID SECURE OPERATIONS



# A-Z

## ACCOMMODATION – ONSITE AND WALKABLE CITY OFFER

We can offer you peace of mind that you can accommodate all of your delegates safely and securely on site within walking distance of the venue, across our 658 on site hotel rooms, as well as 6,000 rooms across the city within walking distance of the venue. We will work hand in hand with Liverpool Convention Bureau and The Liverpool Hoteliers Association to deliver large allocations for your accommodation needs, ensuring that you can keep your delegates together and manage their safety more easily.

## ADDITIONAL UNCONTRACTED SPACE

Three venues, one campus, over 20,000m<sup>2</sup> of flexible flat floor event space. We have a large and extremely flexible campus of interconnected venues. Our team will work with you to identify spaces across the campus that could help you host your event, using additional space to deliver social distancing measures as needed. With our flexible flat floor event space and tiered seating options across the arena and exhibition centre, we can host up to 3,000 delegates with social distancing at 1m and 1,400 delegates at 2m.

## ALL SECURE STANDARD

We are a member of the AEV (Association of Event Venues) and alongside our colleagues from the AEO and ESSA have been involved in the development of the 'All Secure Standard' which sets out Covid secure measures and best practice for the events industry. Our operational plans have been developed in line with the All Secure Standard, as well as advice and guidance from Public Health England, our Local Director of Public Health and Visitor Economy Guidance. As we work with event organisers to develop individual event delivery plans, we will continue to adhere and manage to these standards.

## ARRIVING IN THE CITY

Liverpool is a compact and walkable city, once your delegates arrive through any of our gateways to the city, they can enjoy a completely walkable experience, from the city centre down to the waterfront, avoiding public transport. Our partners within the Liverpool Recovery Group have been working hard for months to deliver the reopening of the city centre and have successfully delivered this for the retail sector, with advanced planning in place for the hospitality sector ready to be implemented from July. The group is on hand to work with us to welcome your delegates to Liverpool.

## BOOKINGS AND CONTRACTS

We promise to take a flexible approach to bookings and contracts to give you piece of mind during the current climate.

## BUILDING SYSTEMS

We have carried out additional investigations into the capabilities of our in-house air handling and extraction systems and we will continually monitor air quality across the campus, using the technologies available through our buildings to maximise delegate safety. We will continue to monitor the capabilities of all our building systems to deliver the highest standards of safety.

## CLEANING AND WASTE REGIMES

The entire venue will be sanitised prior to your event, using a Microbe Shield called Zoono Z71 that once dry, bonds with any surface for 30 days and provides ongoing protection from viral pathogens, including Coronaviruses. We are also busy researching further innovative solutions and we will keep you updated every step of the way. Our team will deliver robust and visible cleaning processes across all venue and back stage spaces, including increased cleaning of high touch point areas such as door handles and push plates, light switches, lift buttons, handrails and toilets.



# A-Z

## **CLOAKROOM FACILITIES**

A 'self-drop off' service will be in operation in circulation spaces such as the Galleria or Atrium. Stewards will monitor these areas. We will work with you to deliver the most efficient and safe service for your delegates.

## **DELEGATE REGISTRATION**

The team will work with you to design a safe and effective registration area, ensuring that your delegates arrival is welcoming, safe and efficient.

## **DELEGATE COMMUNICATIONS**

We will work with event organisers to provide any support you require with your delegate communications; ensuring that you have all of the information you need to communicate venue operational measures to those attending your events. We can support with content for your exhibitor manuals, supplier communications, events programmes, websites and social channels. We will also make our own communication channels available to you as needed, including all information made available via our websites and social channels.

## **DELIVERIES AND LOADING BAY**

All deliveries to the ACC Liverpool event campus will now be directed through the loading bay to allow us to monitor and manage safely. We will work with you to manage deliveries and logistics for the build-up and live days of your event, ensuring that all social distancing and hygiene measures are adhered to.

## **DESTINATION SUPPORT FOR COVID SECURE TRAVEL AND CITY EXPERIENCES**

We are part of the Liverpool Recovery Group, alongside our partners including Liverpool City Council, Marketing Liverpool, Liverpool Convention Bureau, Liverpool City Centre BID, Liverpool One, Merseyrail, Liverpool John Lennon Airport and the Royal Albert Dock. As a group, we are committed to actively supporting the return of events to Liverpool City Centre and we are able to access the support of our partners in many different ways to support your events.

## **EMERGENCY AND EVACUATION PROCEDURES**

Pre-existing routes and procedures will continue to be deployed as evacuation routes with social distancing maintained, giving you peace of mind that our Covid secure safety measures will not be compromised in the event of an emergency.

## **EXTENDED TENANCY TIMES**

We will work with you to maximise opportunities to increase tenancy times, particularly for build and breakdown periods, to assist with any delays caused by social distancing and increased safety measures.

## **FACE MASK USE AND SUPPLY**

If required, the ACC Liverpool team will wear face masks at all times while on the event floor. We can also assist in sourcing masks for your exhibitors and delegates.

## **FIRST AID**

Stewards attending first aid incidents will wear appropriate PPE and we will work with you to provide any other medical and wellbeing support for you and your delegates.



# A-Z

## FOOD AND DRINK EXPERIENCES

Queue management systems will be in place with take away offers, self-service coffee stations and bespoke food and beverage options all available. Our team are busy preparing some new and innovative menus for us to share with you. Our partners at Sodexo have been operating across hundreds of sites across the UK and globally, during the coronavirus pandemic. They have used and continue to use all of their expertise and learnings to continue to deliver first class catering solutions for events with new safety measures in place, adapting to guidelines quickly and efficiently, whilst keeping customer experience at the forefront of their operations.

## HAND SANITISER STATIONS

We will provide mobile hand sanitiser stations throughout the venue, including permanent stations at all entrances to the venue and within all toilet facilities

## HOTEL BOOKINGS

Our partners at Liverpool Convention Bureau will work with you to ensure flexibility in accommodation bookings to give you peace of mind during this uncertain time.

## ISLAND SITE IN A CITY CENTRE LOCATION

Once your delegates arrive, they can enjoy local amenities close by while feeling safe and secure in our island site location. Our unique location gives you the ability to keep your delegate event experience tightly managed and organised.

## PRODUCTION, TECHNICAL AND RIGGING SERVICES

The ACC Liverpool production team will provide the same level of technical support as required while ensuring social distancing is maintained during build, operation and de-rig of all event technical requirements.

## SCREENING AND CONTACT TRACING

We recognise that the screening of staff and delegates entering venues can provide some reassurance, however we also want to ensure that we follow the correct government guidance. We are awaiting official guidance on the appropriate and effective methods of screening before committing to the right solution. We will ensure all screening methods that are required by government guidance will be provided for your event and the safety of you and your delegates. We will also ensure that we follow government guidance on contact tracing and will work with event organisers to assist the authorities with this measure subject to data privacy agreements.

## SECURITY AND STEWARDING SERVICES

We will work with you to create a bespoke stewarding package to ensure compliance with any government guidelines.

## SOCIAL DISTANCING AND HYGIENE MESSAGING AND SIGNAGE

We have installed an end-to-end messaging journey across our event campus to positively reinforce social distancing and hygiene messages via a new suite of our digital and printed venue signage.

## STAGGERED DELEGATE MOVEMENTS

A staggered movement of delegates will ensure that there are fewer delegates in one area at any one time, particularly around registration, breaks, lunch and departure.

## STERILE SPACE

A dedicated sterile room will be identified for any visitors who display coronavirus symptoms to enable support and isolation until medical advice can be sought.



# A-Z

## TOILET FACILITIES

Only every other sink will be in use with its own supply of paper towels and its own waste bin, every other urinal will be taken out of service. All hand dryers will be switched off. Dedicated cleaning staff will be provided for all toilets in use.

## TRAVELLING TO THE VENUE

We have over 2,000 on-site parking spaces, including plenty of open air spaces, offering a safe and cost effective route for delegates to travel in their own vehicles, as well as safe and secure bike parking facilities to assist delegates in avoiding public transport

## VENUE ONE WAY SYSTEMS

A clear one-way system throughout the venue will assist with delegate movement and your event manager will work with you to establish the most effective routes. All lifts will be out of service except for accessible use. All staircases and escalators will be in use to assist with social distancing requirements.

## VIRTUAL VENUE TOURS, SITE VISITS AND PLANNING MEETINGS

Our website currently offers event organisers a virtual tour of our venue campus as well as a client portal for all digital plans and assets that you may require for the planning of your event. Our team will also be on site during the planning of your event and will be able to use Zoom and other multiple attendee platforms to deliver virtual site tours and planning meetings to keep your travel to a minimum. If you would like to arrange a physical site visit, our team will be on hand to provide you with advice on the measures we have put in place for site visits.

## VIRTUAL AND HYBRID SOLUTIONS

The ACC Liverpool Production Team can offer a number of services and equipment to facilitate virtual and hybrid events to maximise your content experience and commercial opportunities.

## WE'RE GOOD TO GO ACCREDITED

ACC Liverpool has been accredited with the UK-wide industry standard and consumer mark. This accreditation is granted by Visit England, in partnership with the national tourism organisations of Northern Ireland, Scotland and Wales to provide a 'ring of confidence' for tourism as the sector works towards reopening. The 'We're Good To Go' industry standard and supporting mark means businesses across the sector can demonstrate that they are adhering to the respective Government and public health guidance, have carried out a COVID-19 risk assessment and check they have the required processes in place.



# GET IN TOUCH

To discuss your event requirements and for more information on our Rediscover Events tailored support packages, please contact **[sales@accliverpool.com](mailto:sales@accliverpool.com)**