

Expecting the unexpected is par for the course when it comes to event management. Although an incident is never expected, having a crisis management response plan has become a necessary element for anyone who plans group gatherings. Here's a summary of some items a response plan should include.



CRISIS MANAGEMENT PLAN COMPONENTS

1. Event Details

- Event name
- Event dates
- Key stakeholder/client/event owner

2. Organization or Client Contact Information

- Onsite staff contact info (if in-person event)
- Office staff contact info
- (if virtual/digital event)
- Key stakeholder/decision-maker/event owner
- Risk management
- Human resources
- Other contacts depending on organizational structure

3. Venue/Hotel/Supplier Information

- Key venue contacts such as CSM, security, etc.
- Venue-specific safety and security details
- Destination Management Company (DMC) contact details (if using)
- Third-party security services contact details (if using)
- Transportation contact details (if using)

4. Local Medical or Emergency Services Information

- Hospital or Urgent Care
- Police & Fire
- 24-Hour Pharmacy
- COVID-19 specific contacts

5. Organization or Client Specific Crisis, Risk, or Safety Policies & Procedures

- Include any pre-determined policies & procedures to have on-hand and readily available at the event.
- Work with your organization's Human Resources or Risk Management offices to provide.
- Printed copies of your venue or hotel agreements, highlighting any clauses related explicitly to crisis, safety, security, and risk management.

6. Holding Statements

Develop holding statement templates in advance to pull from for various circumstances. Examples include:

1. We are aware of the conference app's technical difficulties. We are working on a solution and will post more information when it becomes available.
2. One of our attendees has experienced a medical emergency and is being treated by medical personnel. We will provide appropriate information as it becomes available.
3. Some attendees have expressed concern about the participation of _____ as a keynote speaker. The planning committee discussed this at length and, with the approval of the Board of Directors, felt _____ (his/her) contribution brought significant value to a large majority of attendees. More information to address your unease will be forthcoming