Event Planning

PROACTIVE RISK MANAGEMENT

The goal of proactive risk management is to take preventative steps to minimize the potential and perceived risks involved in your activities.

WHAT'S AN ORGANIZATIONAL EVENT?
If you are unsure whether or not your activity qualifies as an "organizational event," ask yourself:

➤ What is the purpose of the event? Does it relate to my student organization?
➤ Who will attend the event and why?
➤ What resources are being used for the event?
➤ How is the event being publicized or communicated?
➤ Would a reasonable person or the media associate this event with my organization?

Click here for more information regarding activities of student organizations (Student Rule 42).

Steps to Proper Event Planning

1. List all activities and aspects of your event with detail.

2. Identify the risks associated with each activity: Physical, Reputational, Emotional, Financial, Facilities.

3. Assess each risk for probability of occurrence and seriousness of consequences using the Event Planning Matrix.

4. Make decisions about how to mitigate each risk identified in Step 2. You can accept, modify, transfer, and/or eliminate each risk based on its assessment in Step 3.
5. Share your plans and risk management actions with the others involved in planning the event, and implement your event according to those decisions.


7. Consult with relevant "campus experts" and resources in the planning of the event.

8. Evaluate the success of your event after its completion. Document your evaluation information for next year’s officers.

FOR INFORMATION ON THE FOLLOWING SPECIFIC EVENTS, PLEASE CLICK THE LINK BELOW:

- Concessions
- Organizations Hosting Events with Alcohol and Co-sponsorship
- Tailgating
- Levy Sports Concession Stand Process Checklist
- Freedom of Expression, Forums, and Reservable Space
- Disruptive Activity
- Guidelines for Expressive Activity
- Campus Programs for Minors

How to Submit an Event Form on Maroon Link:

The Department of Student Activities offers the service of event planning reviews, in which your organization submits an Event Form on Maroon Link and the Student Activities staff responds with relevant information and suggestions.

This form should be electronically submitted at least ten (10) business days in advance of your event to ensure a complete review.

Please follow the steps listed on the next page.
Log onto https://maroonlink.tamu.edu with your Net ID and password
Click on your name in the upper right hand corner
Click on “Involvement”
Find your organization that you want to create an event for and go to the home page
Click on “Events” and then “Create an Event”
You will then be asked to create an event name and an additional series of questions will follow
Answer each question thoroughly

If your organization does not appear under “My Organizations” when you log in or if you have any other questions or technical issues, please email maroonlinkhelp@tamu.edu.

In some cases, your organization may be required to submit the Event Form on Maroon Link when the event includes any of the following:

- Events involving international travel (see more info below)
- Events requiring insurance (see more info below)
- Events in which your organization is seeking resources from the Department of Student Activities

An advisor or building proctor may also require the organization to submit the Event Form on Maroon Link for events including, but not limited to:

- Events involving travel
- Events involving alcohol
- Events involving usage of certain spaces on campus

Risk Management Officers in Student Organizations

A Risk Management officer is a member of your executive team who works to identify risk management issues for your organization and develop appropriate responses. Some of the job functions might include:

- Raising awareness of risk-related issues
- Coordinating training and education on risk management for your members
- Developing policies and procedures to address risk issues
- Producing and/or maintaining an operations manual
- Connecting fellow leaders with risk management resources

Your organization’s Risk Management officer may be a new position that you create or it could be incorporated into an existing officer position. Either way, this officer must be an active participant in your regular meetings and stay in communication with all members.
INSURANCE

Your organization may wish to purchase general liability/accident medical insurance when coverage is required by a vendor/third party or when there are elevated levels of risk. When contemplating insurance, you should consider the events your organization sponsors, the number of individuals attending, and any past incidents.

Your event may also warrant purchasing special event insurance for the organization or participants. Examples of programs that may need special event insurance include large financial expenditures, contracting with outside guests, or if participants are non-TAMU students.

Student organizations must request insurance by submitting a Maroon Link event form at least three weeks prior to their event. Events occurring at the Brazos Expo Center must submit their request for insurance two months prior to their event. On the form, you will be required to attach a detailed itinerary (i.e. timeline, locations, activity descriptions). The cost for coverage is based off an estimated attendance.

To request special event insurance:

- Submit an Event Form on Maroon Link for review with current and uploaded itinerary is current
- Submit a Special Event Insurance Request Form (SEIRF) to SOFC including the cost of insurance
- Return a copy of the processed SEIRF form to Student Organization Development & Administration in Koldus 142

Crisis Planning

Creating an effective crisis response plan is crucial in effectively managing an emergency situation:

- Develop a crisis response plan prior to an event or activity
- Educate organization members about that plan and chain of command to effectively manage emergency situations
- Be prepared to follow the plan

CRISIS RESPONSE PLANS SHOULD INCLUDE:

- Detailed plans of action for various situations
- Attention to medical needs
- Contact information for important parties
- Crisis fact sheets or incident report forms
- Designated organizational officers and crisis team who can take charge of a crisis situation

All officers or volunteers should have copies of the crisis response plan for their reference. Review your crisis response plan on a regular basis and update your plan as needed.
ASSESSING AN EMERGENCY SITUATION

In your immediate response, begin by gathering and verifying as many facts as you can. Some key facts to gather include:

- Who will serve as the organization’s spokesperson
- The chain of events for the crisis
- Who was involved with the crisis and each person’s perspective
- Specific dates, times, and locations for the situation
- Why and how the incident occurred
- Any property or other facilities-related damages sustained
- The nature and scope of any physical or emotional injuries sustained
- Any applicable university and/or organizational policies or procedures involved or affected

IN YOUR LONGER-TERM RESPONSE TO THE SITUATION:

- Ensure that all proper documentation has been filed
- Learn as much as you can from the emergency
- Apply those lessons to improving the safety and success of your organization in the future
- Consider what other events or activities from your organization could merit more review or effective planning, based on the lessons learned from this crisis situation

Medical Emergencies

Call 911 as a first step. You can also provide any medical care that is reasonable or within your abilities, but remember that you may be legally responsible for any medical assistance beyond that which is reasonable that you provide to an injured person.

IF YOUR PARTICIPANTS SIGNED A WAIVER:

Consult with the medical release forms to ascertain whether or not the person has special medical needs and/or provided you with his/her medical insurance information to use in case of an emergency.

MORE INFORMATION ABOUT WAIVERS CAN BE FOUND BELOW:

Once the immediate medical needs have been attended to, then follow your established chain of notification. Notify the University Police Department (UPD) at (979) 845-2345 if you have not yet done so and UPD will contact the Critical Incident Response Team (CIRT) as appropriate.

Contact your advisor and any others in charge of the organization or event, such as your Chief Student Leader and Risk Management Officer. If necessary, contact any other appropriate authorities such as your national organization liaison, travel liaison, etc.