



# Event Communication


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**We're  
committed to  
the Event Sector  
Voluntary Code  
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# Event communication

- Publicity / advertising
- Stakeholder relationships and consultation
- Advanced information to attendees / participants
- Workplace communication - health and safety / overlapping duties
- Crowd management
- Emergency management
- Incident management
- Media / social media



# Communication as part of planning

- What is the purpose of your event?
- Clarification of intentions
- Stakeholder consultation.
- Plans and schedules



# Event PCBU communication

Between.....

- Event organising team
- Venue / site owners
- Suppliers and contractors
- Vendors
- Entertainment
- Public



# Event Planning

- Timings
- Schedule
- Access requirements
- Resources
- Risks and risk management plans
- Expectations
- Contingencies



# Workplace Safety

## Overlapping duties

Legal duty of all PCBUs with overlapping duties in a workplace to consult, coordinate and cooperate on matters concerning health and safety.



# Advanced messaging to event attendees

## What

- Purpose of the event
- Event details
- Tone setting / Expectations
- Rules / guidelines
- Safety preparation

## How

- Demographic
- Comms channels available



# Event Day Operations

Who needs to be able to communicate with who?

- Operations
- Incidents
- Emergencies

How?



# Crowd messaging

- Event information
- Way-finding
- Public service announcements
- Crowd management
- Emergency information







# Emergencies

- Raising the alarm
- Decision making
- Alerting emergency services
- Crowd management
- Coordinated response
- Information to stakeholders
- Information to media



# Control Rooms









# Control Room

## Key Decision Makers

### Operations

- Site management
- Crowd management
- Security
- Entertainment
- Transport

### Emergency

- Senior managers
- Police
- First Aid
- Medics
- Security



# Questions