Description

Task: Conduct a risk assessment and develop an emergency plan for an outdoor event which will be held as part of a high-profile celebrity fringe festival. Background :The London City Council has invited your event management company to pitch for the contract to produce a new outdoor fringe festival - a celebration of the alternative art scene and street theatre, modelled on festivals such as the Edinburgh and the Adelaide International Fringe. The festival for which you are pitching is to be held over 6 days (from 5:00pm - 10:00pm) and is to encompass a diverse range of art forms, focusing on performing arts. It has a very high-profile celebrity guest list that includes some of the biggest names in the entertainment industry. The aim of the festival is to celebrate traditional and modern styles of performing art and give recognition to the leading stars in the industry. Eight indoor venues in the city centre have agreed to collaborate with the Fringe Festival Committee, and the council has also given the arts board permission to use Hyde Park - one of the largest parks in the city - to host the outdoor event, ‘The Park Fringe’. The City Council views the Fringe Festival as an opportunity to showcase the city to visitors and enhance its reputation as a cultural capital. It is estimated that there will be approximately 20 000 general admissions per day, spanning all age ranges. Many people will be flying in from abroad to attend the festival. As well as a main stage and seating area on the grass, there will be smaller tents for other musicians and actors to showcase their work. Onsite catering (and alcoholic beverages) will be provided by a number of catering contractors/vendors. A fairground will be provided for further entertainment. You are required to assess the main risks and legal issues involved in the management of ‘The Park Fringe’ event. An emergency plan should be developed based on the risk assessment.  Submission Guidelines § The risk assessment (including the emergency plan) should be approximately 15- 20 pages in length, double-spaced. § It should contain a cover and contents page, (not included in the word count). § The writing and layout of the risk assessment should be clear, concise, and well organised. § The language and presentation of the practical activity should conform to professional standards. § Note that this practical activity is one of the components of Course Project 6: Celebrity Events.  This is your opportunity to demonstrate your understanding of how to deal with celebrities and their agents, and how to manage a high-profile celebrity event.  Practical Activity Guidelines § Outline the steps you as the Event Manager would take to identify the risks involved in the management of ‘The Park Fringe’ event.  § Assess the main risks involved in the management of ‘The Park Fringe’ event. Concentrate on the risks that may occur during the event rather that those associated with the set-up and break-down of the event. ‘The Park Fringe’ will be attended by A-list celebrities. A section of your risk assessment should therefore focus on how to provide security for celebrities and special (VIP) guests. Having identified the risks involved, outline how you would deal with these issues if they arose. Each area of risk should be identified and discussed as per the format given in the Event Risk Management module (i.e. risk assessment table). § Include details pertaining to contracts, insurance, health and safety. § Develop an emergency plan that serves to outline key emergency procedures. The emergency plan should include details such as information about medical services and estimated response times of emergency services. Establish a clear chain of command and ensure that personnel are aware of their roles and responsibilities. Consider using a flow diagram identifying all important members of the risk management team (e.g. event manager, security advisor, security team, stewards, supervisors and any other relevant positions of authority.)