**Show site crisis management   
plan template**

## January 2021

### Event Name:

### City/State:

### Venue:

The information provided by Freeman in this crisis management plan template is for general information purposes only.   
All information is provided for you to use as a framework for your own crisis management plan.

We encourage you to consult with appropriate risk management professionals before implementing any plans.

## Show site crisis management plan

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## Showsite crisis management plan

### Introduction

Emergencies and disasters are unpredictable and can happen suddenly and without warning, creating a situation in which normal operations may become compromised. Freeman takes safety and security very seriously and strives to effectively assist our employees through any crisis that might occur and/or affect a location where Freeman operates.

Our main concerns during a crisis are to protect and preserve human life; minimize damage to the natural environment and community; and minimize loss, damage, or disruption of services, resources, facilities, and operations.

This show site crisis management plan is designed to address potential threats and hazards that could affect your employees, customers, partners, and operations.

We are making this plan available to you as a template to adopt for your own events, customize with your team’s information, and use as an educational and practical resource.

Best,

Dan Steiner, MBA, CPA, ARM  
Vice President, Enterprise Risk ManagementFreeman

## Objective

The overall objective is to respond to emergency situations quickly and effectively and manage the process of restoring business continuity and operations. This is achieved by:

* Providing clear, concise guidelines for most critical functions during an   
  emergency response
* Serving as central point of communication for receipt and transmission of messages
* Determining level of response through a clear decision-making process
* Utilizing appropriate resources
* Supporting business resumption plans and processes

In addition, this plan is intended to support and integrate with event/venue-specific crisis management plans and can also be tailored to show-specific safety/security procedures. In the event of an emergency, <YOUR COMPANY> will work closely and in a coordinated manner with appropriate parties to properly and effectively address the event. Please read this plan and understand all instructions.

### <Your Company> corporate crisis management team (CMT)

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Cell phone** | **Email address** |
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## Show-specific crisis management procedures

The following form should be completed when specific security/safety concerns for a show are noted. The form will be completed by a member of the <YOUR COMPANY> show site crisis management team in collaboration with appropriate parties. The <YOUR COMPANY> show site CMT will retain the form and ensure procedures/protocols to address concern(s)   
are followed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Event name: Venue: City/state:** | | | | |
| Show dates: | | Show hours: | | |
| Event profile  (Brief description of event: Include size, revenue, FTE, etc.) |  | | | |
| **YOUR COMPANY show site crisis management team** (Include Venue Rep and/or Client Rep) | | | | |
| Name | Position | Phone | Show dates | Show hours |
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| List security/safety concern(s)  (Violence, civil unrest, protest, theft, etc.)  If None, Enter N/A | | Procedure/protocol to address concern  If none, enter N/A | | |
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## Levels and types of crisis

Level 1 ­— Limited crisis: A limited crisis, within the scope of this plan, is any incident, potential or actual, which will not seriously affect the overall functional capacity of the business; however, it requires some degree of action.

Examples of limited crisis may include, but are not limited to:

* Plumbing failure or water leak
* Localized chemical spill
* Small fire
* Power failure
* Incident causing a brief evacuation

Level 2 — Issue-driven crisis: An issue-driven crisis, within the scope of this plan, s any slowly developing situation that negatively impacts the business. The incident may be severe and cause damage and/or interruption of service. Examples of issue-driven crisis may include, but are not limited to:

* Unscheduled or planned protests or disruptions
* Civil disturbances
* Labor work stoppage
* Unauthorized occupancy or entry into controlled areas
* Assaults
* Hate crimes
* Theft

Level 3 — Major crisis: A major crisis, within the scope of this plan, is an incident posing major risk to employees, customers, exhibitors, vendors, attendees, visitors, etc. that has caused or has the potential for causing fatalities or injuries and/or major damage. This includes any incident causing an evacuation after which the venue is unable to be reopened or utilized any further. Examples of major crisis, may include, but are not limited to:

* Active shooter
* Fire/explosion
* Natural disaster — flood/wind/earthquake/severe weather conditions
* Bomb threat
* Building collapse
* Chemical release
* Major civil disturbance
* Infectious disease

## Plan activation / CMT emergency authority

This plan is activated whenever emergency conditions exist in which normal operations cannot be performed and immediate action is required to:

* Save and protect lives
* Coordinate communications
* Prevent damage to natural environment, property, facilities, and operations
* Provide essential services
* Provide extensive medical services or emergency medical response

The YOUR COMPANY show site CMT has the authority to activate the plan in the event of a Level 1, Level 2 or Level 3 crisis to the degree of response required. The show site CMT will notify essential parties and take all necessary and appropriate actions on behalf of <YOUR COMPANY> to manage   
the situation.

## Show site notification of emergencies

In an emergency, notification will be initiated by life safety system of the venue/facility, e.g., fire alarm, audible tones, visual strobe lights, authorized personnel, etc.

## Show site emergency reporting procedures

In the event of any emergency in your area, the person who discovered or is handling the emergency should call 9-1-1 and the venue/building security/safety department as warranted. Provide the following information if you can do so safely:

* Nature of emergency with any injuries reported or discovered
* Building address
* Closest street intersection
* Building name, area of building, and floor and room number, if applicable
* Name of caller and callback number

## Show site security procedures

<YOUR COMPANY> operates in facilities/venues with on-site security for the duration of a show. In addition, these facilities/venues partner with local law enforcement, fire department, medical services, and in some instances federal law enforcement to ensure the safety and well-being of personnel, attendees, etc. If there is an event that requires security notification, <YOUR COMPANY> personnel are instructed to contact venue/building security and <YOUR COMPANY> management.

Note: In special circumstances where security is needed 24/7, <YOUR COMPANY> might elect to contract additional outside security services to cover the event.

## Show site emergency evacuation procedures

In the event of emergency alarm activation, <YOUR COMPANY> personnel will follow the direction of the facility/venue evacuation procedures, including the following:

1. **Alarm audible and/or visible in your area:** Immediately leave the building using the nearest safe exit and gather in the designated safe zone. Note: The safe zone should be communicated to all employees during every Safe Work Talk.
2. **Alarm not audible and/or visible in your area:** Immediately leave the building when instructed to do so by the fire department, building personnel, security, or authorized personnel.
3. **Evacuation process:** When evacuating, proceed in an orderly fashion to the exit and open the door with caution, as there may already be people on the other side of the door. Take all belongings if it is safe to do so. Do not re-enter the building until the “all clear” has been given.
4. **Safe zone:** Gather in the designated safe zones for roll call and accountability.
5. **Roll call:** Once the evacuation is completed, designated personnel will take a head count of personnel to ensure all persons have evacuated safely. If any person is unaccounted for or elected to not evacuate, notify supervisor, manager, or security immediately.
6. **Personnel needing assistance:** If there are personnel needing assistance in your area, someone will be assigned to assist them during evacuation.
7. **Inability to evacuate:** Inform appropriate personnel of inability to evacuate, then seek shelter in a stairwell or fire-retardant area until rescue teams arrive.

## Show site medical emergency procedures

<YOUR COMPANY> operates in facilities/venues with first aid facilities and emergency medical   
services on-site. However, if there is a life or death medical emergency, <YOUR COMPANY>   
personnel are instructed to call 9-1-1, call the venue/building security/safety department, and notify the appropriate supervisor.

## Show site crisis communication procedures

<YOUR COMPANY> should have a comprehensive corporate crisis communications plan that is managed and activated by the corporate communications department. <YOUR COMPANY> personnel have been instructed to refer any and all media inquiries to their supervisor, who will inform the corporate communications department.

In addition, <YOUR COMPANY> personnel have been instructed to refrain from speaking to the media unless designated as a spokesperson and also to refrain from posting (includes photos and video) on social media in the event of a crisis.

## Show site crisis management team roles/responsibilities

The purpose of the <YOUR COMPANY> showsite crisis management team (CMT) is to:

* Assess and analyze the situation and potential damages to determine if the plan should   
  be activated
* Manage and lead team members
* Communicate important information to both local and enterprise levels

The roles of the <YOUR COMPANY> show site crisis management team (CMT) are:

* Team leader — will be in charge of the “Incident Command Center” and lead the CMT
* Scribe — will take notes and keep track of the crisis as it unfolds
* Communications leader — person in charge of receiving, releasing, and disseminating information to all pertinent parties, e.g., personnel, customers, vendors, the media, etc.
* Spokesperson — the face of the organization who can deliver messages and conduct interviews

The responsibilities of the <YOUR COMPANY> show site crisis management team (CMT) are to:

* Meet physically to strategize, assess, and analyze the situation and potential damages
* Ensure the well-being of personnel, customers, property, brand, organization, community, etc.
* Make all critical executive decisions, determine strategy for recovery, and delineate workload   
  as appropriate
* Direct and manage the response and recovery and communicate progress appropriately
* Coordinate all crisis communication to external interfaces
* Ensure showsite crisis management plan is updated and <YOUR COMPANY> personnel receive appropriate awareness training
* Have knowledge of evacuation areas/assembly points at various showsite venues
* Have knowledge of the nearest hospital
* Have knowledge of emergency contact information for employees