Your guide to running a

Touchless
Event Gate

Introduction

Running a safe, risk-free event starts at the gate with registration. **Risk-free** meaning free from danger or harm; *creating a safe, clean environment for guests.*

The COVID-19 pandemic has forever changed standard health-norms for everything. As we begin to operate and move towards a *new* normal, we might not continue to see masks and gloves as a requirement for hosting a safe event.

However, there are other ways of creating and maintaining a clean event space. And this all starts at the beginning with your registration process.

Here's your guide on how to run a touchless event gate.

1. Safe Ticket Scanning

2. Accepting All Payment Types

3. Running the Will Call Booth

4. Social Distancing & Crowd Control

5. Social Distancing & Crowd Control (Tips)

6. Volunteer and Staff Safety

Safe ticket scanning

The biggest aspect of your registration is scanning tickets upon entry. There tends to be a lot of exchange between staff and guests throughout this process.

However, this can easily be eliminated or reduced with the following methods.

1. Avoiding ticket exchanges

Instruct staff not to grab tickets, but allow guests to present them themselves.
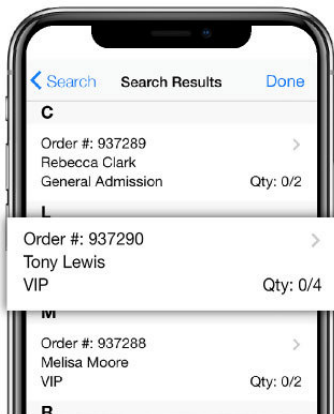
2. Using ticket scanners

Ticket scanners make it easy to scan tickets at a distance; either print-at-home or digital.

You can also scan throughout the lines using wireless scanners. This is recommended, not only to speed up the lines, but this also allows guests to social distance while waiting for you to come to them.

3. Posting informative signs

Post signage instructing guests on how to have their tickets ready before approaching the gate.

Doing so, they will know how to present the tickets, making entry fast and touchless.

Equipment Options

Accepting all payment types

Whether it's cash, card, check, etc. it's nearly impossible to avoid touching these payment types. Or is it?

The passing of money and credit cards is an easy way to transfer germs and other pathogens from these payment types to staff and volunteers. So, here's some tips on keeping this process as touchless as possible.

- ## Accepting Cash Payments

  1. Create a separate dedicated station for accepting cash and only accept *exact* change if possible.

  2. Have staff wear gloves when receiving money. Staff accepts the money, guests enter the gate, thus, there is no exchange or touching.

  3. For cash drops, make sure staff wears gloves and avoids handling the banknotes for at least *a few days* post-event. Current research suggests that pathogens can live for multiple days on paper, so leaving the money untouched can ensure all viruses that once lived there are gone.

- ## Accepting Credit Cards

  Option 1: Require that all purchases be made in advance and online.
  Option 2: Use a linking service like Bitly to provide an easy way to find ticket links, purchase tickets online and have them sent directly to the customer's smartphone.
  Option 3: Use a credit card slide/insert so customers can insert their own payment on a device without any additional exchange. **Tip:** Use velcro to attach the credit card reader to the table so the transaction can be done one handed.

- ## Box Office Payments

  If possible, go fully remote. Only accept phone orders, taking all the required information and emailing tickets and confirmation to guests via email.

- ## Confirmations and Receipt Printing

  Some people still prefer printed receipts, but to fully eliminate an exchange of germs, opt for emailed receipts only. *No paper.*

Digital or print-at-Home?

What is the cleanest option?

Print-at-home or digital tickets for mobile phones?

Well, if your gate is set up correctly, **both of these options will work.**

As long as customers can present a scannable ticket without staff having to make an exchange, scanners can scan from a distance, letting guests enter the event.

What's the difference?

Running the Will Call booth

Some guests still use Will Call as a way to receive their tickets. All they have to do is provide the required information, proper ID and/or an order confirmation to pick up tickets at a Will Call booth.

But this still involves an exchange that can offer some risks of contamination.

Here's how to create a safe will call booth:

Option 1: Will Call pick-ups

Create a separate line at Will Call for pick-ups where staff can wave guests through after locating the required information instead of handing them a ticket.
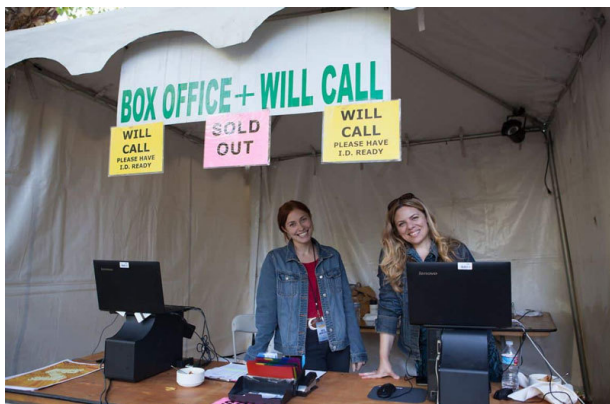
*** This only works when your Will Call booth is close to the entrance or part of the gate.

Option 2: Dedicated lines

With the right equipment, scanners can be turned into a mobile box office for quick check-ins and looking up orders.

Use one line at your gate for Will Call pick-ups where staff can lookup that guests information and allow them entry.

Social distancing & crowd control

Social distancing has become a common word throughout our society. **6 feet apart** is forever ingrained in our minds.

This thought should also carry over to your event for continued crowd control and safe distances for guests. But how do you maintain this at heavy trafficked events?

Tip 1: Use tape or signage to mark the floors for directing the flow of traffic and how far apart people should be standing when in lines.

Tip 2: Place tape arrows on the floor so guests know which way they should be walking, avoiding going against crowds of people.

This is known as a **one-way traffic flow.**

One-way traffic reduces cross-winds of people walking towards each other. With everyone following the same direction and/or route, it is less likely to transmit any pathogens in the air. *Correctly practicing one-way traffic flow highly depends on the event type and venue.*

Tip 3: Stick to open floor plans or outdoor venues so guests have a lot of room. This eliminates keeping people in confined spaces where germs can easily spread.

Tip 4: Use volunteers as *extra eyes* for monitoring crowds and ensuring guests are practicing social distancing and follow event safety rules.

Tip 5: Monitor your bathrooms. This is where long lines tend to live. Put social distancing tape outside while people wait and have staff monitor the amount of guest entering and exiting.

Tip 6: If expecting a large crowd, you might have to enforce the use of masks for extra precaution. At least while people are confined to a line.

Tip 7: Monitor your event's capacity at the gate. Use bouncers or line management staff to keep track of the people entering and exiting the event. Use a clicker counter to monitor when capacity hits.

*** To keep an accurate count of guests, the entrance would need to be near the exit. Once capacity has been hit, only let people in as people leave.

Tip 8: Use signage to express your event's health and safety rules. Signs can demonstrate mindful crowd spacing examples or suggestions, when to wear a mask, where hand sanitizing stations are, etc.

Tip 9: Your entrance and exit should be separate so people can manage their distance when walking out/in.

Tip 10: Consider assigned seating. By assigning seats you can space out your guests. Or have ushers control the distribution of guests as they enter the space.

Volunteer & staff safety

While we work to secure a safe, clean environment for guests, the staff is often forgotten about. It's important we practice safety procedures behind the scenes as well.

- ## Safety Ambassadors

Assign **"Entrance Safety Ambassadors"** at the gate. This is someone who understands all event rules and protocols put in place.

The job of this ambassador is to know community rules based on your city's suggestions for holding events and crowd regulations.

Other jobs might include keeping track of capacity, offering friendly reminders to guests about social distancing, etc.

- ## Touchless scanning

As mentioned previously, staff scanning in guests should remember not to exchange and touch anything the guests offer such as tickets.

*** Scanners can read a barcode anywhere from 6-12 inches (about the length of an arm) when clearly presented.

- ## Online ticket purchases

Box office staff should be kept to a minimum if not eliminated all together.

Instead, encourage people to purchase tickets ahead of time online or on a mobile app.

PurplePass

The safety of your guests and staff should always be your number one priority. Including a touchless registration experience is one step towards a safe, risk-free environment.

Ready to start planning your touchless event?

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