

# **HIGH-STAKES RISK MANAGEMENT FOR THE EVENTS INDUSTRY**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

High-Stakes Risk Management for the Events Industry Training Course prepares event directors, promoters, and safety leads to control the risks that live events carry. Participants work through event risk management foundations and the event risk landscape, crowd safety, capacity, and venue risk management, licensing, permitting, and regulatory compliance for events, supplier, contractor, and production risk control, and event emergency planning, crisis response, and post-event review as one connected discipline. The programme links the obligation an organiser owes to the public with the planning and controls that protect them. As a result, learners gain a practical command of high-stakes event risk management. Furthermore, the course strengthens risk judgement, safety planning, and crisis readiness.

## High-Stakes Risk Management for the Events Industry Course Objectives

- Explain event risk management concepts and the event risk landscape.
- Apply ISO 31000 and risk registers to event planning.
- Apply risk assessment for crowds, venues, and site layouts.
- Apply crowd safety principles, capacity calculations, and flow management.
- Apply licensing, permitting, and regulatory compliance for events.
- Apply supplier, contractor, and production risk control techniques.
- Apply event emergency planning and evacuation procedures.
- Apply incident command basics and crisis communication planning.
- Apply insurance, contracts, and liability allocation for events.
- Apply post-event review, lessons learned, and risk maturity assessment.

## Course Methodology



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- Interactive sessions built on live event risk and crisis cases.
- Workshops on risk registers, crowd safety plans, and emergency planning.
- Group exercises on capacity calculation and supplier risk control.
- Hands-on practice with event risk registers, site maps, and control plans.
- Simulation of an incident response and a crisis communication decision.
- Facilitator coaching and peer review on event risk improvement plans.

## Who Should Take This Course

- Event directors, promoters, and festival organisers.
- Event safety officers and crowd management staff.
- Venue and operations managers.
- Production, staging, and technical crew leads.
- Licensing, health and safety, and compliance officers.
- Consultants advising on event risk and safety.

## High-Stakes Risk Management for the Events Industry Course Outlines

### Day 1: Event Risk Foundations and the Risk Landscape

- Event risk concepts, appetite, and tolerance for organisers.
- The event risk landscape: physical, financial, reputational.
- Applying ISO 31000 principles and process to events.
- Event risk registers: owners, actions, and review cycles.
- Stakeholder risk: attendees, artists, sponsors, authorities.
- Common event failures and warning signs before the day.



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- Case discussion: a crowd incident that planning could have prevented.

## Day 2: Crowd Safety, Capacity, and Venue Risk

- Crowd dynamics, density limits, and crush risk factors.
- Capacity calculations, flow rates, and ingress and egress design.
- Site layout, barriers, queuing, and pinch-point management.
- Temporary structures, staging, and rigging risk.
- Fire safety, routes, and assembly point planning.
- Accessibility, medical, and welfare planning.
- Workshop: building a crowd safety and capacity plan.

## Day 3: Licensing, Permits, and Regulatory Compliance

- Licensing regimes, permits, and authority approvals.
- Health and safety duties and event-specific regulations.
- Noise, curfew, alcohol, and public order requirements.
- Contractor licensing, competence, and verification.
- Documentation, evidence, and authority inspection readiness.
- Non-compliance consequences and enforcement exposure.
- Exercise: compiling a licensing and compliance checklist.

## Day 4: Suppliers, Production, and Contract Risk

- Supplier selection, competence assessment, and due diligence.
- Contract terms and risk allocation with suppliers.
- Production risk: build, rehearsal, show, and load-out.
- Technical failure, power, and contingency planning.



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- Insurance types: public liability, cancellation, and equipment.
- Security, stewarding, and access control planning.
- Simulation: managing a supplier failure during show build.

## Day 5: Emergency Planning, Crisis Response, and Review

- Emergency planning: scenarios, triggers, and procedures.
- Evacuation planning, show-stop decisions, and safe egress.
- Incident command basics and role assignment.
- Crisis communication and stakeholder messaging.
- Post-event review, incident reporting, and lessons learned.
- Event risk maturity assessment and improvement roadmap.
- Capstone: presenting an event risk and safety management plan.

## Conclusion

By successfully completing High-Stakes Risk Management for the Events Industry, participants will gain a practical command of event risk foundations and the risk landscape, crowd safety and capacity planning, licensing and regulatory compliance for events, supplier, production and contract risk control, and emergency planning, crisis response and post-event review. They will acquire skills in event risk assessment and register management, crowd safety and capacity planning, licensing and supplier risk control, and event emergency planning, crisis response, and post-event review that protect the public and the event. Gentex Training Center designs the programme to help professionals run events safely and with confidence.





## FAQs for the High-Stakes Risk Management for the Events Industry course

### Q1 What is the "High-Stakes Risk Management for the Events Industry" course about?

It prepares event directors, promoters, and safety leads to control the risks that live events carry. The course spans event risk foundations and the risk landscape, crowd safety, capacity and venue risk, licensing and regulatory compliance, suppliers, production and contract risk, and emergency planning, crisis response and review.

### Q2 What are the key benefits of the "High-Stakes Risk Management for the Events Industry" course?

You gain a practical command of high-stakes event risk management that links the obligation an organiser owes to the public with the planning and controls that protect them. The course improves risk registers and planning discipline, strengthens crowd safety and capacity design, sharpens licensing and supplier controls, and builds emergency and crisis readiness.

### Q3 What skills will I gain from the "High-Stakes Risk Management for the Events Industry" course?

You will develop four core skills: event risk assessment and register management, crowd safety and capacity planning, licensing and supplier risk control, and event emergency planning, crisis response, and post-event review.



## Q4 What tools, methods, or standards are covered in the "High-Stakes Risk Management for the Events Industry" course?

The course covers event risk concepts, appetite and tolerance, the event risk landscape across physical, financial and reputational risk, ISO 31000 principles and process applied to events, event risk registers with owners, actions and review cycles, stakeholder risk for attendees, artists, sponsors and authorities, crowd dynamics, density limits and crush risk factors, capacity calculations, flow rates and ingress and egress design, site layout, barriers, queuing and pinch-point management, temporary structures, staging and rigging risk, fire safety, routes and assembly point planning, accessibility, medical and welfare planning, licensing regimes, permits and authority approvals, health and safety duties and event-specific regulations, noise, curfew, alcohol and public order requirements, contractor licensing, competence and verification, documentation, evidence and authority inspection readiness, supplier selection, competence assessment and due diligence, contract terms and risk allocation, production risk across build, rehearsal, show and load-out, technical failure, power and contingency planning, insurance including public liability, cancellation and equipment cover, security, stewarding and access control, emergency planning with scenarios, triggers and procedures, evacuation planning and show-stop decisions, incident command basics and role assignment, crisis communication and stakeholder messaging, and post-event review, incident reporting, lessons learned and event risk maturity assessment.



## Q5 How is the "High-Stakes Risk Management for the Events Industry" course applied in real-world practice?

Participants apply it to real work such as building a crowd safety and capacity plan, compiling a licensing and compliance checklist, drafting an event risk register with owners and controls, planning evacuation and show-stop procedures, managing a supplier failure during show build, running a crisis communication decision, and presenting an event risk and safety management plan. The same methods support post-event review and event risk maturity improvement.