**Professional Event Planning**

 In attaining any set goal, projects are faced with various risks that will always require management. A risk management plan thus allows the parties involved in a project to ensure that they can minimize the possibility and adverse effects, which guarantees maximum utilization of the positive occurrences in a project. Therefore, in this case, working as a professional event planner, the biggest role is to minimize the risks of an event and maximize the positives.

 The event under review is a music concert by a popular pop artist in the state, and it is to be held at a local area arena. The same arena can host indoor activities like boxing, basketball, and other performances. Thus, the event selected in this case is a music concert, and it is to be held at the mentioned local arena. The reasoning behind opting to be an event planner for a music concert is based on the impending risks facing the stakeholders, and when well-managed, the rewards are enormous. For instance, most of the stakeholders involved in this case are likely to benefit hugely from the concert because the fans who also make up the stakeholders’ fraternity are lovers of the pop artist and would attend the event in huge numbers. That means numerous risks need to be addressed to succeed in the event.

 The venue has a holding capacity of over ten thousand people when seated and could hold twice the number while the people are standing; this calls for risk management measures that guarantee the safety of the attendees, the organizers, the artist, and the premises as well (Menaker et al., 2021). Therefore, part of the measures is included in the setting up of the event, including allowing attendees to only be those with event tickets. Security measures will also be put in place to inspect any potential weapon smuggled into the venue and look out for any uncalled conduct around the premises. Alcohol consumption will be limited, and individuals will only be reminded to drink responsibly.

**Reference**

Menaker, B.E. Sheptak, D. Kurland, J. & Tekin, D. (2021). Rethinking Sports Event Security: From Risk Management to a Community-Driven Approach. Journal of Global Sport Management. <https://doi.org/10.1080/24704067.2021.1929388>