Managing Risk
Emergency Preparedness & Communication Plan
The Law - Contracts

- Force Majeure
- Indemnification Clause
- Cancellation Clause
The Law - Negligence

- Duty of Care - the claimant must show that the defendant owed them some legal duty
- Breach - the claimant must show that the defendant breached their duty
- Harm - the claimant must show that they suffered some physical harm
- Cause of Harm - the claimant must show that the defendant’s breach of duty resulted in the harm they suffered
- Scope of liability - the claimant must show that the harm they suffered was a reasonably foreseeable result of the defendant’s actions or inaction
Defenses Against Negligence

- Comparative Fault
- Assumption of Risk
- Immunity
Duty of Care

Definition

The responsibility or the legal obligation of a person or organization to avoid acts or omissions (which can be reasonably foreseen) to be likely to cause harm to others.

If a person's actions do not meet this standard of care, then the acts are considered negligent, and any damages resulting may be claimed in a lawsuit for negligence.
Duty of Care

Communications Plan

- Conducting proper due diligence when sourcing a location or venue
- Contracting to have emergency medical & security staff
- Informing attendees of potential threats
- Providing attendees with critical emergency procedures
- Prepare and brief all onsite staff
Group Question

You have probably seen news stories about the measles cases in Washington/Oregon (9 miles from Portland). Some of the contamination sites include the Portland Airport and the Oregon Museum of Science and Industry.

Next week, we are bringing 4000+ people through that airport (and hosting 1500 at that museum). One would assume that they are mostly all vaccinated. However, you can’t guarantee that. One would also assume they probably already know about the issue from the news.

Do we inform registrants about the situation?
Sourcing Location or Venue

Site Visits – Use Hotel Security and Safety Assessment Form

- Property Fire, Life Safety and Security Information
- Local Emergency Contact Information
- Reporting Security or Safety Incidents
- Additional Safety Considerations
  1. Food Hygiene
  2. Premises Hygiene
  3. Gas Safety
  4. Legionella Safety
  5. Swimming Pool Safety
Emergency Medical & Security Staff

- Convention Center
  - Often required by contract
  - Can be exclusive
  - Contract language important

- Hotel
  - Reporting emergencies
  - Response time
  - Staff training
Group Question

How are you preparing your staff to respond to an emergency situation or crisis during a meeting / event?
Prepare & Brief Staff

• Staff training (CPR, AED, active shooter)
• Brief all onsite staff regarding the contact numbers and plans to reach appropriate emergency personnel
• Walk-thru of facility
• Incident Reporting
• Emergency Supplies
Emergency Preparedness and Communication Plan
Five Components

- General Information & Meeting Overview
- Contact List
- Action Plans & Activation Guidelines
- Emergency Response Procedures
- Communication Plan & Messaging
Action Plans and Activation Guidelines

Action Plans
- Crisis Management/Response Team
- Roles and Responsibilities
- Emergency Contact Information
- Local Emergency Alert System Notifications
- Event Cancellation
- Facility Maps
- Incident Reports

Activation Guidelines
- What is a Crisis?
- What is an Emergency?
- Emergency Response Codes
Emergency Response Procedures

• Bomb Threat
• Building Evacuation
• Fire or Smoke
• Hostile Intruder / Active Shooter
• Medical Emergency
• Shelter in Place
Communication Plan

- Crisis Communication Team
- Inform attendees of potential or actual threats.
- Provide attendees with critical emergency procedures.
Crisis Communication Team

Communication Strategy

Official Spokesperson

Key Messaging
## Communication Strategy

<table>
<thead>
<tr>
<th>Audience</th>
<th>Who Communicates</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members/Customers</td>
<td>Executive Director</td>
<td>As soon as key messages have been formulated</td>
<td>Press Release, Email, Text Message, Website</td>
</tr>
<tr>
<td>Survivors impacted by the incident and their families</td>
<td>Executive Director/Deputy Director</td>
<td>Immediately</td>
<td>Personal Telephone Call</td>
</tr>
<tr>
<td>Employees and their families</td>
<td>Human Resources Director</td>
<td>As soon as key messages have been formulated</td>
<td>Personal Telephone Call</td>
</tr>
<tr>
<td>News media</td>
<td>Executive Director or Director of Communications</td>
<td>As soon as key messages have been formulated</td>
<td>Press Release</td>
</tr>
<tr>
<td>Board of Trustees and House of Delegates</td>
<td>Executive Director</td>
<td>Immediately and as needed as situation develops</td>
<td>Text Message, Email, Website</td>
</tr>
<tr>
<td>Vendors/Suppliers</td>
<td>Deputy Executive Director</td>
<td>As soon as key messages have been formulated</td>
<td>Text Message, Email</td>
</tr>
</tbody>
</table>
• Draft in advance
• Internal and External
• Customize for each audience and communication channel
1a. General Text (primarily for e-mail distribution)
On _____ (day), ______ (date), a WEFTEC attendee (employee)/# WEFTEC attendees (employees) was diagnosed with _____ (illness/disease). This/these individual(s) is/are receiving care at ______ (facility/hospital) and is/are in ______(condition). Illness/disease is/is not highly contagious and is transmitted by ______ (vectors). Individuals exhibiting ______ (symptoms) or who think they have come into contact with the infected individual(s)/location/animal should contact _______ Health Department/ their physician. Contact ______ (person/department) at ____ (#) for additional information.
1b. Hotline
You have reached the WEFTEC Emergency Hotline which is being updated at ___ EST (time) __________ (day) ___________ (date), 201x. On _____ (day), ______ (date), a WEFTEC attendee (employee)/# WEFTEC attendees (employees) was diagnosed with _____ (illness/disease). This/these individual(s) is/are receiving care at ______ (facility/hospital) and is/are in ______ (condition). Illness/disease is/is not highly contagious and is transmitted by ______ (vectors). Individuals exhibiting ______ (symptoms) or who think they have come into contact with the infected individual(s)/location/animal should contact _________ Health Department/their physician. Contact ______ (person/department) for additional information.
Sample Message - Voicemail

1c. Text to Voice
This is a WEFTEC Emergency Alert. I repeat: this is a WEFTEC Emergency Alert. On (date), _____ (date), 200X, a WEFTEC attendee (employee)/# WEFTEC attendees (employees) was diagnosed with _____ (illness/disease). This/these individual(s) is/are receiving care at ______ (facility/hospital) and is/are in ______ (condition). Illness/disease is/is not highly contagious and is transmitted by ______ (vectors). Monitor the WEFTEC homepage. Local media. And the Emergency Information Hotline at 703-684-2400.
Communication Channels

• Communications Channels for Staff, Attendees & Others
  • Event website
  • Event app
  • E-mail to all members
  • Press conference at the event
  • Press release
  • Video (YouTube)
  • Text message (SMS)/voicemail
  • Emergency hotline
  • Two-way radios
Resources

• ASAE - www.asaecenter.org/resources/models-and-samples
• Red Cross Store - https://www.redcross.org/store/preparedness
• Attainium - https://www.attainium.net/

Mass Communication Tools
• Eztexting - www.eztexting.com
• Red Messaging - http://redmessaging.com/
• Eventbridge - https://www.everbridge.com/