



## Appendix K Crisis Communications Plan

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## 1. Contents

Page 2	Crisis Communication Team
Page 3	Communication Procedure
Page 4 - 5	Media/Social Media Statements – Before the Event
Page 6 - 10	Media/Social Media Statements – During the Event
Page 11 & 12	Acceptable Words and Phrasing / Potential Safety / Security Q & A / Standard Police Responses and Police Information/advice

## Crisis Communication Team

### Management Team

<b>Name</b>	<b>Job-Role</b>	<b>Organisation</b>	<b>Contact Number</b>	<b>Email</b>
Marco Mendez	Event Director	MJMK Ltd	[REDACTED]	marco@mjmk.co.uk
Jake Kazumov	Event Director	MJMK Ltd	[REDACTED]	marco@mjmk.co.uk
Ryan Esson	Event Manager	GoTo Live	[REDACTED]	ryan@gotolive.co.uk
Chris Hill	Site/Production Manager	GoTo Live	[REDACTED]	chris@gotolive.co.uk
TBC	Head of Security	Showsec	TBC	TBC

# **1. IMPENDING SITUATION – COMMUNICATION PROCEDURE**

## **Step one**

Any impending situations identified by a member of staff including the social media team should be immediately radio communicated to Ryan Esson & Head of Security. Should radio communication fail, staff will move to mobile phones.

Ryan Esson & Head of Security to investigate the severity of the situation and if deemed necessary, coordinate a crisis management meeting with relevant heads of department.

***NB: A HOLDING STATEMENT APPROVED BY RYAN ESSON & MJMK Ltd SHOULD BE GIVEN TO ANY MEMBERS OF THE PUBLIC QUESTIONING THE SITUATION.***

### **Holding statement:**

We understand that [Situation detail]. We are looking into this and will keep you informed of our progress.

## **Step two**

In the event of a situation, a joint approach with Police will be taken to produce a press release / statement. Any statement prepared must be approved by both parties. Police to contact Ryan Esson & MJMK Ltd to obtain approval.

In the event of a situation where Police assistance is not required a social media statement will be released but must be approved by Ryan Esson & MJMK Ltd.

***NB: UNDER NO CIRCUMSTANCE MUST STAFF TALK TO ANY MEMBERS OF THE MEDIA WITHOUT PRIOR APPROVAL FROM RYAN ESSON & MJMK Ltd.***

## **Step three**

Statement issued to external media. Tailored social media statement also released.

## **Step four**

Press Conference to be called if necessary.

***NB: IN THE EVENT THAT NONE OF THE CRISIS COMMUNICATION TEAM IS AVAILABLE A POLICE STATEMENT CAN BE SENT OUT 30 MINUTES AFTER THE FIRST CALL FOR APPROVAL HAS BEEN MADE. THIS IS TO ENSURE ALL COMMUNICATION IS CONTROLLED.***

## **MEDIA / SOCIAL MEDIA STATEMENTS** **BEFORE THE EVENT**

### **2. EVENT CONTINUES DESPITE BOMB/OTHER THREAT**

- As has been reported in the media, on (date) at (time) Diynamic Festival London received a purported bomb/terrorist threat from (unknown individuals).
- Since Diynamic Festival Londons priority is to ensure the safety of everyone involved in our events, we naturally took these claims very seriously and reported the matter to the Police immediately.
- Following a thorough investigation, Police/Relevant Authorities found the alleged bomb/terrorist threat to be groundless and confirmed the call as an extremely poorly-judged hoax.
- Police/Relevant Authorities have therefore concluded that the Diynamic Festival London is safe to proceed as normal.
- We can confidently assure our guests, performers and crew that every possible security precaution is in place to ensure a safe event.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) Police have confirmed the alleged bomb threat was a hoax and the show is safe to proceed as planned #**XXX**

(2/2) Your safety is our priority so we take all threats very seriously but we're pleased to continue! More info: <LINK>

### **3. BOMB/SECURITY THREAT CAUSING CANCELLATION**

In the event of the show being cancelled due to the threat of bomb/arson/unrest/terrorist attack

- In light of the reported bomb/arson/terrorist threats/attacks/arrest Diynamic Festival London have reluctantly decided to cancel the event.
- The decision was made following full consultation with all of the relevant authorities including local Police and emergency services.
- The safety of our guests, performers and crew is our first concern and we have decided that the potential risk to our staff and guests is too severe for the event to go ahead at this time.
- We sincerely regret the disappointment or disruption caused to the many people who were looking forward to the event.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) In light of the reported <DESCRIPTION>, after consulting with emergency services, we regret that #**XXX** has been cancelled

(2/2) We sincerely regret the disappointment this will cause, however, your safety is our priority. For more info <LINK>

### **4. OTHER INCIDENTS PROMPTING CANCELLATION**

In the event of the show being cancelled due to acts of God/ severe weather conditions

- In the light of severe weather/other incidents, and after consulting Police/Relevant Authorities, Diynamic Festival London has reluctantly decided to cancel the event.
- The safety of our guests, performers and crew is our primary concern and we have decided that the potential risk to our staff and guests is too severe for the event to go ahead at this time.
- We sincerely regret the disappointment or disruption caused to the many individuals who were looking forward to the Event.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) In light of the < EVENT DESCRIPTION>, after consulting with emergency services, we regret that #**XXX** has been cancelled

(2/2) We regret the disappointment this will cause however your safety is our priority. For more info <LINK>

## **MEDIA / SOCIAL MEDIA STATEMENTS** **DURING THE EVENT**

### **5. DEATH ON SITE**

- Following a thorough investigation with Police/Relevant Authorities it is with deep sadness that Diynamic Festival London can confirm that there has been a tragic incident at the event.
- One/a number of people is/are believed to have died.
- A full investigation has been launched and Diynamic Festival London will be providing all possible assistance to the emergency services and the Police.
- We extend our sincerest sympathy to the families and friends of the victims, and we assure them that Diynamic Festival London is committed to doing everything in its power to assist them at this very difficult time.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/1) We regret to confirm that one person/xxx people is/are believed to have died at Diynamic Festival London. A full investigation is underway. Diynamic Festival London extends its deepest sympathies to the victim's family and friends.

### **6. DEATH ON SITE CAUSING CANCELLATION**

- It is with deep sadness that Diynamic Festival London can confirm that there has been a tragic incident at the event.
- One/a number of people is/are believed to have died.
- Diynamic Festival London immediately took the decision to cancel the remainder of the event as a mark of respect to the victim (s).
- A full investigation has been launched and Diynamic Festival London will be providing all possible assistance to the emergency services and the Police.
- We extend our sincerest sympathy to the families and friends of the victims, and we assure them that Diynamic Festival London is committed to doing everything in its power to assist them at this very difficult time.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) We regret to inform you that due to a tragic incident, Diynamic Festival London has been cancelled. A full investigation is underway

(2/2) Diynamic Festival London extends its deepest sympathies to the victim's family and friends.  
For more info: <LINK>

## **7. EVACUATION/CLOSURE DUE TO BOMB/FIRE/TERRORIST ATTACK**

**In the event of a full evacuation and closure due to (XXXX) at the event. Statement in the case of confirmed injuries/fatalities**

- It is with deep sadness that Diynamic Festival London can confirm that there has been (a number of) injuries/fatalities following a (xxx) at the event.
- The injured are being treated at xxxx.
- On the advice of the emergency services/Police/security, a full evacuation took place and the event was cancelled/suspended for xx hours.
- (e.g: Fire crews based on the site attended the blaze, which is understood to have been extinguished very quickly).
- A full investigation is underway to determine the cause of the (xxx) and Diynamic Festival London will be providing all possible assistance to the emergency services and the Police. (*DO NOT SPECULATE ON CAUSE OF INCIDENTS*).
- More information will be released as it becomes available.
- A 'relatives hotline number' has been set up for all those who are concerned about the welfare of any friends and family who may have attended the event. The number is xxxx.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) It is with deep sadness that Diynamic Festival London can confirm there has been (a number of) injuries/fatalities following a (xxx) at the event.

(2/2) A full investigation is underway and relatives can call our hotline on xxxx. More info: <LINK>

**In the event of a full evacuation and closure due to (XXXX) at the event. Statement in the case of suspected injuries / fatalities**

- Diynamic Festival London can confirm that there was an (xxxxx) at the event.
- There are believed to be a number of injuries/fatalities, but more information will be released as it becomes available.
- A 'relatives hotline number' has been set up for all those who are concerned about the welfare of any friends and family who may have attended the event. The number is xxxx.
- On the advice of the emergency services/Police/security, a full evacuation took place and the event was cancelled/suspended for xx hours.
- (e.g: Fire crews based on the site attended the blaze, which is understood to have been extinguished very quickly).
- A full investigation is underway to determine the cause of the (xxx) and Diynamic Festival London will be providing all possible assistance to the emergency services and the Police. (*DO NOT SPECULATE ON CAUSE OF INCIDENTS*).

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) We regret to confirm there was an <Event Description> at Diynamic Festival London <Description of action taken>

(2/2) A full investigation is underway and relatives can call our hotline on \_\_\_\_\_. More info: <LINK>

**In the event of a full evacuation due to the explosion of a bomb, gunfire, terrorist attack during the event. Statement in the case of suspected injuries / fatalities**

- Diynamic Festival London can confirm that there was an (xxxxx) at the event.
- There are believed to be a number of injuries/fatalities. More information will be released as soon as it becomes available.
- As a direct result of the explosion/gunfire/terrorist attack, and on the advice of the Police and emergency services, a full evacuation took place and the event was cancelled/suspended for xxx hours.
- Police teams, emergency services and show security staff attended the incident within minutes.
- A full investigation has been launched and Diynamic Festival London will be providing all possible assistance to the emergency services and the Police.

- A relative's hotline number has been set up for all those who are concerned about the welfare of any family or friends who may have attended the event. The number is xxxx.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) We regret to confirm there was a <Event Description> at Dynamic Festival London. <Description of action taken>

(2/2) A full investigation is underway and relatives can call our hotline on \_\_\_\_\_. More info: <LINK>

## **8. IN THE EVENT OF AN ARTIST REFUSING TO GO ON STAGE**

- In a live performance scenario, timing issues are unavoidable.
- As a result of **Dynamic Festival** running significantly over time, (artist) was regrettably unable to perform.

**Social media statement:**

(1/1) We regret to announce that <ARTIST NAME> will not be performing due to timing issues. Sorry for any disappointment this will cause

## **9. IN THE EVENT OF A DEATH OF AN ARTIST**

- It is with deep sadness that Dynamic Festival London can confirm that (artist) has tragically passed away ahead of their scheduled performance at the event. We extend our sincerest sympathy to the families at this difficult time.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/1) With deep sadness, we confirm that <ARTIST NAME> has tragically passed away ahead of their performance at Dynamic Festival London. Any changes in stage times will be announced shortly

## **10. IN THE EVENT OF AN ARTIST BEING TAKEN ILL**

- Due to illness of (artist) is / was regrettably unable to perform. This decision was made with the consent of (artist) and his/her management and (artist) has agreed to perform live at Dynamic Festival London in the future.

**Social media statement:**

(1/1) We regret to announce that <ARTIST NAME> will be unable to perform at Dynamic Festival London due to illness. Any changes in stage times will be announced shortly

## **11. IN THE EVENT OF AN ARTIST GOING OVER CURFEW / ORGANISERS PULLING THE PLUG**

- Due to <ARTIST NAME> going over curfew, Dynamic Festival London regrettably had to cut short the performance. This decision was enforced by the Event's live music license which is granted with noise restrictions, traffic plans and curfews in order to maintain the health and safety of the audience.

**Social media statement:** (split into tweets however will be combined for Facebook post):

(1/2) Due to <ARTIST NAME>'s performance going over curfew, we're afraid their set had to be cut short due to licensing issues

(2/2) We apologise for any disappointment (however we heard you all finishing for them en route home!)



## **12. IN THE EVENT OF AN INCIDENT ON SITE INVOLVING ILLEGAL DRUGS**

- Organisers of Diynamic Festival London work closely with the Local Police and other agencies to put procedures in place to ensure the event maintains an enjoyable and secure environment for all its customers.
- A zero tolerance approach to illegal substances is implemented with proactive security measures in place. The Event has an excellent track record with very few incidents of this nature.

### **Social media statement:**

(1/1) At Diynamic Festival London, we have a zero tolerance approach to illegal substances and we work closely with local police / other agencies to uphold this. More info: <link>

## **ACCEPTABLE WORDS / PHRASING**

### **In the event of physical disturbances:**

- A minority of people caused disturbances / scuffles / skirmishes – never use the words riot or violence.
- Police responded quickly as the events unfolded.
- Police should never be referred to as riot police.
- Measures are in place again this year to ensure that genuine fans of the Event could make organisers and police aware of any suspected troublemakers, including a text services direct to the police (see press release below).
- Facts and figures garnered from the success of the text initiative (Police/council contact will have this on hand to provide if relevant).

### **2. Potential Safety & Security questions**

- What steps did Diynamic Festival London take to ensure the safety of guests at the Event?
- What emergency services were on site during the event?
- How many security personnel were at the Event?
- What measures did you have in place to guard against under-age-drinking?
- What measure did you have in place to guard against disturbances?
- What measures did you have in place to avoid dehydration?

## **STANDARD POLICE RESPONSES**

### What is the police role?

Local Police aims to enable members of public not attending the event to go about their normal business without undue interference and attempting to minimise vehicular and pedestrian inconvenience. Officers will also deal with public disorder, to prevent and detect crime and offer help to members of public where possible.

### How many officers are involved in the policing operation?

We have deployed what we believe is sufficient staff for any eventuality.

### What are the roles of the security companies at the event?

The promoters, are solely responsible for the management and security of the event and all associated activities.

### **Local Police**

The police are reminding Event-goers to keep their property safe by leaving valuables at their accommodation. Local officers will be on-site throughout the show working alongside the security teams.

Further crime prevention advice;

- Put money, tickets, credit cards and mobile phones in a zipped pocket or use a money belt.
- Do not bring large sums of cash. Only bring what you need and keep it on you at all times.

What will the police be doing?

- Providing uniformed and plain clothed officers to assist with the event.

**Show** organisers are all set to ensure that this year's event runs smoothly.

Provided at this event are:

- INFORMATION POINTS – For all enquiries and to report problems.
- WELFARE POINTS.
- Questions answered via social media.