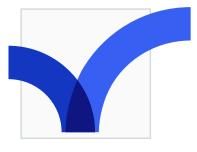
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How to prepare for and mitigate risk during large-scale events

Planning a large-scale event like a major gathering or a sporting event involves careful consideration of various risks and challenges. From concerts to conferences, safety is paramount in creating memorable experiences for attendees. Ensure organizational resilience at large-scale events by following our comprehensive checklist:

Establish clear objectives:

O Define specific goals for the event, focusing on the safety of attendees, participants, and staff, operational efficiency, and overall success.

Conduct a comprehensive risk assessment:

- O Identify potential hazards and threats related to weather, security, health emergencies, and other relevant factors.
- O Assess the likelihood and potential impact of each identified risk.



Develop an emergency response plan:

- O Create a detailed emergency response plan outlining procedures for various scenarios.
- O Ensure all staff members are trained on emergency protocols and understand their roles and responsibilities.

Implement a communication strategy:

- O Establish a robust communication strategy to disseminate important information before, during, and after the event.
- O Utilize communication tools like Everbridge
 Mass Notification to reach attendees, staff, and stakeholders in real-time with differentiated messaging options and templates for a variety of audiences.

Coordinate with authorities and stakeholders:

- O Obtain necessary permits and approvals for the event.
- O Collaborate with local authorities, emergency services, and relevant agencies to align on safety and security measures.

Ensure venue readiness:

- O Inspect the event venue to ensure it meets safety standards and regulations.
- O Address any potential hazards or issues identified during the inspection.

Prepare for medical emergencies:

- O Arrange for medical facilities and personnel to be available on-site or nearby during the event.
- O Stock up on essential medical supplies and equipment.

Enhance security measures:

- O Implement robust security measures, including bag checks, metal detectors, and perimeter control.
- O Hire trained security personnel to monitor the event area.

Manage crowd dynamics:

- O Develop a crowd management plan to prevent overcrowding and ensure orderly movement.
- O Establish designated entry and exit points to facilitate smooth flow.

Utilize technology solutions:

- O Leverage technology solutions like <u>Everbridge</u> <u>critical event management (CEM)</u> for real-time monitoring, incident management, and communication.
- O Integrate tools like <u>Everbridge Signal</u> with social media to reach an even wider audience.

Prepare for weather contingencies:

- O Monitor weather forecasts leading up to the event.
- O Have contingency plans in place for adverse weather conditions, such as shelter options or event rescheduling.

Conduct a post-event evaluation:

- O Review successes, challenges, and areas for improvement through a thorough post-event debriefing.
- O Use feedback from stakeholders to enhance future event planning and safety measures.

Document incidents and learnings:

- O Keep detailed records of all safety and security measures implemented.
- O Report any incidents promptly to relevant authorities and stakeholders.

Continuously improve processes:

- O Incorporate security feedback into the customer feedback lifecycle to further enhance safety measures and address potential vulnerabilities.
- O Continuously review and update safety protocols and procedures based on lessons learned from past events and industry best practices.

