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## Topics

### Profiling Your Events for Safety

Why would someone or some entity target 'your' event for violence or controversy? Is it you, the event, the venue, the speakers, the attendees? What happens if a protest is near or at your event, how will your attendees positively or negatively react and what could that do to your event's reputation, especially if covered by the media or something goes viral on social media? These are a few of the topics addressed in this presentation as well as strategies to mitigate such risks and document your due diligence to avoid them should someone claim negligence.

### Learner Outcomes:

- Attendees will better understand 'why' their events might be targeted by outside actors.
- Attendees will better understand the onsite/offsite 'human' risks at their events.
- Attendees will better understand strategies to help mitigate these risks.
- Attendees will better understand the paper trail of documentation and due diligence to mitigate potential claims of negligence should such instances still occur.

## Profile

Jeff McKissack is a noted authority on areas of physical, data, and reputational risks having spoken on these topics for 35 years and to over 350,000 in live audiences across the country. He regularly speaks at conferences and conventions, including IAEE, ESCA, SGMP, North Star Meetings, and similar across the country, but also works a great deal in the medical, legal, educational, financial, human resource, risk management, and insurance world. Jeff best sums up his message and mission by saying, "my goal is to help you spot trouble 'before' trouble spots you," and in today's world that is a message beneficial to us all, both personally and professionally.