

Bullets, Bad Guys, Fire & Brimstone: A Look at Risk in a Changing World

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The Bataclan Paris. Pulse Nightclub Orlando. Nice Bastille Day. Fort Hood Army Base. Inland Regional Center San Bernardino. The Boston Marathon. **Terrorism and active shooters. Is it just a matter of time** before a Meetings and Event Industry Conference appears in similar horrific headlines? What about **civil unrest, controversial legislation and weather-related catastrophes** such as Hurricane Katrina, the Nashville flood, Atlanta tornado? These, and other equally disruptive forces may be beyond our control but **defining the role of the meeting owner or event organizer in assuring that their participants are informed** and as safe as possible is not. We can't prevent every risk scenario, but shouldn't we prepare for threats even as we hope they never occur?

IAEE & ESCA recently launched Exhibitions and Meetings Safety and Security Initiative (EMSSI), a national convention center security initiative in support of Homeland Security's SAFETY Act. Work is separately underway for a Global Venue Security Standard to include hotels and freestanding venues. These movements toward universally accepted venue security standards are critical. Yet, to be effective, **comprehensive safety planning must be a collaboration between the venue and the meeting owner/event organizer**. The meeting owner/event organizer must be in the loop and receive "eyes only" information since they act as the intermediaries to instantly review and distribute the best information available for the safety and security of participants.

The buzz today is rightly about active shooters and terrorism, yet we face a variety of threats from unexpected forces. The good work of the venue standard initiatives is welcome and long overdue, but where and how does the planner engage in the process to insure maximum participant safety? This session guides the planner through steps in creating their own customized action plan depending on a variety of components that comprise the individual event.

Session Objectives:

- Comprehend the magnitude of participant safety issues - it is not just about terrorism or active shooters.
- Collaborate with suppliers and partners to customize safety tips for your event.
- Acquire best practices for dissemination of vital information to all participants.



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