Trusted protection for the live experience.
ASM Global is the world’s leader in venue management, connecting people through the power of the live experience.

We lead the safest, cleanest and greenest arenas, stadiums, theaters and convention centers in the world.
GOAL

- Create an ASM Global branded program for venue re-openings post-COVID-19 crisis, including best practices for keeping facilities clean and certified at the highest standards for the safety and health of our associates and customers.

DESIRED RESULT

- Instill the highest level of confidence possible in ASM Global venues among all constituents, including clients, talent, guests and associates.
CONFIDENCE
Trust • Leadership • Experience • Expert • Faith • Conviction • Assurance • Reliance • Bold • Assertive • In-Control • Certified

CLEAN
Sanitized • Disinfected • Decontaminated • Thorough • Hygienic • Sterilized • Refreshed • Healthy

SAFE
Protected • Guarded • Secure • Shielded • Defended • Well • Enhanced • Consistent • Ongoing
Consumer Confidence hinges on more than just a ‘clean venue.’

72% of sports fans report they will not feel comfortable attending games until there is a vaccine. (Seton Hall Sports Poll)
To instill high confidence, post-COVID venue opening policies and procedures will need to be developed and executed in strict accordance with top global health officials.
What is COVID-19?
A Guide for Facility Managers

Coronaviruses first discovered in 1960s
COVID-19 is the respiratory disease caused by the 2019 Novel Coronavirus now known as SARS-CoV-2
Symptoms of coronavirus infection can range from mild in most cases (fever, cough, shortness of breath) to serious (pneumonia, kidney failure, even death)
Spreads via droplets produced by coughing or sneezing or through contact with contaminated surfaces

How to Prevent the Spread of COVID-19

Educate your cleaning staff about COVID-19 and encourage them to stay home when sick
Ensure your cleaning staff has access to the right cleaning supplies
Train staff how to properly clean and disinfect high-touch areas to minimize the risk of transmission

Wash hands with soap and water or alcohol-based hand sanitizer when hands are not possible
Cover coughs/sneezes with a tissue, and then throw the tissue in the trash
Avoid contact with people showing signs of illness, and stay home if you feel ill
Clean and disinfect surfaces with products that have an EPA-approved emerging viral pathogen claim for use against SARS-CoV-2
Wear a facemask if you have symptoms of COVID-19 to prevent the spread of the disease to others

COVID-19 Prevention Tips for Facility Managers

1. Educate your cleaning staff about COVID-19 and encourage them to stay home when sick
2. Ensure your cleaning staff has access to the right cleaning supplies
3. Train staff how to properly clean and disinfect high-touch areas to minimize the risk of transmission

Go to the CDC website for the most up to date information on COVID-19.

Brand collaterals to be produced for an array of internal and external communications
Trusted protection for the live experience.
CERTIFIED FAN SAFE.

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CERTIFIED GUEST SAFE.

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