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- **Why You Should Review Special Events Annually**

Risk management improves strategic outcomes.

Special Events are Special Risks
Do you have this guide to special event risk management?

Why You Should Review Special Events Annually

How has your summer been? If it's like mine – it has gone much too fast. This summer of 2014 will soon be history. Now summer events in your community are drawing to a close.

A motto of the Stanford Engineering School is “*failure sucks, but instructs.*” This reflects the common belief that failure is a better motivator for change than success.

Post-event evaluation can be a challenge. It is often hard to find the time amongst all the future things demanding attention to spend time reviewing a past event. It is essential, though, to routinely examine recent events to address concerns before they recur next season.

Some things to consider when reviewing events:

- **Act fast**, before memories fade. Event managers often encounter high turnover in staff and volunteers; to get their views, be sure to contact key people as soon as possible.
- **Registration/Permits:** Ask yourself: Did event organizers obtain permission for venue use and submit payment well in advance of their event? Was all relevant documentation and related permits on file in your office at least 10 days prior to the event?
- **Venue function:** Was your venue suited to the events hosted? E.g. If outdoors, was sound contained / low enough not to bother nearby residents? Was access/egress suitable for the number of attendees? Was sufficient parking available?
- **Community Services:** Involve other public services in the review, such as police, fire, ambulance, public health authority. I.e. Include any public service that assisted with, or responded, to event needs.
- **Vendors:** Did all vendors obtain all appropriate permits from all regulatory authorities such as health units, liquor licensing authority, etc.?
- **Complaints:** These have three origins – general public, event organizers/participants and event attendees. Analyze all complaints to determine what category they

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*Why Risk Management?
Because ##### happens!*

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belong to, then assess if the complaints have sufficient merit and number to warrant future changes.

- **Event Contacts:** Were the organizers key contact people available when it was necessary to contact them? Did they respond with appropriate actions when requested?
- **Penalties for Non-compliance:** Are reasonable, effective, penalties in place to address issues of event organizer non-compliance? Remember, vendors, exhibitors and performers are the responsibility of the contracted event organizer. As facility provider you should not have to deal directly with sub-contractors.
- **Record the Results:** Upon completion of your review, document the topics and review process, including:
 - Results of any survey you had conducted
 - List of concerns and possible solutions
 - Follow-up items – and who is responsible for those items
 - Target date for public input meeting on proposed changes
 - Target date for approval of proposed changes
 - Method of implementation for proposed changes
 - Meeting minutes

This approach will provide you with an important record of things that have been considered, proposed solutions and the process used to implement appropriate changes. It is an invaluable record – especially if someone else will be managing venues for next year's events.

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