







Stage Collapses

- Safety first! We are not brain surgeons - we produce fun and make memories! BUT, we have great responsibility ... lives are at stake.
- We need to worry about the volunteers, workers and crew and not just the spectators.
- It is not just bad weather to be concerned with.
- Disney Training = Safety, Courtesy, Show, Efficiency
- Find the good in every bad ... We stopped using our stage truss and logo'd the speaker wings

Indiana State Fair



State Fair Do's

- **Communication is key:**
Concert officials had informed spectators prior to the show that the concert might have to be postponed due to the weather, but a strong gust blew the stage over before any official evacuation order was issued.
- **Get others involved bigger than you to carry the message:**
Indiana Governor Mitch Daniels called the collapse "freakish," saying at the news conference that a storm was anticipated but the blast of wind that whipped through the grandstand area was unexpected.
- **Do the right thing:**
The fair was closed on Sunday but expected to reopen on Monday with a memorial service for the victims.

State Fair Do's

- **Get the talent to support you and spread the message:**

Sugarland sent a Twitter message on Saturday night about the incident, saying:

"We are all right. We are praying for our fans, and the people of Indianapolis. We hope you'll join us. They need your strength."

Radiohead did the same for Toronto show in using social media to get the word out the show was cancelled ...

Other Notes:

The local television media can turn on you quickly - The local police helped us turn OpSail 2000 incident into a crime scene which allowed us to control the environment.

Power Outages ... Scoreboards Falling ...

- Don't assume anything ...
- We know a lot about a lot, but we are not the experts ... \$500 on an electrician goes a long way!
- Duplicating your efforts is ok when it comes to safety, personnel and cross-training ...



Springsteen and McCartney Rock in Hyde Park Until the Promoter Pulled the Plug



When is Curfew?

- Get to know your city officials, their egos and their agendas ... knowing history helps!
- Fire extinguishers or not?!?
- Is it ok to “sell out” a city official or venue management?
- Always be prepared to launch an announcement, media alert or comment - social media has helped this effort.
- Have friends in high places ...

The Public Can't Come In



Closed circuit
By Tomlin Sorenson on 7/2/12

The grounds crew at Congressional Country Club and the PGA Tour staff on-hand pretty much worked a miracle on Saturday morning to get the course in some semblance of shape to host the third round of the 2012 AT&T National, the regular-season invitational event hosted by Tiger Woods. Late Friday night, the Washington, D.C.-area suffered through a short-but-severe storm (technically a derecho) that lasted only about 30 minutes and dumped only about 1/8th of an inch of rain, but winds in excess of 70 miles per hour left at least 12 people dead and over one million residents without electricity.

Foul Weather

- AT&T received a lot of exposure - “There is no such thing as bad ink” ...
- The public seemed to appreciate the situation and commended the event producers - especially grounds crews ...
- Saturday tickets were honored on Sunday
- Maybe these weather challenges are “ok” since it happens to the big guys and not just us

New York City Marathon - Hurricane Sandy

- The event was going to move forward, but due to the public uproar the race was cancelled. When is it ok for the "show to go on"?
- The NYC Marathon was canceled because of Hurricane Sandy, but that doesn't mean there is nothing for runners to do Sunday in New York City.



New York City Marathon - Hurricane Sandy



New York City Marathon Canceled - Hurricane Sandy

- Events are powerful and do have great pull!
- Powerful stories - The runners / participants that came to town helped!
- The public up-roar ... Listen to what is going on around you ...

Norfolk Tides Turn Strike Out Into Home Run



Home Run





Brad Keselowski at the national Miller sales conference ...
INSIDE THE MARRIOTT BALLROOM!

Olympic Zip Line



An Accident Can Be a Great PR Story

- Have a sense of humor! They made fun of the situation, treated it as a blooper and capitalized on the national news coverage!
- The Keselowski team did not cover up the accident - Embracing racing's attitude ... BRILLIANT IDEA = The auctioned off swatches of the carpet for charity!
- These moments are great for website, social media and non-traditional communication ... RipTide's healing process could be followed ... he got get-well cards, etc.
- The National news coverage and internet following these stories create are priceless! ie Riptide made all of the national networks ... Racing story was #3 of ESPN's Top 10!

:15 Firework Show



Concert Ticket Crisis

- Rain outs - The Norfolk Jazz Festival became a WAVY TV 10 "On Your Side" investigative story!?!? We offered refunds or next year's tickets for a rain or shine no refunds show ...
- We used a group of IFEA members to create a new ticket policy ...
- We made a rain site a priority - we had nothing left in our PR Bank Account

The Boston Marathon Bombing



Hot Topics

- What to do about backpacks, etc.?
- Who is ultimately responsible?
- Who pays for the additional security?
- Are you "one" with your police department and city?

Good Things Can Come from Bad Times

- The power of the human spirit and America's passion to unite and fight back!
- Sporting events serving as defining moments in time to reflect and to unite!
- Boston Bruins hockey game National Anthem ...



- Amidst [heightened security](#), the [Bruins hosted the Sabres](#) on Wednesday night in Boston's first major sporting event since the [bombings at the Boston Marathon](#).

Before the puck even dropped, the fans filling TD Garden ensured it was a night to remember, raising their voices in unison to deliver a moving rendition of the national anthem. With a blue and yellow ribbon projected on the ice and the Boston Fire Department Honor Guard present to represent the city's first responders, singer Rene Rancourt began the song himself. As the volume of the singing in the stands began to increase, Rancourt lowered the microphone. The ensuing sing-along was an emotional moment for a city still reeling from recent tragedy.



- To honor Boston, the [New York Yankees](#) played the Fenway Park traditional song, "Sweet Caroline," following the third inning of Tuesday night's game at Yankee Stadium.
- Prior to the game, the Yankees held a moment of silence to honor the victims of the explosions during Monday's Boston Marathon.
- After the Yankees played the song, Neil Diamond tweeted: "Thank you NY Yankees for playing 'Sweet Caroline' for the people of Boston. You scored a home run in my heart."
- Prior to the game, on an outside video board, the Yankees had their logo and the Red Sox emblem with the words, "United We Stand."

Summary

- Even the big buys have their problems ...
- Safety is still number one - how old is your emergency plan?
- The importance of strong relationships and a PR Bank Account.
- How are you communicating your updates and who is doing it?

Summary II

- IFEA Emergency Guidelines
- IED Awareness Guidelines and Protective Measures
- Take time to stop and analyze - especially with your younger staff / team ...
- Events are the platform to celebrate, unite and heal - they have great power which is great responsibility!
