A Crisis Management Checklist

Pre-Meeting Due Diligence

A Written Preparedness Plan
Assess and examine ways to prevent or reduce risks
Organize, develop and administer a plan to include:
- Contact list of staff, board members, key people (e.g. volunteers)
- Contact list of closest hospitals, police, fire, ambulance services, airlines, taxis, car rentals, Red Cross, FEMA, (American Consulate (if out of the US)
Prepare emergency kit to include:
- LED flashlights, first aid kit, all types of batteries, wind up radio, whistles, gloves, duct tape and emergency contact list for staff
- Home office staff assigned to answer questions
Is anyone on your staff trained in CPR

Facility (Hotel) Site Inspection
Questions to ask:
- Does the hotel meet all codes and standards regarding fire prevention
- Does hotel have a physician on call
- Does hotel have staff trained in CPR
- Does the hotel own AEDs on-site
- Ask for a written condensed version of their emergency plan for Fire/Power Outages/security/evacuation, etc. VERY IMPORTANT

Contracts
Review Force Majeure clauses in contracts
If written correctly there should be partial impossibility listed

Event Cancellation Insurance
If meeting is held during the hurricane season in a location that could be hit with a hurricane - the answer is a big YES
If a meeting is planned in an area that might present some type of disruption or natural disaster – the answer is a big YES
An event or meeting location date and location should help in determining the need for purchasing cancellation insurance

Potential Emergency Prior to Meeting
Notifying attendees in advance and updating on a timely basis of impending emergency or result of a crisis or weather related catastrophe that will impact the upcoming event or meeting with broadcast emails, social media and phone calls

Facilities (Off-site Venues)
Hard copies of all contact lists for outside events and transportation
Transportation – bus routes and drop off and pick up locations to ensure no one will get hurt
Copies of venues and transportation companies insurance a MUST
Incident management – Who is first responder
On-Site Implementation

Crisis Communications
- Cell phone numbers of all key clients (board members) vendors, speakers, staff
- Audio Visual equipment back up; chargers; two way radios a must
- Accurate and controlled communications between hotel, venues, staff, clients, families, attendees
- Ask for expected response time for any emergency

Review Emergency Plan with Hotel at Pre-Con Meeting
- Meet with hotel security to discuss handling any special circumstances regarding your group
- Current contact list in case of emergency
- Assistance from the CVB and City Government if needed

Response to Crisis – Staff Roles and Responsibilities
- Team Leader to delegate tasks and review assignments
- One team member as back up
- One team member to act as liaison between meeting client and hotel or venue
- Establish follow up meetings to report updates
- Staff assigned to follow up on speakers’ check in with desk and AV
- Staff assigned to manage entertainment no shows; speaker cancellations; attendee issues
- Maintain and review list of attendees with special needs
- Daily staff meetings to review next day’s plans
- Means of notifying attendees on-site if an emergency occurs:
  - Twitter feeds, Facebook, Broadcast emails, Announcements
- Focus on what you can control

Media Relations
- If crisis involves media contact – assign team member as contact to protect privacy and prevent liability issues

Post Crisis Analysis
- If a crisis is prevented, note this information
- If a crisis event takes place then a written report as to what happened, response and effectiveness of your plan should be noted
- Evaluate the preparedness program and make necessary changes and plan improvements