



Tarena Smith – Mercedes-Benz Stadium

Event Contingency Planning...



How to Expect the Unexpected

*The best way to begin a **contingency plan** is to brainstorm all potential crises and how they would impact a planned event, what the **resolutions** are, and how to best communicate the resolution to stakeholders in a timely manner.”*

~MEDIA GROUP SPORTS AND EVENTS



What If...

➤ **Common What Ifs:**

- ~Weather
- ~Staffing (arrivals, departures, shortages)
- ~Guest ingress/ egress
- ~Concourse Lines
- ~Transportation exterior (guests/ teams)
- ~Power or communication failures, Internet/ IT failures (POS Systems go down)
- ~Fire, plumbing, escalators/ elevators lost, structural integrity lost
- ~Evacuation, protesters, field intrusions
- ~Medical, life safety
- ~Exterior Considerations (wind: tents, signage)
- ~Food/ beverage

??What is unique to your facility, event, client, attendees

*What is in your contingency
backpack - how do you fill it?*



Paramount is the safety of your guests

Plan for the unexpected

Be prepared 100% for your event to manage the unexpected

If you still managing details of your event during your event, the unexpected will manage you.

1. History

- a) Facility, event, similar event*
- b) Remember, your staff can be a great resource*
- c) Client's history – ask what has occurred with past events*

2. Research

- a) Follow the news (Houston Concert)*
- b) Industry Trends*
- c) Reach out to your industry/facility contacts*

3. Enlist the help of an expert if appropriate

- a) Fire marshal, crisis management*

4. Have a plan to plan

The Plan – filling your backpack

~Develop the plan in conjunction with the general event planning

~Ask the what ifs – everyone!

~Have the right people at the table to weigh in on the conversation/plans

~Develop an EAP, review often

~Be timely

~Contacts – current with current information

~Table-Top Exercises, include all partners

~Document events (pictures can be key) after action meetings, history

~Share the plan!



Super Bowl 47 New Orleans 2013

Lights Out!



[ABC Local Coverage](https://www.youtube.com/watch?v=PM3j9QvE1ME) <https://www.youtube.com/watch?v=PM3j9QvE1ME>

[CBS Documentary](https://www.youtube.com/watch?v=2NisA-AT60A) <https://www.youtube.com/watch?v=2NisA-AT60A>

Be
prepared
for the
WHAT
IFs



Questions