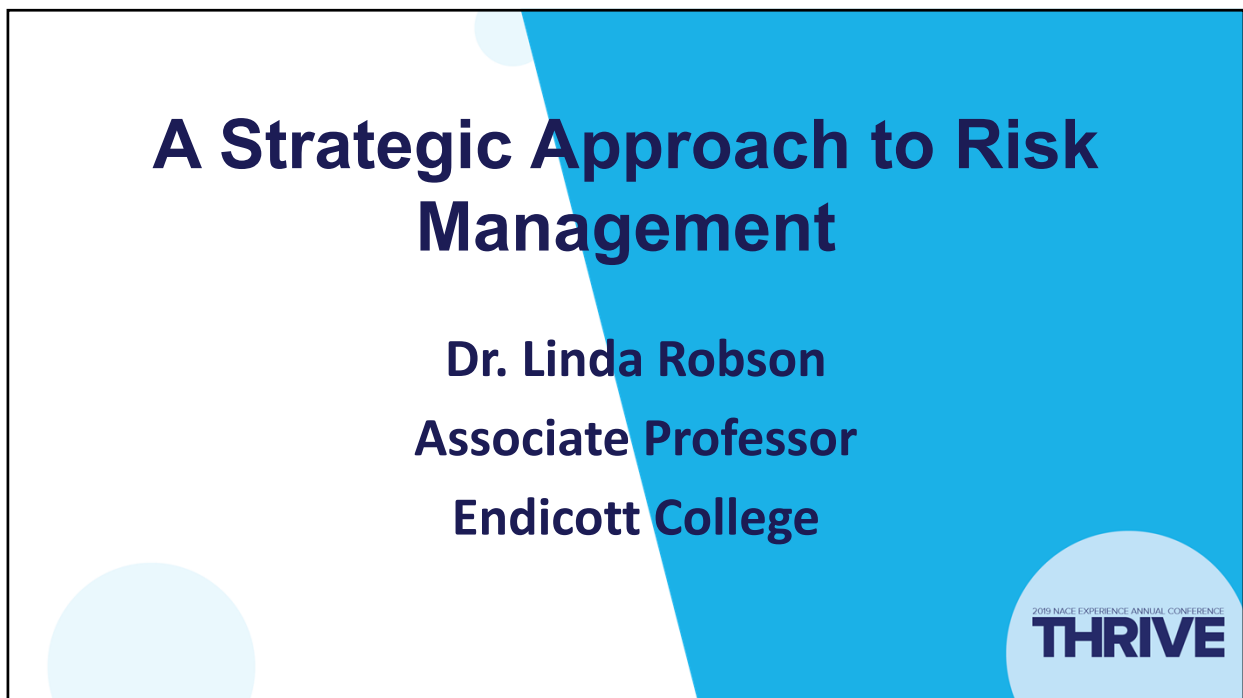




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## Agenda

In today's session, we will discuss:

- Robson Risk Management Model (RRMM)
- A process for creating a personalized risk management plan

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## Learning Objectives

During this session, attendees will learn to:

1. Use the Robson Risk Management Model to customize a risk management plan.
2. Develop a proactive approach to risk management.
3. Identify, assess, and strategize potential risk situations.

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# Murphy's Law

If Anything Can Go Wrong,  
It Will

Decorative circles in the bottom right corner.

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# Why Plan For Risk?

- Legal
- Financial
- Ethical


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## Risk Management Overview

- Cannot eliminate
- Identify & prepare
- Tolerable risk levels
- Defined & deliberate



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## Risk Management Goals

- Protect Assets
- Minimize Legal & Financial Liabilities
- Control Potential Loss
- Manage Growth
- Operate Responsibly



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## Definition Exercise

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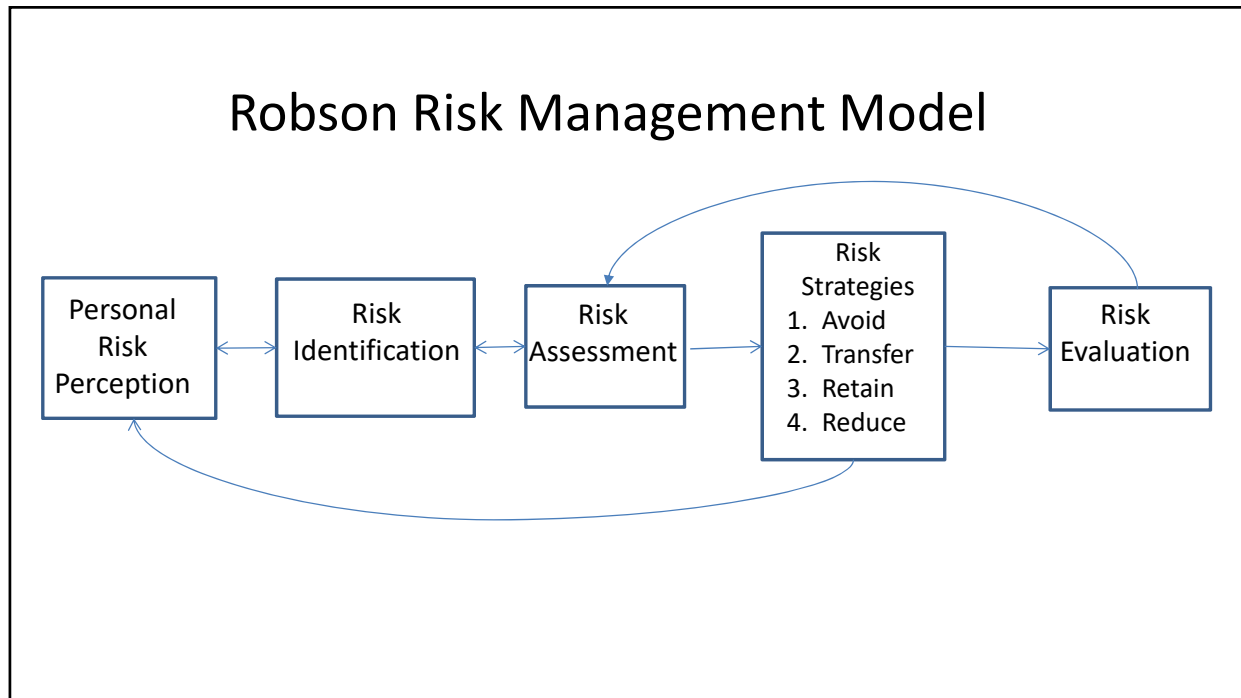
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## Risk Definition

Risk is anything or anyone that could impede, threaten, influence, or interfere with the successful outcome.

Risk is the potential for loss; financially, physically, psychologically, legally, or ethically.

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## Personal Risk Perception

- You
  - Fears
  - Abilities
  - Strengths
  - Limitations
- Back-up


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## Phobias

- Internal, extreme, irrational response
- Fight, Flight, Freeze
- 10% of population
- Affects event design and risk management plan




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## Phobias

1. Agoraphobia – fear of open or crowded spaces
2. Social phobia – fear of people
3. Arachnophobia – fear of spiders
4. Acrophobia – fear of heights
5. Claustrophobia – fear of closed spaces
6. Mysophobia – fear of germs
7. Aerophobia – fear of flying
8. Glossophobia – fear of public speaking
9. Atychiphobia – fear of failure
10. Enochiophobia – fear of crowds



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## Risk Identification

- Brainstorming
  - Starts with you
  - List everything
  - No judgments
- Cooling off period

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## Risk Identification Exercise

500 Person Wedding  
Music Festival  
Exhibition with 300 Booths  
Team Retreat

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## Mind Mapping

- Organizing brainstormed risks
- Categories
  - Theft
  - Personal injury
  - Weather
- Identified risk & event element

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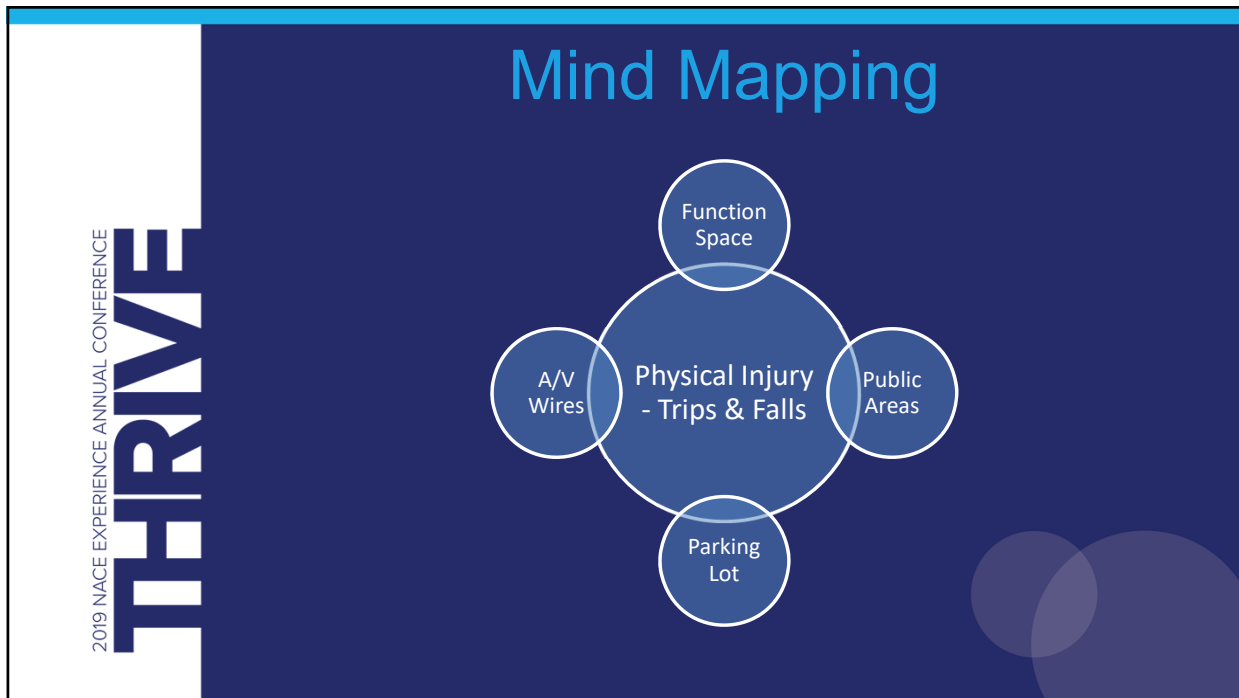
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## Mind Mapping

Risk Categories	Event Element
<u>Weather</u> <ul style="list-style-type: none"> <li>- Rain</li> <li>- Snow storm</li> <li>- Flooding</li> </ul>	Event space Parking lot Transportation
<u>Physical Injury</u> <ul style="list-style-type: none"> <li>- Trips &amp; Falls</li> <li>- Alcohol</li> <li>- Slippery floor</li> <li>- Rain</li> <li>- Allergies</li> </ul>	Event space Parking lot Public spaces AM break Lunch PM Break Reception
<u>F&amp;B</u> <ul style="list-style-type: none"> <li>- Food poisoning</li> <li>- Allergies</li> <li>- Dietary restrictions</li> <li>- Religious restrictions</li> </ul>	AM break Lunch Reception PM break

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- The slide features the "THRIVE" logo on the left and a list of three bullet points on the right. The background is dark blue with decorative circles in the bottom right corner.
- Severity/Consequence
  - Probability/Likelihood
  - Delphi Panel

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## Risk Assessment Questions

1. Does this put someone at risk physically or psychologically?
2. Where might the risk occur?
3. Under what circumstances would this risk occur?
4. What is the probability of the circumstances?
5. What are the worst-case scenarios?
6. Who might the occurrence of the risk harm?


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## Risk Assessment Questions

7. To what degree would this occurrence harm people involved?
8. What are the expectations of attendees?
9. Would the occurrence of this risk harm outsiders? To what degree?
10. Has due diligence been covered?
11. Do attendees, vendors, staff, and planner feel safe?
12. Has this risk occurred when this event was held in the past?
13. Has this risk occurred at past events in general?


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## Risk Strategies

1. Avoid
2. Reduce
3. Retain
4. Transfer

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## Risk Strategy – Avoid

- Non-crucial event elements
- Eliminate
- Substitute

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## Risk Strategy – Reduce

- Protection strategies
- Lessen/mitigate
- Reduce probability
- Minimize severity




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## Risk Strategy – Retain

- Crucial event elements
- Accept
- Not ignored
- Resources
- Waiver/Release forms
- Insurance



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## Risk Strategy – Transfer

- Liability/Responsibility to someone else
- Contracts
- Research

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## Risk Factor Table

Risk	Severity of Risk (1,2,3)	Probability of Risk (1,2,3)	Risk Factor	Risk Mgmt Strategy	Action Plan
Riots	3	2	6	Retain	Yes
Speakers	2	2	4	Transfer	
Terrorism	3	1	3	Retain	Yes
Parking Availability	1	3	3	Reduce	
Traffic within Parade Course	2	3	6	Avoid	
Interference with Religious Beliefs	1	1	1	Retain	
Compliance	3	3	9	Transfer	

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## Action Plan Components

- Risk Description
- Probability/Severity
- Triggers
- Hierarchy Chart
- Communication Plan
- Duties/Responsibilities
- Headquarters
- Safe Areas
- Outside Support
- Lock-down/Interruption
- All Clear
- Recovery Plan




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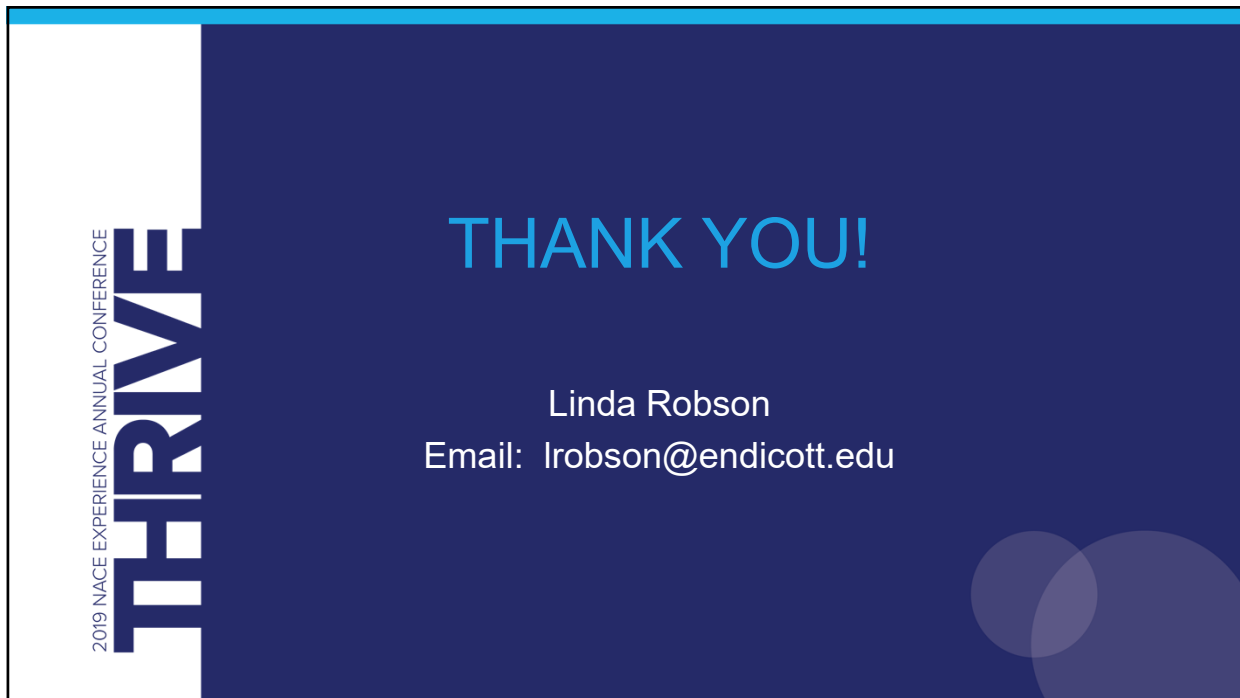
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## Risk Evaluation

- Plan
- Documentation
- Success
- Failure



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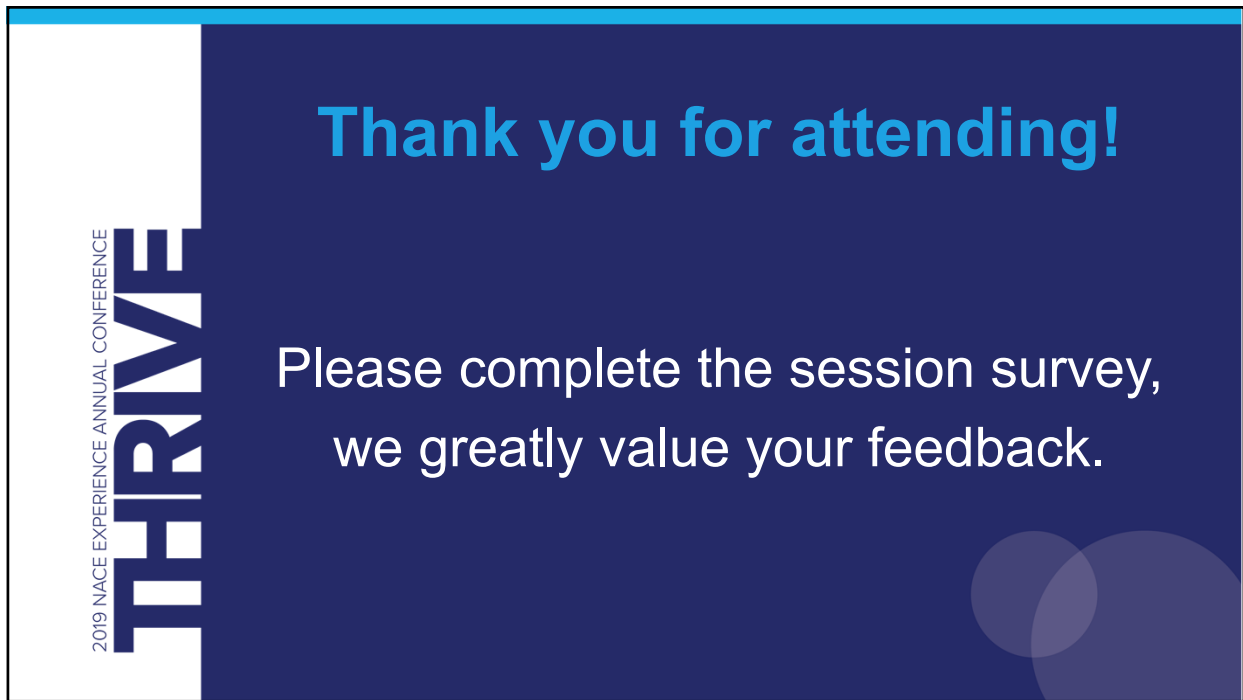


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**Thank you for attending!**

Please complete the session survey,  
we greatly value your feedback.

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