



# CRISIS MANAGEMENT *workbook*

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# No Time *to waste*

Early preparation is the cornerstone of successful event planning.

Once your client confirms their date, start tracking potential challenges that could affect the big day. These insights will shape the logistics you prioritize, serving as the foundation for both your timeline and your Prepped Plan.

With a head start, you'll stay ahead of the curve and confidently navigate any surprises.

# NOTES:

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# Let's Take *action*

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Communicate

- Inform your team and key stakeholders about the issue.
- Use clear, empathetic, and authoritative language to address clients and guests.

A

Assess

- Evaluate the situation to understand its scope and impact.
- Prioritize immediate safety concerns and identify affected parties.

L

Lead

- Take charge and implement your crisis management plan.
- Delegate tasks to your team and execute backup solutions.

M

Manage

- Stay composed and monitor the resolution process.
- Document the incident and note areas for improvement post-event.

# Insurance *checklist*

- General Liability Insurance
- Professional Liability Insurance
- Business Equipment Protection
- Workers' Compensation
- Auto Insurance
- Cyber Liability Insurance



Bonus: Have your clients purchase Wedding Day/Event Day Insurance to protect them for certain types of cancellation.

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Don't forget to check for any local permits you may need.



# Resources *and tips*

## Contract Terms

- Include a force majeure clause that covers unexpected events beyond the planner's control.
- Specify liability limitations and outline the planner's responsibilities in emergency situations.
- Detail the refund and rescheduling policies for events canceled due to unforeseen circumstances.



## Emergency Planning

- Create a comprehensive emergency plan for each event, including evacuation procedures and shelter-in-place guidelines.
- Designate primary and secondary assembly locations for evacuations.
- Develop a code word system for staff to discreetly communicate about unwanted guests or potential threats.

# Resources *and tips*



## Preparation and Training

- Assemble a robust emergency kit with essential items like first aid supplies, tools for quick repairs, and personal care products.
- Train staff on emergency procedures and have them watch relevant safety videos, such as active shooter response.
- Conduct regular drills and simulations to practice emergency responses.

## Communication Protocols

- Establish clear communication channels with vendors, venue staff, and emergency services.
- Create a notification list of key individuals to contact in case of an emergency.
- Prepare templates for emergency announcements to guests that are calm, assertive, and informative.



# NOTES:

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# It's time to *implement*

Use this page to hold yourself accountable.  
Schedule some time to call insurance companies, review your current  
emergency prep procedures, or restock your day-of kit.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


# Emergency Contacts

*you should consider*

INSURANCE

EVENT DAY  
INSURANCE

VENUE  
EMERGENCY  
CONTACT

PERMITS  
OFFICE

SECURITY &  
POLICE

FIRE DEPT &  
HOSPITAL

PET CARE



# You Got this!

You've taken in a lot of information and it may seem a bit overwhelming but with the right tools, a little bit of research and prep I'm confident you will be ready when any crisis presents itself.



## Contact:

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