

MODERNIZING YOUR CRISIS MANAGEMENT STRATEGY

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WHAT YOU WILL LEARN DURING THIS WEBINAR:

- ▶ Components of a strong risk plan and how to audit yours.
- ▶ Overcoming roadblocks and challenges.
- ▶ Unique preparedness considerations for events.
- ▶ The Day of Catastrophe:
 - ▶ What are your goals?
 - ▶ Who are the players?
 - ▶ How do you communicate?
- ▶ Practical changes you can make today to keep you, your team, your guests safer.

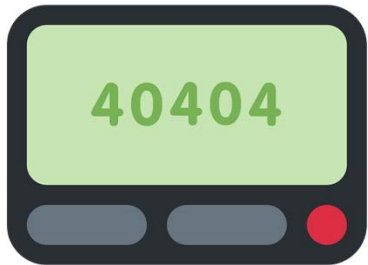
IMAGINE A SCENARIO



EVENT INDUSTRY STRUGGLES

- ▶ Not Practical to Drill at Dozens of Off-Premise Venues
- ▶ High Staff Turnover – You Can't Hold Drills Weekly
- ▶ Binders are Forgotten, Misplaced, Inaccessible, Incomplete, Dated
- ▶ On Large Events, One Binder for Multiple On-Site Supervisors Limits Access
- ▶ Forcing Staff to Locate Supervisors for Direction in Active Scenes is not Ideal
- ▶ Staff are 'Crisis Information Seekers' Instead of Empowered Plan Implementers

COMMUNICATION IS EVOLVING...



...THE BINDER



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THE EPIPHANY



BIRTH OF STAFFMATE SAFE



- ▶ Venue Security AND Policing Authority Phone & SMS Numbers
- ▶ An Emergency Evacuation Map with Designated Safe Rooms and Meeting Points in the Hands of Each Employee and On-Site Manager.
- ▶ Empowers Employees to Quickly Access Map and Help Guests/Fellow Employees to Safety
- ▶ Full Emergency Preparedness Plan in the Hands of Each On-Site Manager
- ▶ Quicker Action Saves Lives – No Need to Hunt Down Binder, Binder Keeper
- ▶ No Binder? Problem! No Phone? No Problem!

LIFE-THREATENING EMERGENCIES



- ▶ Life-Threatening Emergency Beacon
 - ▶ Sends Alert to Staff/On-Site Managers to Seek Shelter
 - ▶ Sends Names & Emergency Contact Info for all Scheduled Employees to Venue Security, First Responders and Company Principals
- ▶ I'm Safe Reporting
 - ▶ Allows Employee to Report That They Are Safe
 - ▶ Alerts First Responders & Company Principals to Potential Injuries and Locations
- ▶ No Cell Service/No WiFi/No Problem
 - ▶ Each Night Prior to a Confirmed Shift, Each On-Site Manager is Texted/Push Notified to Download the Emergency Preparedness Plan for the Next-Day's Event.

Confirm & Activate



Beacon:



Fire Emergency



Active Shooter



Explosion or Explosives



Weather Emergency



Hazmat Situation



Structure
Collapse/Damage



Medical Emergency

LEARN MORE CONTACT US TODAY

- ▶ Live Demo, Schedule Online:
 - ▶ www.staffmate.com/demo
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