



Submission for The ICCA Best Marketing Award 2020
- Recognising Leadership in Transformation

<Title>

Innovative Framework for Re-opening a Venue during the Pandemic

Contributing to the Recovery of the Global MICE Industry with a Proven and Measurable Track Record

Submitted by Frank Ju-Yun Yang, CMP, CEM, PMP

Director of Convention Marketing, KINTEX

frankyang@kintex.com

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KINTEX



ASIA - PACIFIC, LATEST ON CORONAVIRUS OUTBREAK

S.Korea reports highest COVID-19 cases since March

367 new cases confirmed in past 24 hours following new wave of virus outbreak

Islamuddin Sajid | 21.08.2020



Coronavirus

Turkey registers 1,467 new COVID-19 cases

Coronavirus situation update in Eurasian countries

Scotland, N.Ireland
infectious COVID

2nd wave of COVID-19
Need to build an innovative framework to re-open venue

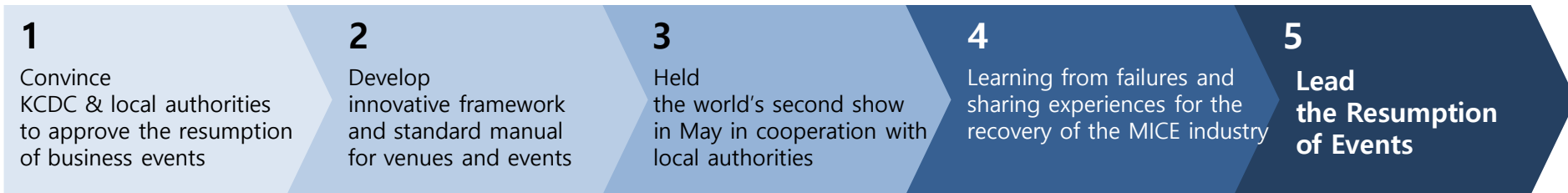
1. Background

The MICE industry has been devastated due to the COVID-19 outbreak which started in December 2019

- ▶ Over 90% of international business events scheduled to be held in Korea have been cancelled since January 2020
- ▶ Sales decreased by over 60% compared to 2019, while a loss in sales in the Korean MICE industry reached KRW 2 trillion
- ▶ Due to a government order to ban gatherings, exhibition & convention centers in Korea have been shut down since August 19th

* Source : Korea MICE Association, Association of Korea Exhibition Industry

2. Key Steps of Project (Objective)



3. Challenges and Strategy to Overcome

① Lack of experience and know-how on venue operation during COVID-19

- ▶ Establish **KINTEX Covid-19 Response Center (KCRC)** and develop **innovative COVID-19 management framework**
- ▶ Hold dozens of meetings to develop a **MICE industry first manual** together with local authorities and organizers
- ▶ **Invent the industry's first density control formula and QR access control system** (May 2020)
- ▶ **Share the manual and lessons learned** with global MICE community through social media and press for a fast recovery

② Lack of budget and resources to cover all prevention activities

- ▶ Lead **local government to provide manpower and consumables** such as masks, hand sanitizers, and plastic gloves
- ▶ Create a **dedicated working culture** through awareness of crisis (Working on weekends and over-time)
- ▶ Promote government and CVB **financial support for prevention activities**

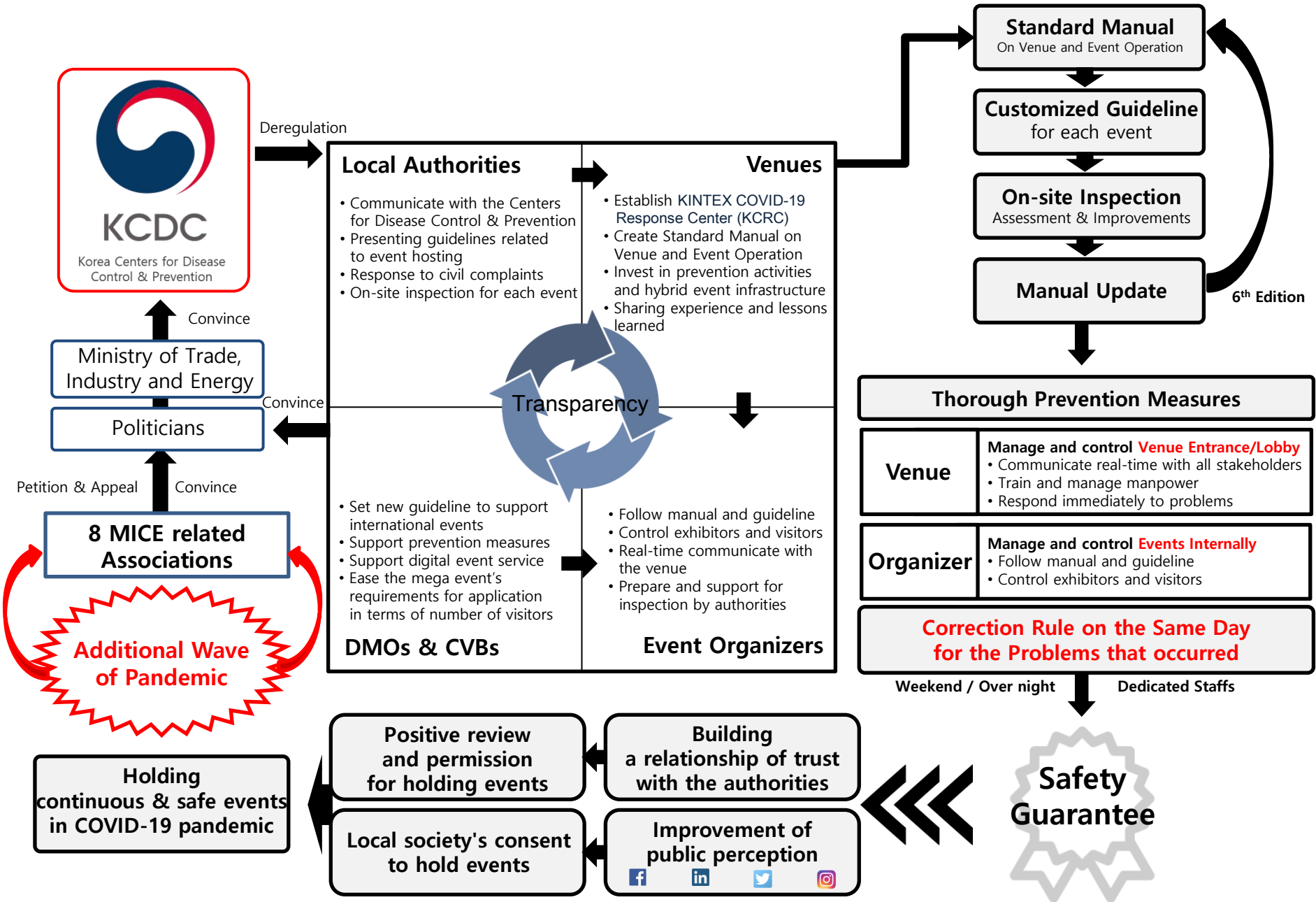
③ Failures to comply with guide-line due to unexpected situation

- ▶ Apply **Correction Rule on the Same Day** for the Problems that occurred (Weekend / Over-night Work) → Build a trust relationship with the authority
- ▶ Have all staffs join **real-time communication** channel through KAKAO Talk messenger(Communication App) → Response immediately to problems
- ▶ Continuous **Manual update** whenever corrections and improvements occur (6th Edition published)

④ 2nd Wave of Pandemic and Administrative order to ban gatherings

- ▶ Work together to convince politicians and the Ministry → **Lead KCDC(Center of Disease Control) to relax regulation** on gathering ban (Comparing to publicly used facilities such as department store and subway to demonstrate that venues are much safer)
- ▶ KCDC and local authority are positively considering whether the event will resume (expected to resume in the middle of October)

4. Concept of Innovative Framework for Re-opening a Venue



5. Prevention Activities & Results

<1st Phase>

Venue Entrance

- ☑ Social Distancing, Masks & Plastic gloves
- ☑ QR Code Access and Restriction for person with symptoms
- ☑ 2 ambulances on standby at all times



Entrance/Exit Separation



Visitor Tracking
By QR Access Control



Hand Sanitizer



1st Body Temperature



Plastic Gloves

<2nd Phase>

Lobby Registration

- ☑ 2nd Body Temperature check
- ☑ More Registration and Entrance for Social Distancing & Minimizing On-site Registers
- ☑ Visitor Dispersion by rush hour guidance



Social Distancing
@ Registration



Entrance/Exit Separation



2nd Body Temperature



Medical Staff



Hand Sanitizer



Plastic Glove

<3rd Phase>

Inside Events

- ☑ Patrol staff to check masks and plastic gloves
- ☑ Disinfection before, during, and after the event
- ☑ One-way Traffic Guidance & CCTV recording of major traffic lines
- ☑ No Food and Drink, Entry prohibited for babies under 36 months



Mask Control



Distance Between Booths



Density Control



Plastic Barriers on Desks



100% External Air Intake



Virtual Meeting Infrastructure

Operation Results

Period

8th May ~
17th August

Number of Events

30 Exhibitions
59 Conferences

Number of Delegates

336,554
pax

COVID-19 confirmed case

ZERO

Best Practice

selected by the Centers for Disease Control

6. Leadership to encourage MICE industry recovery

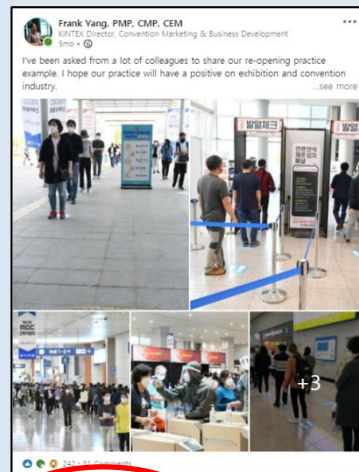
- ☑ Case Sharing global associations (ICCA and UFI)
 - ▶ Officially Contribute to creating a guidance by ICCA, AIPC, UFI



- ☑ Case Sharing with leading venues and CVBs
 - ▶ Speak in webinars hosted by leading venues and CVBs



- ☑ Case Sharing though Social Media and Press



- ☑ Invitation to events

- ▶ Invite stakeholders and organizers to events held at KINTEX
- ▶ Share our manual, experiences and lesson learned with invitees

- ☑ Investment driven by KINTEX

- ▶ Invest in COVID-19 prevention activities
- ▶ Invest in building KINTEX Video Conference Center (Completed)
- ▶ Invest in building Hybrid Event Infrastructure (Under Construction)
- ▶ Invest in training digital event experts (DES Course, PCMA)

- ☑ Industry's First Invention

- ▶ KINTEX Density Control formula
- ▶ Self-developed QR Access Control System

16,982 views of your post in the feed 11,007 views of your post in the feed

7. Lessons learned (Key Success Factor)

Unexpected
Situation

Confirmed
case visit

- **Invest in technology** to ensure contact tracing can be done effectively in compliance with the SOPs
- Establishing **KINTEX COVID-19 Response Center (KCRC)** to manage the safety of all staff and customers
- **Transparent & direct communication** process with local health authorities to ensure any emergency cases can be attended
- Ensure that the entire KINTEX Team is **on high alert and not complacent**
- Through the events held, KINTEX strives to **rebuild confidence and trust with customers and the community**

2nd Wave
Pandemic

Administrative
order to ban
gatherings

#Appendix : The industry's first measures invented by KINTEX

☑ QR Code Access Control System

- ▶ Invented to confirm visitor information in real time and facilitate future tracking
- ▶ Each visitor must enter name and mobile number, signs of fever, respiratory symptoms, travel abroad within 2 weeks
- ▶ Visitors need to present the completed registration screen at the venue entrance to enter
- ▶ Show visitors have to register for the show separately



☑ Density Control Formula

- ▶ Invented to control density by size of space
- ▶ Automatically calculates space covered by booths, entering the number of booths
- ▶ Automatically calculates capability per hour by entering size of event space (sqm)

KINTEX formula for the number of visitors per hour

TITLE	
PERIOD	2020. . . ~ 2020. . .
Exhibition Hall	Hall

Booth Space (1Booth=9m ²)	No. of Booth	500
	Total Space	4,500

Space per visitor	L X W	1.5m x 1.5m
	Space	2.25

Hall	Hall No.	Hall Space(m ²)	Booth Space(m ²)	Rest Space(m ²)	Capability(Pax)	Staying Hours	Hourly Capability(Pax)
Hall	2	10,773	4,500	6,273	2,788	2	1,394

* Please, refer to the attached Excel file for the above formula