

A guide for private sector organizations

How to manage duty of care, travel risk, and executive protection during major sporting events and festivals





Major events create more than visibility. They create exposure.

Global sporting events and festivals concentrate people, movement, attention, and uncertainty. For private-sector organizations, that means a temporary but significant increase in operational risk. Employees may be traveling internationally, executives may be attending public-facing events, and critical business activity may continue in environments shaped by crowd surges, infrastructure strain, civil unrest, severe weather, cyber disruption, misinformation, or targeted threats.

“Resilience today isn’t a static plan. It’s an organizational mindset that connects people, data, and action across the enterprise. The goal is not just to survive disruption, but to thrive through it. Use this white paper to challenge assumptions, start new conversations, and accelerate your resilience.”

Dave Wagner, President & Chief Executive Officer, Everbridge

These events are no longer isolated security concerns. They create overlapping pressures across people risk, travel risk, executive protection, business continuity, and crisis response.

For organizations with globally mobile workforces, high-profile leaders, or operations tied to major urban centers, the question is no longer whether a major event could disrupt plans. The question is whether your organization can identify risk early, coordinate response quickly, and protect people without slowing business down.

This guide outlines the evolving risk landscape around major sporting events, the capabilities resilient organizations prioritize, and the operational questions leaders should be asking now.

The risk environment around major sporting events and festivals has changed

Large-scale sporting events and festivals have always required careful planning. What has changed is the complexity of the environment surrounding them.

Today's event risk landscape is shaped by convergence. Physical security threats overlap with cyber incidents. Travel disruption intersects with severe weather. Public demonstrations can affect mobility, communications, and duty of care. Misinformation can spread faster than official guidance. Local incidents can quickly become enterprise-wide issues when employees, leaders, and operations are distributed across regions.

For private-sector teams, this creates a harder operating reality:

- More moving people
- More dynamic locations
- More interdependent risks
- Less tolerance for delayed decisions

The old approach of static travel advisories, disconnected monitoring, manual outreach, and siloed response is often not enough in a fast-moving, high-visibility environment.

Organizations need a more adaptive model: one that combines visibility, coordination, communication, and response across security, travel, HR, business continuity, and leadership teams.

Everbridge 360 unifies real-time risk assessment, multi-channel communication, and intelligent resource management to keep large-scale events running safely and smoothly. Powered by purpose-built AI, it enables faster decisions, stronger coordination, and more effective response.

[Find out more here](#)

Why duty of care becomes more visible during major events

Major sporting events and festivals put duty of care under a brighter spotlight.

Employees may be traveling to host cities, attending customer events, supporting field operations, or working in adjacent areas affected by congestion, demonstrations, or transport disruption. Organizations may also need to support contractors, partners, and visiting teams in environments that are changing by the hour.

During these periods, duty of care is not just about having a policy. It is about being able to answer practical questions quickly:

- Who may be affected?
- Where are they?
- What do they need to know?
- What action should they take?
- How fast can we reach them?
- Can we confirm their status and provide support?

The organizations that perform best under pressure are able to move from awareness to action quickly. They do not rely on fragmented spreadsheets, delayed reporting chains, or one-size-fits-all communications. They have the ability to identify impacted populations, communicate clearly, and escalate when conditions change.

That is what turns duty of care from a compliance obligation into an operational capability.

Architecture, engineering and construction firm, Burns & McDonnell, uses Everbridge to navigate critical events by providing impact zone visibility, enabling efficient communication, and ensuring safety during emergencies.

[Watch the customer video here to find out how](#)

Travel risk is now continuous, not occasional

Travel risk used to be treated as a point-in-time issue. A trip was booked, basic guidance was provided, and exceptions were managed as needed.

That model breaks down during major events.

Conditions can change rapidly due to transportation disruptions, crowd movements, public safety incidents, cyber outages, weather, or localized unrest. Travelers can face delays, route changes, accommodation issues, or unexpected exposure to high-risk areas. Employees may also extend travel, combine business and personal activities, or move across multiple venues and cities, making static oversight even less effective.

This creates a need for continuous travel risk management.

Organizations need to know when a change in external conditions could affect a traveler's safety, mobility, or ability to continue their trip. They need to be able to push relevant guidance, confirm wellbeing, and adapt plans in real time.

For many teams, the real gap is not awareness that risk exists. It is the ability to operationalize that awareness at speed.



Executive protection requires broader coordination

Major sporting events and festivals also increase exposure for executives and other high-profile personnel.

Leaders attending public events, partner meetings, hospitality functions, or media-facing activities may face heightened visibility and reduced control over venue, timing, routing, and crowd proximity. Even when no direct threat is present, complex logistics and rapidly changing local conditions can increase risk.

Executive protection in this environment is not limited to personal security detail. It depends on coordination across intelligence, travel, communications, location awareness, escalation protocols, and crisis response.

That means organizations should be prepared to answer:

- Are executive movements supported by current risk intelligence?
- Is there shared visibility across protection, travel, and security teams?
- Can plans adapt quickly if routes, venues, or local conditions change?
- Is there a fast path to notify, escalate, and support if an incident occurs?

The more public and dynamic the event, the more important it becomes to connect executive protection to a broader resilience framework.

Strengthen executive protection in an unpredictable world

Gain deeper insights into modern executive security challenges and solutions. Learn how to assess risks, implement advanced protection strategies, and stay ahead of emerging threats.

[Watch the webinar now](#)

What resilient organizations do differently

Organizations that handle major-event risk well tend to share a few core capabilities.

They maintain visibility into threats and operating conditions rather than relying on fragmented updates.

They can identify which people, travelers, executives, or sites may be affected when conditions change.

They communicate quickly with context, not just generic alerts.

They coordinate across teams using a common operating picture rather than a chain of handoffs.

And they treat response as a dynamic process, not a fixed plan.

These organizations are not necessarily doing more work. They are removing friction from critical decisions.

That matters during major sporting events, where the speed and quality of response often determine whether disruption remains manageable or becomes a larger operational issue.



Resilience readiness snapshot

Use the questions below as a quick way to gauge how prepared your organization may be to manage major-event disruption across duty of care, travel risk, executive protection, and operational coordination.

This is a practical readiness snapshot designed to help surface potential gaps.

Ask yourself:

- 01 Can we quickly identify which employees, travelers, executives, or partners may be affected by an incident near a major event location?
- 02 Do we have a reliable way to monitor changing conditions across travel, safety, weather, cyber, and local disruption in real time?
- 03 Can we send targeted communications based on role, location, risk level, or event relevance rather than relying on broad mass outreach?
- 04 Are our security, travel, HR, and continuity teams working from a shared view of the situation?
- 05 Do we have clear escalation paths when event-related disruption begins affecting people or operations?
- 06 Can we account for employee and traveler safety quickly if an incident occurs?
- 07 Are executive movements supported by current intelligence and adaptable response plans?
- 08 Can we adjust travel guidance, meeting plans, or protective measures quickly as conditions change?
- 09 Do we have confidence in our ability to coordinate response across regions, business units, and stakeholders?
- 10 Are we using event-driven disruption as a trigger for proactive planning rather than reactive response?

What your responses suggest

If several of these questions exposed uncertainty, your organization is not alone. In many companies, major events reveal the space between policy and execution.

The most common gaps include:

- Limited visibility into who is affected
- Slow coordination across teams
- Overreliance on manual communications
- Inconsistent traveler support
- Fragmented executive risk planning
- Difficulty adapting response as conditions change

Those gaps may stay hidden during routine operations. Major events make them visible.

The good news is that they can also provide a clear catalyst for improvement.

What to strengthen next

As you review your current approach, focus on a few practical priorities:

- Improve visibility into people, travel, and changing threats
- Create faster coordination across security, travel, HR, and continuity teams
- Strengthen targeted communication and wellbeing confirmation
- Connect executive protection planning to wider operational resilience
- Reduce manual steps that slow response under pressure

Even small improvements in these areas can significantly increase your ability to protect people and sustain operations during high-visibility events.

Next step: take the full Everbridge Best in Resilience Maturity Self-Assessment

Resilience means more than responding to disruption. It requires the ability to move quickly, act intelligently, and coordinate effectively across the organization when pressure is high.

How confident are you in your organization's ability to meet that standard?

Take the Everbridge Best in Resilience Maturity Self-Assessment to benchmark your resilience capabilities and identify where to strengthen visibility, coordination, response, and readiness before the next disruption.

Take the Everbridge Best in Resilience Maturity Self-Assessment

Take assessment

Experience the power of Everbridge for yourself

Ready to transform how you manage critical events and strengthen your organization's resilience? Request your personalized demo to see Everbridge in action today. Call us at +1 (888) 366-4911 to speak with a resilience expert, or schedule a demo at everbridge.com/demo

Speak to an expert



About Everbridge

Everbridge is the global leader in Critical Event Management (CEM), helping organizations achieve a true business resilience advantage. With Everbridge High Velocity CEM™, our customers accelerate response times, minimize disruption, and maintain operational control amid today's most complex threats. Using Purpose-built AI, decision-ready risk intelligence, and full lifecycle automation, Everbridge enables organizations to know earlier, respond faster, and improve continuously with confidence.

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