

MANAGING THE RISKS OF SPECIAL EVENTS

PLAN FOR EMERGENCIES

Establish an emergency response and evacuation plan for every event.

Involve venue personnel, local first responders, and other authorities in emergency planning as needed.

Consider local emergency response protocols that might affect your event (e.g., road closures, airport closures, etc.).

Learn how your venue, vendors, and other partners plan to respond to potential emergencies at the event.

Consider special safety precautions for any vulnerable individuals in attendance, like children.

Determine how to communicate emergency information or event cancellation information to your attendees.

Secure special event insurance if you need additional coverage for property damage or bodily injury that might occur during your event.

Purchase event cancellation insurance to recoup costs if you need to cancel or postpone.

Serving alcohol at your event? Review our infographic on liquor liability exposures at cinfin.com

MANAGE VENUES AND VENDORS

Always read—and ensure that you understand—contracts with venues, vendors and other parties before signing them.

Conduct due diligence before hiring guest speakers, performers, vendors, or other partners.

Make sure you can meet any financial obligations to the venue, for example, the guaranteed minimum for room rentals and concession/banquet sales.

Negotiate for an attrition allowance, where the venue allows you to fall below guaranteed minimums by a certain amount before you incur a penalty.

Ask for as much time as possible before providing a firm headcount to the venue, so your guaranteed minimums are calculated more accurately.

ANTICIPATE TURNOUT



Consider public health and safety standards when determining ideal attendance.



Know your venue's total capacity and seating capacity for specific rooms or spaces.



Request formal RSVPs and encourage early bird registration using discounted tickets.



Consider capping attendance for ticketed events that require a firm headcount for the event program to be successful.



Anticipate the economic, environmental, and social impacts of free public events that might attract large crowds.



Prepare your team to manage guest and vendor expectations if turnout is lower or higher than planned.