

The Human Side of Safety:

Creating a Culture of Care in Events

KEY TAKEAWAYS

- Safety is everyone’s responsibility. Regardless of your role, every person on the show floor contributes to creating a safe environment.
- Duty of care goes beyond compliance. It’s about protecting the well-being of employees, partners, exhibitors, attendees, and ensuring everyone returns home safely.
- Speak up early. Addressing a small concern before it becomes a larger issue is one of the most effective ways to prevent incidents.
- Build relationships before problems arise. Strong partnerships between contractors, venues, exhibitors, and safety teams make it easier to communicate and solve issues when challenges occur.

WHAT DOES “DUTY OF CARE” MEAN?

Duty of care is the responsibility to create an environment where everyone can work safely and return home at the end of the day.

A strong safety culture is built on:

- Communication
- Awareness
- Accountability
- Respect for every person on the show floor

SAFETY THROUGHOUT THE EVENT LIFECYCLE

MOVE-IN	SHOW DAYS	MOVE-OUT
The show floor is an active construction site where awareness is critical. Watch for: • Slips, trips, and falls caused by clutter or unsecured materials • Forklift traffic and blind intersections • Distractions like mobile phones while walking active work areas Ask yourself: Is my workspace creating a hazard for someone else?	As exhibitors and attendees arrive, hazards change. Be mindful of: • Loose or damaged carpet • Emergency exits and evacuation procedures • High pedestrian traffic • CHanging floor conditions throughout the day Remember: Hazards aren’t always obvious once the show opens.	Move-out is often the busiest and highest-risk phase of an event. Focus on: • Empty crate return operations • Increased equipment traffic • Maintaining situational awareness • Clear communication with labor and partners Never assume others can see you.

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BUILDING A CULTURE OF CARE

Creating a safer event doesn't require massive changes, it starts with consistent actions.

At your next event:

- Start one conversation about safety.
- Report one potential hazard before it becomes an incident.
- Thank someone who prioritizes safety.
- Take a moment to look beyond your own responsibilities and notice the environment around you.

Small actions, repeated consistently, create lasting safety cultures.

YOUR ROLE AS A RISING LEADER

You don't need a safety title to make an impact.

Great leaders:

- Speak up when something doesn't look safe.
- Ask questions instead of making assumptions.
- Encourage teammates to report concerns.
- Lead by example through safe behaviors.
- Help create an environment where people feel comfortable asking for help.

Fresh perspectives often identify risks experienced professionals may overlook.

ESCA IS HERE TO HELP MEMBERS CREATE SAFER SHOW FLOORS WITH INDUSTRY-STANDARD SAFETY SIGNAGE

Free downloadable safety signage templates for use at every event, generously donated by GES. You have the option to add your logo for co-branding alongside ESCA.

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SPEAKERS

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