

# Madrid, safe events

QUICK MANUAL FOR ORGANIZERS



MADRID  
CONVENTION  
BUREAU



## WHY THIS GUIDE?

Everyone agrees that one of the most profitable tourism segments in recent years, and one with the greatest potential, has been that of meetings tourism. This term covers trade fairs, corporate meetings, conventions, incentive trips, congresses and events.

The meetings industry is also of great importance for destinations. This is not only because of its ability to de-seasonalise tourism or the high expenditure per participant that characterises it, but especially because it is a driving force for knowledge creation, innovation and research for the host destination. And it generates business with an important economic impact above and beyond the tourism sector per se.

After the Covid-19 pandemic, which has had a particularly significant effect on this industry, there is a need to reinvent the "meetings" concept, especially in light of the consolidation of hybrid and virtual events. Organiser trust in Madrid as a destination must be restored, based on the principles of safety, transparency and responsibility.

The meetings industry in Madrid, which under normal conditions accounts for around 14% of the city's visitors, has already implemented all the necessary measures to offer safe and hygienic settings. It is ready to work hard to recover pre-pandemic business levels as soon as the circumstances surrounding the sector allow it (the evolution of the pandemic itself, air transport connections, etc.) The work ahead involves regaining organisers' confidence in the idea of holding their on-site events in Madrid and, above all, showing that we are a leading destination in the meetings industry for a reason.

The purpose of this document is to provide a checklist for any professional who is planning to hold a meeting or event in Madrid, whether national or international. The document is based on the only regulation to date that is recognised at the national level and is published by an official agency (the Secretariat of State for Tourism) regarding the prevention of Covid-19 infection in the sector: the recommendation guidelines of the Spanish Tourism Quality Institute (ICTE).

**NOTE FOR ORGANISERS:** you now have a checklist of points that you need to take into consideration when planning your event in Madrid, ranging from emergency and health contacts to details concerning organisation, whatever type of meeting it is.

Currently, with regard to the prevention of Covid-19 infection, there are criteria in force issued by the government of the region of Madrid, the Autonomous Community of Madrid (CAM), regarding the use of face masks, distancing and venue capacities:

[www.comunidad.madrid/gobierno/actualidad/reactivacion](http://www.comunidad.madrid/gobierno/actualidad/reactivacion)

- The use of face masks is mandatory for everyone over the age of 6 (and recommended for children 3-6 years old) when on the street, when using public transportation, and when in public spaces, whether outdoor or indoor.
- Minimum distance between people: 1.5 metres.
- Capacity: as a general rule, 75% indoors. An event is considered to be a mass event if it is attended by 600 people or more.

\* If your event will be attended by more than 600 people, contact us.

There are also the health and hygiene criteria issued by the Ministry of Health:

<https://www.mscbs.gob.es/profesionales/saludPublica/ccayes/alertasActual/nCov/ciudadania.htm>

In addition to their own prevention plans, the Madrilenian tourism companies members of the Madrid Convention Bureau have at their disposal different seals and certifications that guarantee that they comply with specific prevention criteria. This is the case of the "Safe Tourism Certified" seal, which complies with the tourism sector's UNE-0066 standards.

In any case, basic protocols exist in the tourism sector that are applicable throughout the entire country, promoted by the Secretariat of State for Tourism. They served as the basis for the reformulation of the aforementioned UNE-0066 standard.

<https://www.mincotur.gob.es/es-es/COVID-19/turismo/Paginas/Guias-sector-turistico.aspx>

<https://www.calidadturistica.es/ESP/m/7/1390/general/Noticias/El-ICTE--con-el-apoyo-del-sector--lanza-el-sello-Safe-Tourism-Certified-para-21-subsectores-turisticos-espano>

Order 688/2020, of 19 June, of the Regional Department of Health, establishing prevention measures to address the health crisis caused by COVID-19 upon the end of the extension of the state of alarm established by Royal Decree 555/2020, of 5 June and subsequently modified by 720/2020 and 1047/2020.

### SPACES

Congresses, gatherings, business meetings, conferences and events and similar activities*	75% capacity
Trade Fairs	75% capacity. Guaranteeing 1.5 m
Cinemas, theatres, auditoriums, big top circuses, open air venues and others	75% capacity and pre-assigned seats
Museums and exhibition halls. Also applies to monuments	75% capacity Max. 10 people per group
Multi-purpose rooms	40% capacity and pre-assigned seats

### HOTELS

Activity Open Common areas in hotels	75% capacity
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### CATERING SERVICES

Bar	50% capacity. Distance 1.5 m
Indoors	75% capacity. Distance of 1.5 m. between groups of chairs (max. 10 people per group). Banquet halls, 60% capacity
Terraces	100% capacity. Distance of 1.5 m. between groups of chairs (max. 10 people per group)

### ACTIVITIES

Tour guide groups	Up to 10 people
Active tourism	Up to 10 people

### WEDDING CEREMONIES & OTHER CELEBRATIONS\*

Wedding ceremonies & others	60% capacity
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\*Catering services: see the corresponding section.

Estas limitaciones expresadas en la Orden 688/2020 se pueden ver afectadas por Órdenes posteriores en función de la evolución de la pandemia. Consulta a las autoridades.

## BEFORE THE EVENT, CONSIDER THE FOLLOWING POINTS

### 1. Have a contingency plan for Covid-19 infection control

- 1-1. Identify precise sources of information about the pandemic situation and current measures that the population must follow. These are the official sources:

CAM:

<https://www.comunidad.madrid/gobierno/actualidad/reactivacion>

Ministerio de Sanidad:

<https://www.mscbs.gob.es/profesionales/saludPublica/ccayes/alertasActual/nCov/ciudadania.htm>

Check regularly for updates to the rules.

- 1-2. Review the contingency plan of your service providers, such as hotels or event venues, regarding the way events are carried out and with regard to their personnel, and how they handle suspicious/positive Covid-19 cases.\*
- 1-3. Clearly establish and document who is responsible for each and every one of the prevention measures, as well as the structure and division of roles.

\* The ICTE established, in spring 2020, measures and recommendations for the containment of Covid-19 infections in 21 tourist sectors. In addition, interested companies can obtain a certification, by audit, to achieve the Safe Tourism Certified seal. Do your partners have Covid Safe certifications?

- 1-4. Now more than ever, it is important to influence the sustainability of events. Think how you can contribute positively to the environment and with what measures. During the organization and celebration of the event, you can demonstrate your commitment to the Agenda 2030.

## DURING THE EVENT, CONSIDER THE FOLLOWING POINTS

### 2. On-site planning

- 2-1. Confirm how the following prevention measures can be implemented:
  - A) Ventilation inside the premises (location, method and frequency)
  - B) Cleaning and disinfection of shared facilities and rooms (location, method and frequency)\*

\* CAREFUL, this will affect the timing of the event

C) Availability of hand sanitizer gel and masks at the venue, signage and technology for the control of flows (of people and vehicles), occupancy and temperature.

- 2-2. Have a list of emergency contact information (hospitals / health centres in the area, etc.) available for use in case someone in attendance is suspected of being infected. Confirm the procedure for assisting foreigners.
- 2-3. Confirm "hotspots" in the venue (possible crowds) and options for implementing access control and queue management methods that avoid crowd formation and guarantee a distance of 1.5 m between individuals.
- 2-4. Do you have telematic and/or contactless technology for use in: registration, registration payment, accreditation and access, provision of certificates, cloakroom service, simultaneous interpretation, speaker/audience interaction, etc.?
- 2-5. During event assembly and disassembly, be sure to apply the same social distancing and prevention criteria as are applied during the rest of the event.

### 3. Raising awareness among event participants:

raising participant awareness is the best prevention measure, so make sure you:

- 3-1. Inform event attendees in advance about the mandatory prevention measures that are in place in Madrid at the time the event is taking place:

For example, in Madrid it is mandatory to use face masks in any public space, whether indoors or outdoors.

Encourage them to correctly use all the prevention measures available and avoid non-recommended gestures such as kissing or shaking hands.

- 3-2. Ask the participants to act responsibly toward others and to not attend the event if they have symptoms compatible with Covid-19.
- 3-3. If applicable, inform participants that their temperature will be taken at the event entry point with a contactless thermometer and tell them what the procedure will be if the maximum recommended temperature is exceeded. Ask the venue and the service providers to implement the same measures with their staff, and apply them to your own staff.\*

★ CAREFUL, the list of participants may prove vital to trace infections. All the regulations and recommendation guides at the Ministerial level include the need to have a record of assistants data available to the health authorities, in case they require it. In addition, this list must comply with all the guarantees for the protection of personal data established by law.

- 3-4. Ask your speakers to deliver their materials telematically and ahead of time.

### 4. Maintaining a safe and hygienic environment

- 4-1. Make sure that you do not run out of hand sanitizer gel, face masks and hygiene elements in the bathrooms.
- 4-2. Make sure that not only the rooms but also the common-use surfaces are regularly disinfected, such as all bathroom elements, counters and doorknobs.
- 4-3. Avoid shared use of materials such as pens and avoid information printed on paper as much as possible, as well as the non-personalised delivery of gifts.
- 4-4. Minimise the shared use of microphones and disinfect them frequently. Also keep this in mind for simultaneous interpretation and interactive systems.
- 4-5. Establish a selective waste collection in common areas, toilets and venues exits, with clear signage to use the red bin if available or the general waste bin for elements such as masks or gloves.

### 5. Prevention in enclosed spaces

- 5-1. Ushering control is important: avoid participants touching doors on their way in and out.
- 5-2. Keep the spaces as ventilated as possible, or implement measures that generate airflows.
- 5-3. Do you need simultaneous interpretation cabins or can this service be provided remotely? Promote the use of disposable headphones and other alternatives.
- 5-4. In the meeting areas, use tables that are bigger than usual and, if necessary, partitions. All this also applies to customer services counters.
- 5-5. Decentralise the catering distribution points, and if you are providing a buffet, clearly identify traffic flows.\*

★ Don't hesitate to use open-air venues!!  
Our climate is ideal for it.

## MADRID CONVENTION BUREAU (MCB)

The professionals that constitute the Madrid Convention Bureau and the Tourism Department of the Madrid City Council are part of this industry, which has been hit so hard by the pandemic. We understand that one way to collaborate in the reactivation of our industry is to help event organisers, who are obviously facing many new challenges and are having to work in entirely unprecedented circumstances. So if you still have questions in spite of the information tools available on our website (<https://www.esmadrid.com/mcb/en/measures-and-recomendations/>) and this guide, please do not hesitate to contact us. .

## MADRID SALUD: (THE MADRID HEALTH DEPARTMENT) FOR AUTHORISATION OF MASS EVENTS

(600+ participants):

Contact Madrid Convention Bureau

## COVID EMERGENCY PHONE NUMBERS:

<https://www.comunidad.madrid/servicios/salud/2019-nuevo-coronavirus>

## MADRID EMERGENCY PHONE NUMBERS:

<https://www.esmadrid.com/salud-emergencias-madrid>

## MCB SUPPLIERS OF SAFETY PRODUCTS AND TECHNOLOGY FOR EVENTS:

Event organizers:

<https://www.esmadrid.com/mcb/en/venues-and-services/other-service-providers/events-organization/>

Complete trade fair services:

<https://www.esmadrid.com/mcb/en/venues-and-services/other-service-providers/complete-trade-fairs-services-stand-construction/>

Audiovisuals:

<https://www.esmadrid.com/mcb/en/venues-and-services/other-service-providers/audiovisual-production/>

Event technology:

<https://www.esmadrid.com/mcb/en/venues-and-services/other-service-providers/technology-for-events/>

## CONTACT MCB:

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(Available in Spanish, English and Chinese)



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