Event Contingency Planning...

How to Expect the Unexpected

Tarena Smith – Mercedes-Benz Stadium
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?
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

CBS Documentary  https://www.youtube.com/watch?v=2NisA-AT60A
Be prepared for the WHAT IFs
Questions