

## Update on GWCCA's Business Return Plan

Since opening our doors 40+ years ago, Georgia World Congress Center Authority has been committed to our brand service promise of creating compelling guest experiences for everyone who steps foot on our campus.

In today's uncertain times, we know that promise, and the health and safety of our guests and team members, mean more than it ever has before. With these priorities in mind, GWCCA has been developing a comprehensive Business Return Plan (BRP) designed to meet the health and safety challenges presented by COVID-19. As we prepare to welcome you back to our campus, we would like to share some of the key components of our plan.

- **GBAC STAR™ Certification:** Georgia World Congress Center has committed to achieving GBAC STAR™ accreditation for cleaning, disinfection, and infectious disease prevention. To achieve accreditation, GWCC must demonstrate compliance with the program's 20 elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. We are among the first venues in the country to commit to this program and efforts are already underway.

Along with the above certification commitment, we are focused on these additional safety and wellbeing actions:

- ✓ Execute cleaning regimen with increased frequency
  - ✓ Training all GWCCA staff on updated procedures and new protocols
  - ✓ Establish access controls/limits for client, contractor, and staff
  - ✓ Implement traffic flow patterns to support proper crowd density
  - ✓ Collaboration with clients to educate and inform on new protocols
- **Social Distance Protocols:** Implementation of physical distancing rules for public spaces, meeting rooms, and exhibit halls, reevaluating attendee flow, analyzing occupancy limits, and applying registration protocols in order to help you create a safe environment for your attendees, exhibitors, and staff.
  - **Team Member Training:** In addition to training/certification based on our BRP, team members will participate in daily health screenings, practice workplace social distancing measures, adhere to use of face coverings/PPE (if applicable to role), and deploy enhanced cleaning in team member common areas.

- **Touchless Services:** From parking and food and beverage to coat/bag check and entrance controls, we are implementing several no-contact experiences to reduce the number of person-to-person touchpoints throughout GWCC.
- **Enhanced Signage/Communication:** GWCCA's website, social channels, and digital monitors and billboards will be great sources of information regarding our reopening efforts and for gentle reminders around required social distancing and hygiene guidelines. We also are creating signage for elevators, high-traffic common areas, escalators, food stands and restrooms, team member areas, and any other place we can find to help reinforce protocols and guidelines.

We each play an important role in helping to ensure the health and safety of every guest to the GWCCA campus. In the weeks ahead, we will share more information about our BRP efforts and the guidelines being implemented in our facilities to create a safe environment. While we don't know when this pandemic will be over or when our lives will return to some sort of normalcy, please know that when you are ready to host your event, ***we are here.***

Thank you for sticking with Georgia World Congress Center...we can't wait to welcome you home.



Joe Bocherer  
Chief Commercial Officer

