

No second chances

Get your event plan right, first time.



Running successful events means planning for the unexpected and taking appropriate action to mitigate potential issues and challenges that could impact your event. Unfortunately there are no second chances and the consequences of being unprepared could spell disaster for you, your stakeholders, attendees and the future of the event.



Pandemic & health risks



Contact tracing



Temporary venue



Public spaces



Unpredictable weather



Traffic & roads



Large areas



Temporary crew

These factors are what make events unique, and more challenging to manage than other physical spaces.

What can go wrong?

Spread of illness

Not knowing who's onsite

Overcrowdings

Storms, hurricanes & tornados

Running out of essential supplies

Active shooters & terrorists

Large scale power failures

Emergency evacuations

Lost children

Rogue vehicles

Ensure you're covering all bases by following the steps below



Identify issues

- Brainstorm potential problems that could impact your event
- Use a risk register to capture this information



Communicate

Make sure you have effective systems of communication amongst your team that allow you to easily share information.

Determine:

- Who needs to know
- What they need to know
- Why they need to know
- When they need to know
- How they are best to take action



Respond quickly

- Get the word out fast when things change and make sure everyone has access to key information via their mobile devices
- Support your frontline team and make sure everyone knows how to get help and from whom
- Track incidents, hazards and send alerts from your event operations centre - on the go via your phone or tablet



Share the plan

- Create a pre-event plan for you and your wider event team so that everyone knows what to do BEFORE things go wrong
- Make it accessible and be proactive in ensuring everyone in the team understands what's expected



Crowdsource information

- Encourage your crew to update you in real-time so that important information isn't missed
- Look for patterns and early warning signs
- Find a way to communicate with your whole team, even those without radios



Learn and improve

- Data is more reliable than anecdotes
- Keep a record of incidents as they happen
- Review all incidents after the event. Summarise the learnings and feed them into your next event plan

Be prepared with Blerter

Blerter is a simple, easy-to-use event delivery platform that helps you centralize your communication, operations and safety processes - connecting your entire team in one place. Reduce risk, streamline delivery and increase engagement at your next event.

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