

**CRISIS MANAGEMENT PLAN**

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| **Risks** | **Effects** | **Response procedure** | **Contingency procedure** | **Contact persons** |
| 1. Your keynote speaker trips on the escalator on her way to delivering the opening address to your conference. | Damaged reputation, dissatisfied beneficiaries, loss of income | Your response team calls 911, ask for the hotel’s assistance, notify your insurance agent, the speaker’s office, etc. | Call your back-up speaker on his/her cell and tell them “you’re on;” notify the conference team | Have last minute contact information for your back-up speakers readily available; ensure they have their presentation on a memory stick. |
| 2. … |  |  |  |  |
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