

**PARTNERING FOR MUTUAL SUCCESS**

# 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



CONDUCTING  
PROPER DUE  
DILIGENCE WHEN  
SOURCING A  
LOCATION OR  
VENUE

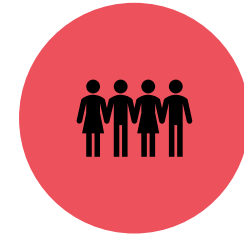


CONTRACTING TO  
HAVE EMERGENCY  
MEDICAL & SECURITY  
STAFF



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

Audience	Who Communicates	When	How
<b>Members/Customers</b>	Executive Director	As soon as key messages have been formulated	Press Release, Email, Text Message, Website
<b>Survivors impacted by the incident and their families</b>	Executive Director/Deputy Director	Immediately	Personal Telephone Call
<b>Employees and their families</b>	Human Resources Director	As soon as key messages have been formulated	Personal Telephone Call
<b>News media</b>	Executive Director or Director of Communications	As soon as key messages have been formulated	Press Release
<b>Board of Trustees and House of Delegates</b>	Executive Director	Immediately and as needed as situation develops	Text Message, Email, Website
<b>Vendors/Suppliers</b>	Deputy Executive Director	As soon as key messages have been formulated	Text Message, Email



# KEY MESSAGES

- Draft in advance
- Internal and External
- Customize for each audience and communication channel

# Sample Message - Email

## 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.

# Sample Message – Emergency Hotline

## 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](http://www.asaecenter.org/resources/models-and-samples)
- Homeland Security – <https://www.dhs.gov/how-do-i/prepare-my-business-emergency#>
- Red Cross Store - <https://www.redcross.org/store/preparedness>
- Attainium - <https://www.attainium.net/>

## Mass Communication Tools

- Eztexting - [www.eztexting.com](http://www.eztexting.com)
- Red Messaging - <http://redmessaging.com/>
- Eventbridge - <https://www.everbridge.com/>