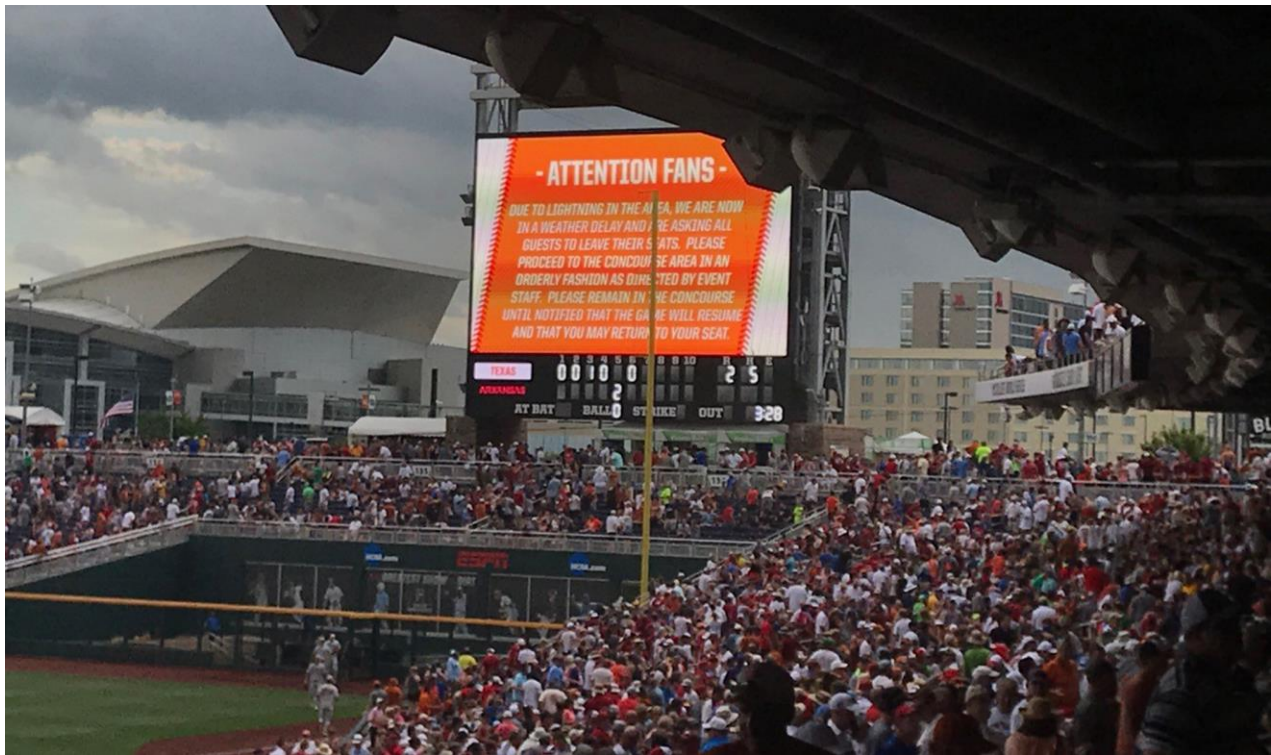


SPORT AND SPECIAL EVENT PUBLIC INFORMATION AND EMERGENCY NOTIFICATION

MGT - 467



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Course Overview

The methodologies and techniques used to deliver timely and accurate information in a complex, dynamic information environment is challenging to any community or organization hosting a mass gathering. The Sport and Special Event Public Information and Emergency Notification course brings planners, operators, communication professionals, government, public safety, and marketing professionals together in an effort to prepare and/or enhance venue and event communication programs. The course prescribes best practices to common communication pitfalls and provides flexible and scalable solutions to a wide-range of scenarios.

Topics

- Communication fundamentals
- Managing communication
- Event and emergency messaging
- Information collaboration/dissemination
- Pre-event communication
- Post-incident communication
- Application of communication strategies

Recommended Prerequisites

- AWR-167: Sport Event Risk Management
- IS-100.B: Introduction to Incident Command System (ICS)
- IS-200.B: ICS for Single Resources and Initial Action
- IS-700.A: National Incident Management System (NIMS)
- IS-800.B: National Response Framework, an Introduction

Participants

- Venue executives/managers
- Event planner
- Venue operations
- Public relations and marketing
- Media services
- Government
- Special event officers/liaisons
- Emergency management
- Fire and emergency services
- Executive leadership
- Law enforcement

Course Length

Two Days (16 hours)

Venue

Jurisdiction

Class Size

27-40 Participants

CEU Credits

1.6

Students must register and bring a copy of their FEMA/SID number to class.



National Center for Spectator Sports Safety and Security (NCS4)

The University of Southern Mississippi

For more information, contact NCS4Train@usm.edu.