



For release

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New: “Live & Safe” reopens the doors to in-person gatherings

Welcome back the public with PublicisLive & SGS

Live & Safe is a new initiative designed for the MICE industry to ensure the highest hygiene and safety standards for global events management and office operations.

PublicisLive announced today that it has launched Live & Safe, a program developed with SGS to provide the meetings, incentives, conferencing and exhibitions (MICE) industry with a health and safety blueprint for events to reassure organisers and participants in these uncertain times.

“This protocol is crucial to the future of global events management” says Anthony Gazagne, PublicisLive’s Executive Chairman. “By restoring trust and enabling people to meet again, engage and inspire, our industry can drive the social and economic recovery.”

As a leader in the events industry, PublicisLive’s highest priority is the sustained health, safety and security of its clients, visitors, suppliers and talents. In collaboration with SGS and a team of experts, the company is leading the way by creating precise guidelines to safeguard everyone involved.

Live & Safe establishes strict sanitation measures for events through staff training, systematic disinfection, increased cleaning frequencies and social-distancing measures. These enhanced protocols can be adapted to local regulatory requirements (Live & Safe is offered by all PublicisLive’s worldwide agencies).

The Live & Safe package covers:

- Office procedures
- Event management procedures
- Loading and unloading of cargo procedures
- Cleaning procedures
- Operational instructions for food and beverage spaces
- Subcontractor guidelines
- Accommodation guidelines
- Transportation guidelines
- Guidelines on how to deal with suspected cases of Covid-19



SGS was PublicisLive's natural partner for the creation of this new protocol. As a global leader in providing quality hygiene solutions, SGS is helping PublicisLive to meet the highest international standards, including those developed for preventing the spread of Covid-19 and other health threats.

"The event industry has a high responsibility to address health and safety issues." says Alim Saidov, Executive Vice President, Industry & Environment, of SGS Group. "We are very proud to be able to help PublicisLive in developing a comprehensive pandemic management system, enabling a better, safer and interconnected environment for employees, event visitors, contractors and authorities over the next years."

About PublicisLive

Established in 1995, PublicisLive is a global strategic communication and event management agency. Active in support of the world's leading governments, international organizations and corporations across five continents, PublicisLive creates global influence platforms to help its clients solve global challenges and transform ideas into action. PublicisLive is part of Publicis Groupe, a global leader in media communications, with 83,000 talents active in over 100 countries.

For more information, please visit:

www.publicisgroupe.com

www.publicisLive.com

About SGS

SGS is the world's leading inspection, verification, testing and certification company. SGS is recognized as the global benchmark for quality and integrity. With more than 89,000 employees, SGS operates a network of over 2,600 offices and laboratories around the world.

