# SEE6020 Final Project Instructions

## Purpose

Risk management is the systematic process of identifying, analyzing, and responding to event risks. It includes maximizing the probability of positive events and minimizing the probability and consequences of adverse events, according to project objectives. A risk management plan defines how a project team will handle risks to achieve their goal. Plans include protection of all stakeholders at an event, including the venue, staff, community and attendees. Risk includes physical, operational, economic, legal, ethical and reputation risks. You will create a risk management plan for your final project, which will be due in sections throughout the course.

## Description

Your role in this project is that of a professional event planner who is planning an upcoming event. You can select an event that interests you, such as a sporting event, concert, fair, festival, cultural, governmental, or political event. The only restriction is this event cannot be a social event (wedding, private party, milestone event, etc.). You are responsible for ensuring the safety of all stakeholders of this hypothetical event in your community and need to devise a plan to reduce the risks associated with your event. Note that risks are unique to each event and community, no two are alike. Your goal with this plan is to avoid any crisis at the event and within your community.

To achieve this goal and as an event planner, you will create a risk management plan for your chosen event. You will identify the stakeholders and the risks associated with this event, providing protocols to minimize each risk in order to protect stakeholders and the event itself. When working on your plan, remember that you need to communicate your plan to minimize risk to all your constituents in an effective and straightforward manner prior to the execution of the event. Note that visuals, such as a risk management matrix and other venue diagrams, easily communicate your thoughts to stakeholders.

Throughout the course you will have project check-ins with your instructor via assignments for your chosen event that correspond with the weeks’ material. Your instructor will provide any necessary feedback to assist in the improvement of your project each week. The final project is worth 35% of your grade.

## Components

Every week, you will post to an assignment to report on your progress on your plan and seek instructor feedback (see project check-ins below).

At the end of Week 8, you will submit a 10-page minimum (not including your works cited) final paper in APA format that outlines your risk management plan.

## Project Check-ins

NOTE: The information below is also listed for you in the weekly content areas.

Week 1

For this first check-in, consider the types of events that could be held at a venue. Select an event that you would like to manage as a professional event planner and the venue in which it would take place (existing or imaginary). Write a brief explanation of your choice and why you made it. Include details of your venue (amount of seating, indoor or outdoor, etc.) and how your event would be setup at the venue.

Week 2

For this check-in, consider the content you reviewed this week on creating a risk and stakeholder matrix and communications plans. Perform further research on your own. Then create a risk and stakeholder matrix and communication plan for your event and venue. Your communication plan should include pre-, during-, and post-event details. You may find [A Guide to Crisis Communications for Business Events Strategists](https://www.pcma.org/wp-content/uploads/2018/06/PCMA-Crisis-Comms-1-1.pdf) helpful.

If your venue already has a publically available matrix and communications plan, you may use the details from their plan for your submission. Please cite your sources using APA formatting.

Week 3

For this check-in, add to your risk management plan guidelines for the following (as appropriate):

* Traffic flow
* Crowd management
* Alcohol service management
* Individual weapons and safety prevention
* Other safety decisions as needed

If your venue already has this information publically available, you may use the details from their plan for your submission. Please cite your sources using APA formatting.

Week 4

For this check-in, add to your risk management plan guidelines for the following:

* Emergency evacuation routes (include a description or visuals) and protocols
* Natural disaster matrix and protocols

If your venue already has this information publically available, you may use the details from their plan for your submission. Please cite your sources using APA formatting.

Week 5

For this check-in, detail the mass causality indicants (MCIs) and risk and safety protocols that you would use to protect your venue during your event.

If your venue already has this information publically available, you may use the details from their plan for your submission. Please cite your sources using APA formatting.

Week 6

First, you will post your plan check-ins from Weeks 1 - 5 to the Week 6 Discussion to obtain their constructive feedback. You may wish to utilize this input in your final written plan.

Then, for this check-in, add to your risk management plan guidelines for the following (as needed):

* Regulations, permits, and outside agencies needed for the event
* Contractual, financial, regulatory, reputation risks and safety protocols for your venue
* State, federal, local, or industry regulations you would need to consider and how their guidance impacts your event and possible event cancellation.

If your venue already has this information publically available, you may use the details from their plan for your submission. Please cite your sources using APA formatting.

Week 7

Post your completed risk management plan. This should not just be a combination of your project check-ins, but include the instructor’s feedback and areas for improvement suggested by peers in the Week 6 Discussion Ensure you carefully edit your check-ins into one comprehensive paper with embedded references and a works cited page in APA format.

The plan should be double spaced, not including your works cited page. Your plan should include visuals to ease in the communication of your work (matrix, maps, etc.).