**FINAL PROJECT INSTRUCTIONS**

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.

* Please review the attached document for full details about this project: [SEE6020 Final Project Instructions.docx](https://ulearn.jwu.edu/bbcswebdav/pid-7958666-dt-content-rid-52745215_1/xid-52745215_1)
* For more information about how you will be assessed, refer to the following Rubric:[SEE6020 Final Project Rubric.docx](https://ulearn.jwu.edu/bbcswebdav/pid-7958666-dt-content-rid-52745219_1/xid-52745219_1)

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**WEEK 2 READING & RESOURCES**

**Textbook Reading**

Begin reading *The Killer Show* book in preparation for an assignment on this content in Week 4 of the course.

**Websites**

* [SmartDraw Website](https://www.smartdraw.com/?id=104640&gclid=Cj0KCQjwupD4BRD4ARIsABJMmZ9Virw84QuJorXn1ENr5zgwDh_P9zFSz9WxukzRkCnnSSzgyPN_ZlwaAhptEALw_wcB)

**Articles**

* [How to Create an Event Contingency Plan](https://www.eventbrite.co.uk/blog/create-event-contingency-plan-ds00/)
* [Fundamentals for Establishing a Risk Communication Program](http://web.engr.oregonstate.edu/~hambydm/papers/ng.pdf)
* [Stakeholder Analysis](https://www.productplan.com/glossary/stakeholder-analysis/)
* [Risk Communication Strategies](http://158.232.12.119/risk-communication/training/Module-B3.pdf)
* [Stakeholder Analysis: Securing the Buy-in You Need](https://www.lucidchart.com/blog/how-to-do-a-stakeholder-analysis)
* [A Guide to Crisis Communications for Business Events Strategist](https://www.pcma.org/wp-content/uploads/2018/06/PCMA-Crisis-Comms-1-1.pdf)
* [Protective Measures Guide for U.S. Sports Leagues](http://files.ifea.com/pdf/DHSProtectiveMeasuresGuideforSportsLeagues.pdf) (read the following sections):
  + Introduction
  + Routine Non-Event Protective Measures
  + Facility Emergency Action Plans
  + Command Post/Unified Joint Operations Center
  + Protocols for Event Threat Assessments
  + Personnel
  + Cyber Security
  + Deliveries/Mail
  + Event Day Operations/Team/Officials Security
  + Event Day Operations: Miscellaneous
* [The Essential Guide to Safety and Security pages 1 - 3 and sections](https://www.mpi.org/docs/default-source/content-offers/mpisafety_security-best-practices-guide.pdf):
  + Topical Area: Risk, Threat and Vulnerability Assessment (all)
  + Topical Area: Event Safety and Security Planning (up to and including Intelligence Collection/Analysis/Fusion/Sharing)
  + Topical Area: Emergency Action Planning and Crisis Management (up to and including EOD/WMD/CBRN/Bomb Dogs)
  + Topical Area: Business Continuity, Resilience and Recovery (all)
  + Topical Area: Staff Management/Performance, Training, Coordination and Development (up to and including Tools for Employees)
* [FEMA Special Events Contingency Planning Job Aid Manual, Chapter 3.pdf](https://ulearn.jwu.edu/bbcswebdav/pid-7958647-dt-content-rid-52745138_1/xid-52745138_1)
* [Crisis Management and Communications](https://instituteforpr.org/crisis-management-communications/)
* [Planning and Managing Security for Large Major Events](https://cops.usdoj.gov/RIC/Publications/cops-w0703-pub.pdf) sections:
  + Executive Summary
  + Overview of Process for Planning and Managing Major Special Events
  + Pre-Event Planning (all)
  + Conduct Threat and Risk Assessments (all)
  + Discussion of Major Special Event Security Key Functional Areas (up to and including Communications and Communication Technology)
  + Discussion of Major Special Event Security Key Functional Areas (Tactical Support and Crisis Management and Public Information and Media Relations)
  + Security Management During the Event (up to and including Post-Event Activities)
* [Risk Management of Public Events](http://www.bodc.tas.gov.au/wp-content/uploads/2018/06/Risk-Management-of-Public-Events-Guidelines-for-Event-Organisers.pdf)

**Risk and How to Use a Risk Matrix (5:28)**

Video not loading? Watch on [Youtube](https://www.youtube.com/watch?v=-E-jfcoR2W0" \t "_blank).

**Risk Matrix by Excel without VBA (10:16)**

Video not loading? Watch on [Youtube](https://www.youtube.com/watch?v=1z-xj7llQ4E" \t "_blank).

**Risk matters: Event Risk Management (4:19)**

Video not loading? Watch on [Youtube](https://www.youtube.com/watch?v=hRGFzjdHe8Y" \t "_blank).

**Planning for Risk Management (7:32)**

Video not loading? Watch on [Youtube](https://ulearn.jwu.edu/webapps/blackboard/content/Contingency%20plan,%20communication%20plan%20at%20work" \t "_blank).  
**Super Bowl XLVII Blackout - 60 Minutes Sports - CBS News Report (2:38)**Contingency Plan, Communication Plan at Work

Video not loading? Watch on [Youtube](https://www.youtube.com/watch?v=2NisA-AT60A&app=desktop" \t "_blank).