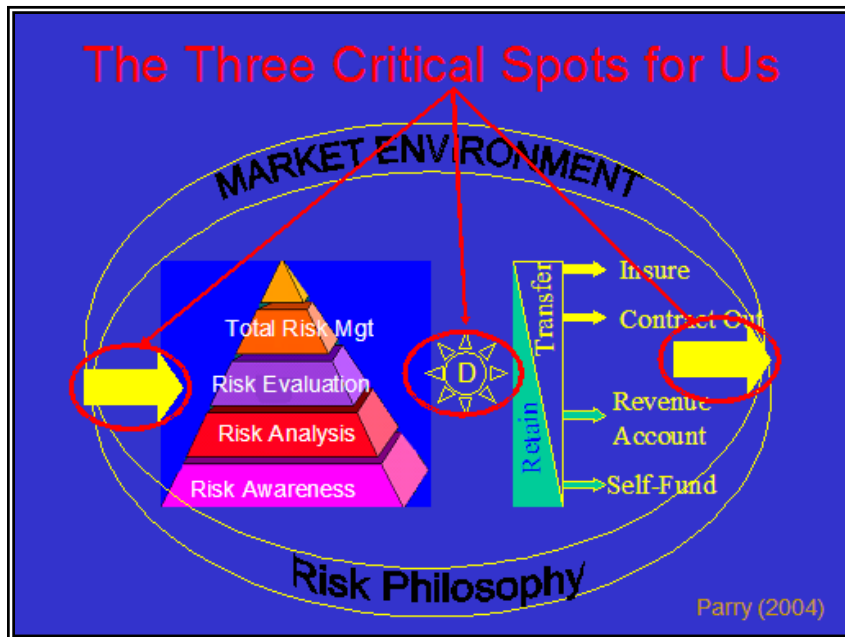


Managing Risk - 1

The diagram, below, offers a more detailed approach to managing risk than shown in *Chapter 9* and *Figs. 9.2 & 9.3* of *Successful Event Management*; the three key areas, though, remain the same:

- how the stakeholders' *Risk Philosophies* interact with the tenor of the, current, *Market Environment*
- the decision-making approach taken
- how the retained/transferred *Risk* leaves the stakeholders, in the Medium to Long-term



Having read the relevant *Risk* sections of *Successful Event Management* and, using the approaches shown:

- consider the most common *Risk* for *Event Management*
- consider the most overlooked *Risk* for *Event Management*

Now, have a look at this videoclip, from the "*Britain From Above*" television series:

BBC: "*Britain From Above: managing the crowds*" videoclip

Click here:

<http://www.bbc.co.uk/britainfromabove/stories/people/footballcrowds.shtml> [0:00-04:54]

You can see how the *Police* approached each of the three critical spots, in the diagram to the left:

- using the knowledge and experience of an academic, to fully understand how the various stakeholders' *Risk Philosophies* were interacting with the *Market Environment* of this, specific, football match
- changing their decision-making approach, to avoid triggering the very violence that they are seeking to prevent
- using low-key policing to take charge of the environment and to help keep the atmosphere peaceful - but keeping harsher responses readily to hand

Having looked at both the text and the videoclip, choose an event that you are familiar with [either large-scale like a sports event, or small-scale like a village fete] and see how a 'smarter' approach to managing risk might benefit the overall operation of that event.

Parry, B., (2004) "*Risk Management*", in MacMahon-Beattie, U. & Yeoman, I (Eds.), (2004), "*Sport & Leisure Operations Management*", London, Thomson Learning [now Cengage Learning]: <http://edu.cengage.co.uk/catalogue/product.aspx?isbn=1844800636>