



ENTERTAINMENT EVENTS  
HEALTH SAFETY

**COVID-19**

WE AIM TO DELIVER...  
WE ARE EIGHT BRIDGES SPORTS!





# CONTEXT

In the light of the COVID-19 Pandemic, we have all witnessed cancellation of elite entertainment events causing major economic failures, delays in artists' careers, and drastic change in the world's entertainment events calendar.

The World Health Organization along with the International Federations, and local authorities published a set of guidelines and standards to re-open safely entertainment events and venues.



With this thread of light,  
**Eight Bridges** has developed  
a line of services to bring  
Entertainment back to scene!



## WHO WE ARE? WHAT WE DO?

Known for always being pioneers in creating, implementing, keeping up with fast changing environments and achieving; our passion for events remains the essence of what we do and why we do it.

Considering the COVID-19 our new Fastlane, **Eight Bridges** offers proactively a 360° SMART solutions to bring back people together safely under the name of Entertainment.



Through years of experience in the world of events, our global range of services and solutions include:

- › Entertainment event consultancy
- › Entertainment events and hospitality management
- › Entertainment Marketing and hosting international events
- › Entertainment Communication and technology

Today we have integrated in our range of services the entertainment's health safety in response to global threats and unforeseen risks. Therefore,



**WE AIM TO DELIVER, WE ARE EIGHT BRIDGES SPORTS.**



## RETURN TO ENTERTAINMENT IN THE TIME OF COVID-19

We understand the heavy load and the time-consuming planning to integrate the WHO, International Federations and local authorities' regulations and policies into the scope of mapping to assure a verified, safe and secure event to all parties.



Therefore, Eight Bridges gathered a range of specialized stakeholders offering a complete 360° solution to help organizers, venues, governments and federations to implement on a larger scale the procedures to re-open safely entertaining events.



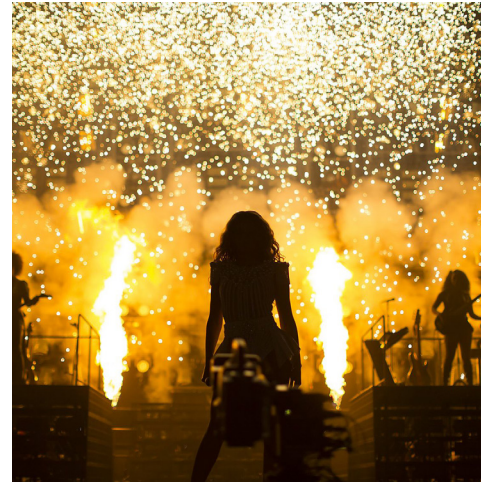
**ASSESSMENT**

**PLANNING**

**IMPLEMENTATION**



## WHAT TO EXPECT IN OUR SCOPE OF WORK?



Our global entertainment' event plan offers a complete range of services covering 3 main phases: **Assessment, Planning** and **Implementation**, to insure an equally secure and safe environment for all parties involved.

**We provide along our organization and mapping services:**

1. Trained Human Resources
2. Certified Sanitization Services
3. Safety Equipment
4. Customized Spectators and Attendees Kits
5. Standardized Food Safety
6. Branding
7. International Insurance services
8. Latest Integrated Technology

All in line with the World Health Organization, International Federations and Local authorities, checklists and requirements.



# 360° SOLUTION

## OUR METHODOLOGY

01



02



03

### ASSESSMENT

- Evaluate the external and internal environment
- Partner with reliable parties within the medical, sanitization, legal field
- Assess the level of risk VS the level of mitigation
- Plan to implement the respective measures

### PLANNING

- Create a task force including specialists (tech, medical, entertainment) to plan and validate the list of actions
- Develop customized checklists, tools, equipment and technologies
- Partner with related stakeholders to ensure high level services
- Assure insurance policies covering vital aspects and elements of the event.

### IMPLEMENTATION

Implementing all aspects of the checklists in line with the planning.

#### A. SET-UP

- Awareness communication
- Team training
- Health sanitization tools
- Organization/ logistics set-up

#### B. Certification/Authorization

- Pre-certification
- Approval

#### C. Operation

- Pre-Event organization
- Event organization



## ASSESSMENT

Evaluating the external and internal environment in partnership with reliable parties within the medical, sanitization, legal field, to assess the level of risk VS the level of mitigation.

The assessment step is highly weighted on the WHO diagnosis matrix to categorize the level of risk of each event and establish the right procedures.



## ACTIONS INCLUDE

### Checklists

- Routine planning for mass gatherings
- Complete Risk Assessment and Mitigation Check List as per WHO, International Federations and local authorities

- Gather Factors of Determination and all information about the event

### Experts

- Gather the right health experts from medical, sanitization and

organization

- Select and communicate with all relevant stakeholders

### Human Resources

- Assessment of Capacities & Resources



02

## PLANNING

Following the results of the assessment, EBS will develop the right planning to implement all tools and taskforces.



## ACTIONS INCLUDE

### Human Resources

- Designate Emergency COVID-19 outbreak response taskforce

### Tools & Equipment

- Order adequate material for staff, volunteers and teams to be able to fulfill the job

### Insurances

- Travel insurance
- Organizers insurance
- Spectators insurance
- Events cancellation

### Checklists

- Plan the checklist of all the implementation's tasks
- Modification plan of the event on the venue level
- Modification plan of the event on the participants' level
- Modification plan of the event duration





02

## PLANNING

Following the results of the assessment, EBS will develop the right planning to implement all tools and taskforces.



## ACTIONS INCLUDE

### Medical

- Provide Pre-screening tests through online questionnaires
- Prepare Mitigation measures in regards with local strategies
- Prepare Contingency Medical Response Plan for COVID19-
- Prepare Risk Communication & Response Plan

- Prepare a Task Risk Analysis to reduce total attendance resources on site at the event
- Create protocol for confirmed cases during event
- Assure strict health measures for competitors through medical team on sight
- Prepare Strategic Health Operation Centre (If needed)

### Hygiene & Sanitization

- Plan multiple sanitizing area at the event facility and accommodation
- Prepare schedule of cleaning and Sanitizing the venue multiple times a day depending on the event size while assuring suitable PPE for the task





02

## PLANNING

Following the results of the assessment, EBS will develop the right planning to implement all tools and taskforces.



## ACTIONS INCLUDE

### Communication

- Prepare guidelines for communication between attendees and host country healthcare system
- Establish protocol of communication between health and security authorities
- Establish protocol for parties in direct contact with individuals
- Establish a mechanism for reporting to external sectoral stakeholders
- Create Plan for Media Personnel allowing them to work remotely in coordination with the commercial rights holder through arising tech solutions
- Collaborate with Entertainment Ambassadors to promote messaging about healthy measures
- Liaison with all relevant stakeholders

### Media

- Design good and wide hygiene and national enforcement signage
- Pre-event emailing and marketing for communication between attendees and host country healthcare system
- Continuous emailing about updated country situation regarding the COVID-19, the expected measures to be taken at the event to all participants, attendees and parties



## IMPLEMENTATION

### A. SET UP:

Within this step, all stakeholders involved, including sanitization, screening, logistics, installation of medical check points, awareness signage, staff room, distribution of health kits and equipment, are executed by the designated taskforce.



### ACTIONS INCLUDE

#### Medical

- Install first aid and medical services check points
- Install isolation rooms (if needed)
- Screen measures for all participants through respective thermal cameras and tools recommended by local authorities

#### Hygiene & Sanitization

- Daily health checks, thorough disinfection before-between-after



performances, banning equipment sharing and using closed containers for hygiene material

- Install handwashing, alcohol-based hand gel and hygiene facilities at multiple locations
- Sanitize the areas of participants, teams, media, attendees, and any other parties many times a day while assuring PPE equipment for respective staff
- Sanitize the areas of spectators, seats and grand stands, public toilets, food courts and common



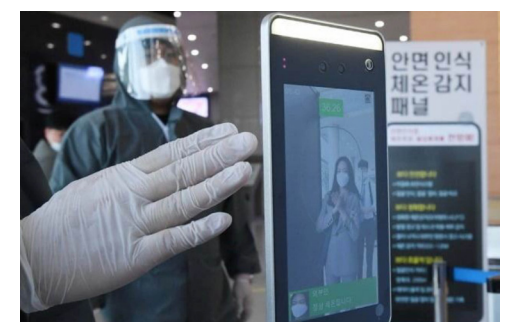
entries, exits and walkways

#### Tools & Equipment

- Distribute rubber gloves for team handling laundry, one time use towels, individual water bottles for personal use throughout the whole event

#### Kits

- Distribute complimentary hygiene KIT for spectators, staff, VIP, media including: masks, face shield, hand gels, seat cover tips on personal hygiene and breathing etiquettes.





03

## IMPLEMENTATION

### A. SET UP:

Within this step, all stakeholders involved, including sanitization, screening, logistics, installation of medical check points, awareness signage, staff room, distribution of health kits and equipment, are executed by the designated taskforce.



### ACTIONS INCLUDE



#### Signage

- Set up hygiene and respiratory etiquette signage across all venues, changing rooms, training facilities, parkings, entrances, toilets, public areas...

#### Communication

- Liaison with all relevant stakeholders

#### Dedicated Zones Mapping

- Dedicated zones mapping to apply social distancing guidelines: Ropes, barriers, banners, floor signage, stands and separated rooms and areas for individuals within the same team, group separation strategy for staff, attendees, spectators and provision.
- Set up of the food court with different franchisees and common dining area



- with distancing and regular sanitization.
- Implement the food court smart application allowing the spectators to order from their seat throughout a list of onsite restaurants avoiding lines and queues in front of each food outlet.

#### Human Resources

- Operation taskforce kicks off



03

## IMPLEMENTATION

### B. Certification/ Authorization:

This step reflects getting the certification of completion from independent consultants, approving the full list of compliance by WHO, International sports federations and local authorities.



### ACTIONS INCLUDE

#### Pre-certification:

- Liaison with all relevant certification stakeholders
- Checklists/Paper Work
- Team/Staff training

#### Approval:

- Get implementation verification from independent consultants as a certificate of completion: Bureau VERITAS, APAVE
- Get final authorization to operate from local authorities or international sports authorities





03

## IMPLEMENTATION

### C. Operation:

Once all set up is done and authorization and certification are given, EBS team starts operating the health procedures.



## ACTIONS INCLUDE

### Medical

- Surveillance of participant aimed at detecting individuals showing potential positive symptoms
- Monitoring the medical state and health of all individuals involved within the event

### Hygiene & Sanitization

- Organizing the spectators flow and circulation
- Ensuring that all

participants media, teams and stakeholders are respecting the full COVID19- health protocol

- Ensuring that spectators are respecting social distancing by using their kit (masks or face shield)
- Daily thorough communication of health protocol with volunteers and anyone participating at the event
- Reporting to external sectoral stakeholders

### Technologies

- Using contact tracing technology system deployed by local authorities
- Controlling privacy and security of all data collected
- Using technology for immediate transmission of information between stakeholders.

### Communication

- Liaison with all relevant stakeholders







**01** TRAINED HUMAN  
RESOURCES



**02** CERTIFIED  
SANITIZATION  
SERVICES



**03** SAFETY  
EQUIPMENT



**04** CUSTOMIZED  
HYGIENE KITS



**05** STANDARDIZED  
FOOD SAFETY



**06** BRANDING



**07** INTERNATIONAL  
INSURANCE SERVICES



**08** LATEST INTEGRATED  
TECHNOLOGY

## TOOLS & SERVICES

We provide along our  
organization and  
mapping services:



## TOOLS & SERVICES



01

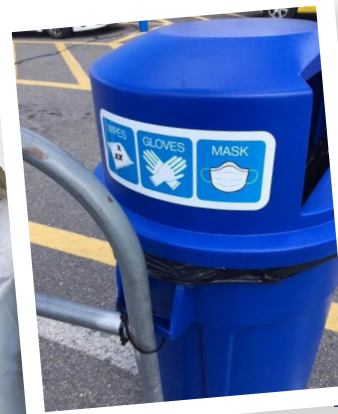
## HUMAN RESOURCES



Dedicate team of experts to cover all our steps from assessment to full implementation.

- Assessment of Capacities & Resources
- Designate Emergency COVID19- outbreak response taskforce
- Team/Staff training
- Operation team (Team managers, ushers and dedicates resources)

## TOOLS & SERVICES



02

## SANITIZATION



Our Sanitization services are assured by Boecker, our exclusive partner and the leader in the region. Boecker has proved to be the IT reference during the COVID19- pandemic and the go to place for prime and approved disinfectants against viruses and germs.

- Using state of the art professional drones to sanitize large venues (stadiums, grand stands, venues and halls...) and reduce human resources contacts and time.
- Special sanitized bins for masks and disposal
- Sanitizing drone may be used to reduce human resources and assure a more flexible sanitization schedule while attendees and spectators are at the event.



## TOOLS & SERVICES



### 03 SAFETY EQUIPMENT

Safety equipment are provided in the preparation of and during the event, assuring a safe environment for all parties at every stage. All equipment reflect the standards required to avoid, detect and handle any health hazard.



1. DISTANCIATION



2. ISOLATION ROOMS



3. PPE FOR HEALTH WORKER



4. HAND SANITIZING STATIONS



5. THERMAL CAMERA SCANNER:

- Crowd camera
- Org camera



## TOOLS & SERVICES



### 04 CUSTOMIZED HYGIENE KITS

We will be providing all attendees with a customized Kit inclusive of hygiene and health “goodies” that are verified and responsive against contagious viruses such as COVID-19.



#### ATTENDEES

##### SPECTATORS KIT:

Masks or face shields,  
hand gel samples, seat  
covers

#### VIP KIT:

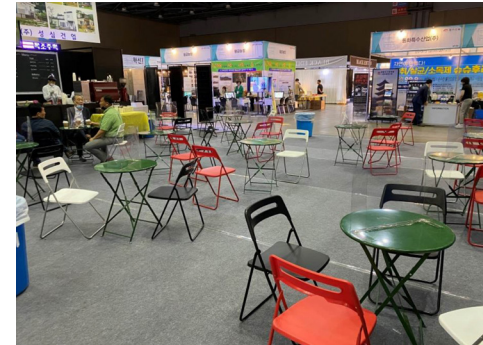
Masks or  
face shields,  
sanitization spray  
+ VIP hat + gloves

#### ENTERTAINMENT KIT

(MEDIA, ARTISTS,  
ORGANIZATION TEAM):  
Customized pack as  
per event duration and  
attendance: Masks or face  
shields, hand gel samples.



## TOOLS & SERVICES



05

## FOOD SAFETY



Food safety is at the core of our services. Our reliable partner(s) follow and implement all health, hygiene and sanitization guidelines developed by the World health organization, the federations and local authorities at every step of the F&B process:

### DELIVERY OF F&B GOODS:

- A. Sanitization of Packaging & Installation
- B. Sanitization of delivery equipment



### FOOD PREPARATION/ HANDLING & KITCHEN STAFF:

- A. Standardization of Cooked Products
- B. Standardization of Raw Products
- C. Contamination ban from food packaging

### ON SITE LOGISTICS:

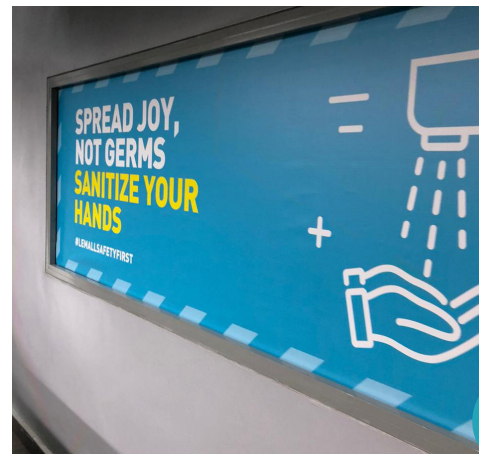
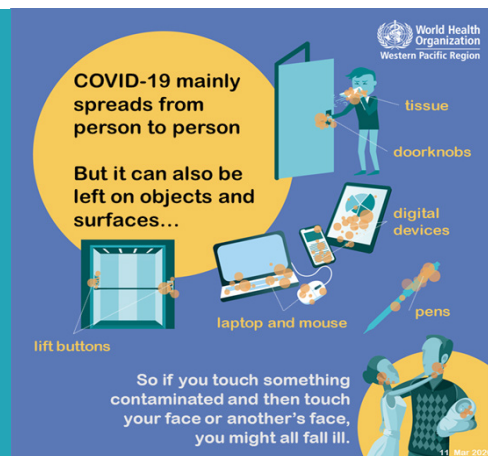
- A. Signage of the principles of HACCP and good hygiene practices
- B. Cleaning and Storage of food and equipment
- C. Audit of the supplier delivery
- D. Implementation of the customized sanitization standards at each step:
  - Before receiving the good
  - During reception & clearing
  - After reception & unpacking

### CLEANING/HANDLING SERVICE AREAS:

- A. Isolation of waste and / Debarra areas
- B. Plasticization & Sanitization of utensils/ F&B packages and Kit
- C. Modification of F&B service set up in line with social distancing rules

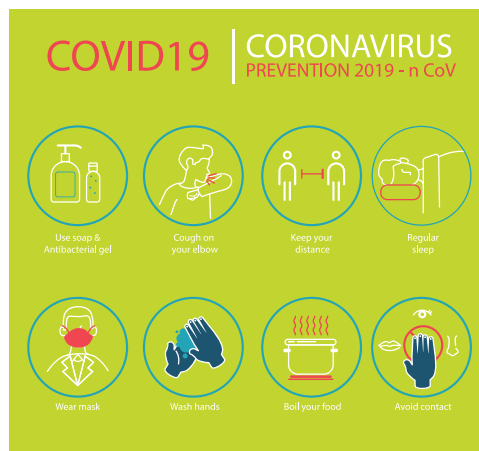
The food safety will be executed on the ground by our expert partner Boecker.

## TOOLS & SERVICES



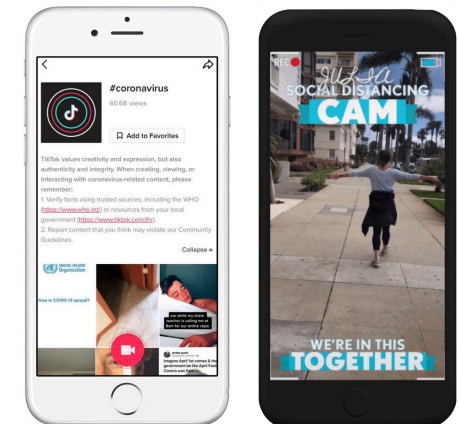
06

## BRANDING



We provide full branding services from concept to execution with our best in class partners:

Signages, stickers, special ropes with signs on them, vinyl and printings, audio recording, mini videos, Social media challenges (tik tok, Snapchat, twitter, IG, FB)





## TOOLS & SERVICES



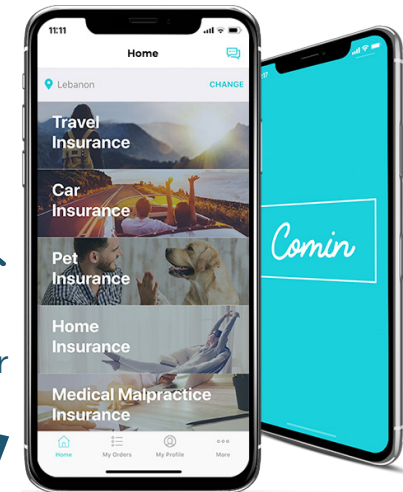
### 07 INSURANCE **COMMERCIAL** INSURANCE

Our Insurance services are proudly assured by our partner Commercial Insurance, Pioneer in covering large scale events within the sports and entertainment sectors in the MENA and GULF region.

#### REFERENCES:

- Redbull Cliff Diving
- Formula-E Deriyah
- Jennifer Lopez Concert
- Guns and Roses Concert
- Beirut Festival

Digital  
Insurance  
Application for  
individuals



#### TRAVEL INSURANCE

Cancelled ticket due to COVID-19 progress or new rules banning certain departures' region to attend the event



#### ORGANIZERS INSURANCE

Organizers tested positive in the preparation of, and during the event



#### EVENTS CANCELLATION

Cancellation of the whole event due to COVID-19 unexpected progress or sudden ban in the country in question



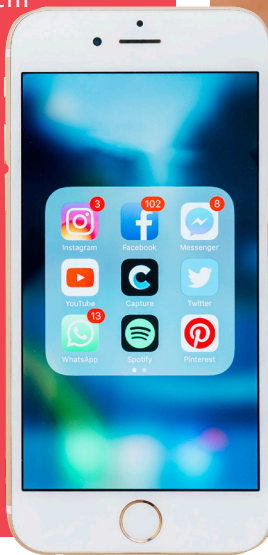
#### SPECTATORS INSURANCE

Spectators that appear to be positive due to the event, or during the event after filling out the online questionnaire and all requested measures proving that he was initially "verified" to attend the event

## TOOLS & SERVICES

### FOOD COURT:

F&B and more. Concerning the food court, the app covers in large this section from F&B outlets registration, to F&B orders from attendees and spectators using geo-localization for on site delivery or pick up till pre and on demand payment. By using this technology, the risk level has dropped as the mass gathering, queues, and in-dine areas within the food court have considerably decreased by going digital!



## 08 TECHNOLOGY

### CUSTOMIZED APP SOLUTIONS FOR ENTERTAINMENT EVENTS

Our customized app solutions, consist of a prime user friendly interface to interact with all sponsors, partners, spectators, teams, performers, artists, F&B outlets and more, for the sake of delivering an exceptional experience, pre, during and post the event, in line with the Entertainment Health measures of the COVID-19 to minimize as much as possible any physical contact with parties involved.





# PLANNING & MORE...

As we all speak the same language of entertainment, it is time to bring back this timeless legacy with expertise, excellence and unity. Eight Bridges renews its vows to bringing events into a whole new level of standards each time, making it achieve, succeed and evolve.

WHILE WE ALL HAVE LEGITIME EXCUSES TO TAME OUR PASSION  
FOR EVENTS DURING THESE TIMES,  
WE AS **EIGHT BRIDGES**  
FOUND ALL THE REASONS TO UNLEASH OUR DEDICATION  
FOR CREATING MEMORABLE EXPERIENCES,  
AND OUR THRIVE TO CHALLENGES.

Today it is not only about creating an entertaining event, but about a message of pioneering, innovating and making it happen despite it all, rather than cancelling it, because of it all.

**WE AIM TO DELIVER...  
WE ARE EIGHT BRIDGES!**







**Tony Moubarak**  
**President/General Manager**

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