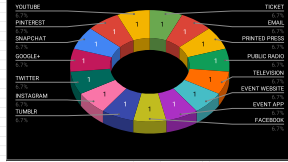


# Crowd Communication Impact Assessment

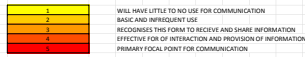
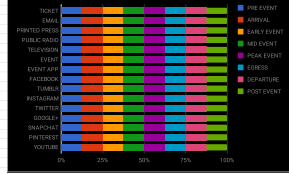
EVENT NAME \_\_\_\_\_  
 EVENT DATE \_\_\_\_\_  
 CREATED BY \_\_\_\_\_  
 VERSION \_\_\_\_\_

## NORMAL OPERATION

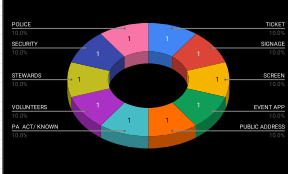
### COMMUNICATION PLATFORMS



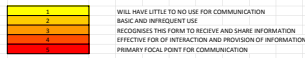
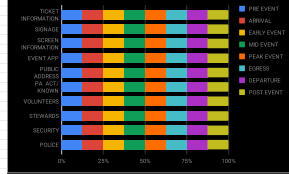
### PLATFORMS THROUGH TIMELINE



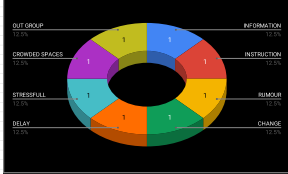
### COMMUNICATION ON SITE



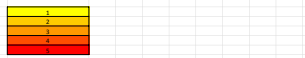
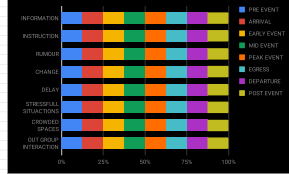
### COMMUNICATION ON SITE TIMELINE



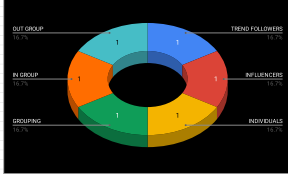
## REACTION TO



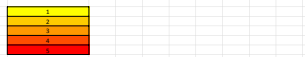
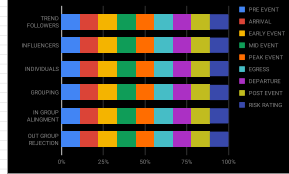
### REACTION TO TIMELINE



## TRENDING

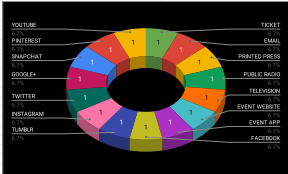


### TRENDING TIMELINE

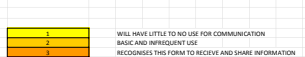
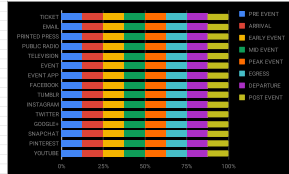


## EMERGENCY OPERATION

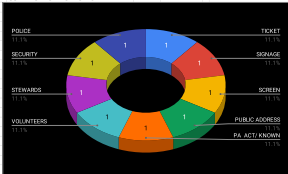
### COMMUNICATION PLATFORMS



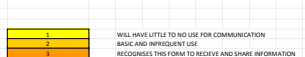
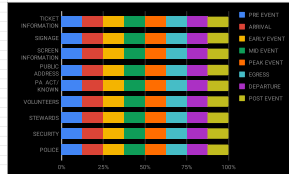
### COMMUNICATION PLATFORMS TIMELINE



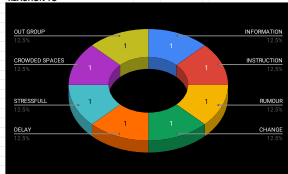
### COMMUNICATION ON SITE



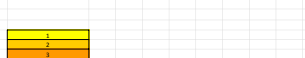
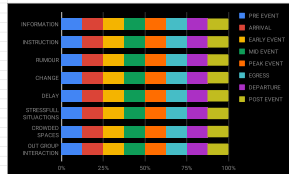
### COMMUNICATION ON SITE TIMELINE



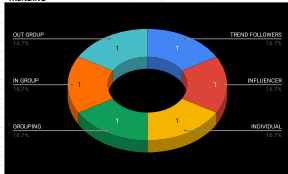
## REACTION TO



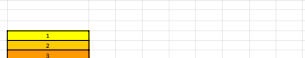
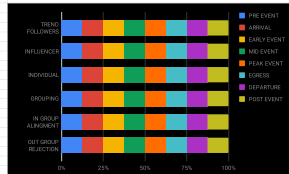
### REACTION TO TIMELINE



## TRENDING



### TRENDING TIMELINE



**COMMUNICATION, REACTION AND TRENDING**

**NORMAL OPERATION**

COMMUNICATION	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TICKET INFORMATION	1	1	1	1	1	1	1	1	1		
EMAIL	1	1	1	1	1	1	1	1	1		
PRINTED PRESS	1	1	1	1	1	1	1	1	1		
PUBLIC RADIO	1	1	1	1	1	1	1	1	1		
TELEVISION	1	1	1	1	1	1	1	1	1		
EVENT WEBSITE	1	1	1	1	1	1	1	1	1		
EVENT APP	1	1	1	1	1	1	1	1	1		
FACEBOOK	1	1	1	1	1	1	1	1	1		
TUMBLR	1	1	1	1	1	1	1	1	1		
INSTAGRAM	1	1	1	1	1	1	1	1	1		
TWITTER	1	1	1	1	1	1	1	1	1		
GOOGLE+	1	1	1	1	1	1	1	1	1		
SNAPCHAT	1	1	1	1	1	1	1	1	1		
PINTEREST	1	1	1	1	1	1	1	1	1		
YOUTUBE	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

ON SITE COMMS	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TICKET INFORMATION	1	1	1	1	1	1	1	1	1		
SIGNAGE	1	1	1	1	1	1	1	1	1		
SCREEN INFORMATION	1	1	1	1	1	1	1	1	1		
EVENT APP	1	1	1	1	1	1	1	1	1		
PUBLIC ADDRESS	1	1	1	1	1	1	1	1	1		
PA ACT/ KNOWN PERSON	1	1	1	1	1	1	1	1	1		
VOLUNTEERS	1	1	1	1	1	1	1	1	1		
STEWARDS	1	1	1	1	1	1	1	1	1		
SECURITY	1	1	1	1	1	1	1	1	1		
POLICE	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

REACTION TO	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
INFORMATION	1	1	1	1	1	1	1	1	1		
INSTRUCTION	1	1	1	1	1	1	1	1	1		
RUMOUR	1	1	1	1	1	1	1	1	1		
CHANGE	1	1	1	1	1	1	1	1	1		
DELAY	1	1	1	1	1	1	1	1	1		
STRESSFULL SITUATIONS	1	1	1	1	1	1	1	1	1		
CROWDED SPACES	1	1	1	1	1	1	1	1	1		
OUT GROUP INTERACTION	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

TRENDING	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TREND FOLLOWERS	1	1	1	1	1	1	1	1	1		
INFLUENCERS	1	1	1	1	1	1	1	1	1		
INDIVIDUALS	1	1	1	1	1	1	1	1	1		
GROUPING	1	1	1	1	1	1	1	1	1		
IN GROUP ALINGMENT	1	1	1	1	1	1	1	1	1		
OUT GROUP REJECTION	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

**EMERGENCY OPERATION**

COMMUNICATION	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TICKET INFORMATION	1	1	1	1	1	1	1	1	1		
EMAIL	1	1	1	1	1	1	1	1	1		
PRINTED PRESS	1	1	1	1	1	1	1	1	1		
PUBLIC RADIO	1	1	1	1	1	1	1	1	1		
TELEVISION	1	1	1	1	1	1	1	1	1		
EVENT WEBSITE	1	1	1	1	1	1	1	1	1		
EVENT APP	1	1	1	1	1	1	1	1	1		
FACEBOOK	1	1	1	1	1	1	1	1	1		
TUMBLR	1	1	1	1	1	1	1	1	1		
INSTAGRAM	1	1	1	1	1	1	1	1	1		
TWITTER	1	1	1	1	1	1	1	1	1		
GOOGLE+	1	1	1	1	1	1	1	1	1		
SNAPCHAT	1	1	1	1	1	1	1	1	1		
PINTEREST	1	1	1	1	1	1	1	1	1		
YOUTUBE	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

ON SITE COMMS	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TICKET INFORMATION	1	1	1	1	1	1	1	1	1		
SIGNAGE	1	1	1	1	1	1	1	1	1		
SCREEN INFORMATION	1	1	1	1	1	1	1	1	1		
PUBLIC ADDRESS	1	1	1	1	1	1	1	1	1		
PA ACT/ KNOWN PERSON	1	1	1	1	1	1	1	1	1		
VOLUNTEERS	1	1	1	1	1	1	1	1	1		
STEWARDS	1	1	1	1	1	1	1	1	1		
SECURITY	1	1	1	1	1	1	1	1	1		
POLICE	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

REACTION TO	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
INFORMATION	1	1	1	1	1	1	1	1	1		
INSTRUCTION	1	1	1	1	1	1	1	1	1		
RUMOUR	1	1	1	1	1	1	1	1	1		
CHANGE	1	1	1	1	1	1	1	1	1		
DELAY	1	1	1	1	1	1	1	1	1		
STRESSFULL SITUATIONS	1	1	1	1	1	1	1	1	1		
CROWDED SPACES	1	1	1	1	1	1	1	1	1		
OUT GROUP INTERACTION	1	1	1	1	1	1	1	1	1		
								TOTAL	1		

TRENDING	PRE EVENT	ARRIVAL	EARLY EVENT	MID EVENT	PEAK EVENT	EGRESS	DEPARTURE	POST EVENT	RISK RATING	DETAIL	RESOLUTION
TREND FOLLOWERS	1	1	1	1	1	1	1	1	1		
INFLUENCER	1	1	1	1	1	1	1	1	1		
INDIVIDUAL	1	1	1	1	1	1	1	1	1		
GROUPING	1	1	1	1	1	1	1	1	1		
IN GROUP ALINGMENT	1	1	1	1	1	1	1	1	1		
OUT GROUP REJECTION	1	1	1	1	1	1	1	1	1		
								TOTAL	1		