

NAME OF EVENT HERE

CRISIS MANAGEMENT

General Information

A crisis is a major, unpredictable event that threatens to harm an organisation and its stakeholders.

Crisis management is the systematic attempt to avoid organisational crises or to manage those crises that do occur.

This document contains a brief summary of how crises will be managed at the NAME OF THE EVENT HERE.

The press officer(s) for **EVENT NAME** and the FEI media communications team will follow a detailed Crisis Management Protocol, which is contained in a separate document and is a step-by-step guide intended for "instant action" when a crisis occurs.

The step-by-step guide covers vital areas, including:

- how to nominate and set up the Crisis Management Team (CMT)
- establish the chain of command well in advance of competition
- draw up contact details for the CMT

The guide also covers key procedures and help with issuing initial statements and logging detail.

It is intended to supplement any national procedures. There may be varying national requirements to report injuries/fatalities that are not covered in this document.

There are three basic types of crisis that could occur during the event:

- A. Veterinary/Judicial/Animal Activists related problems
- B. General organisational related problems: e.g. spectator accident
- C. Competition-related problem: e.g. major horse/rider accident during the competition



Crisis Management responsibilities

At major multi-discipline games/championships, the FEI Discipline Director is responsible for setting up a general cross functional crisis management plan.

Jumping

FEI Event	Responsibilities	Pattern	
NAME OF EVENT	 FEI Discipline Director NAME HERE Technical Delegate (TD) NAME HERE Organiser (Reps of OC) NAME HERE President of Ground Jury NAME HERE President of Veterinary Commission NAME HERE 	The organiser is obliged to use the following Crisis Management Plan, incl. the set up of the Crisis Management Team and to follow the procedures as professionally as possible. The FEI Discipline Director and the TD are responsible for putting everything in place as indicated in this guide.	

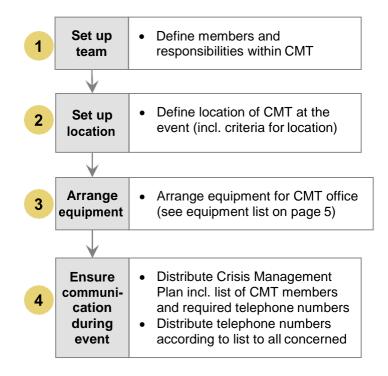
Set up of Crisis Management Team (CMT)

For major multi discipline games/championships, there will be one Crisis Management Team established for all disciplines. Compared to single-discipline events, there should be more emphasis on the definition of the CMT. The role of the crisis management team (CMT) is the following:

- At the first briefing of Officials, the Head of the CMT must be identified. It is essential that the
 President of the Ground Jury in particular, is clear about the role of the CMT in the event of
 a major problem.
- It is essential that in the event of an emergency/crisis, the relevant officials are involved i.e. Veterinary Delegate, Medical Officer, Chief Steward.
- As soon as the crisis is apparent, the Head of the CMT is responsible for the dissemination
 of information. He/she should ensure that the relevant FEI Discipline Director is informed,
 who will act as his/her Assistant. At major events, the relevant FEI Director is responsible for
 informing the FEI President, the Secretary General, Discipline Director and the relevant
 Technical Chairman.



The following process shall help the organiser as a quick reference to set up the CMT prior to each event.



Over the following pages is an allocation of responsibilities for setting up the CMT at every event.



1

Set up

team

 Define members and responsibilities within the Crisis Management Team (CMT)

Composition of CMT:

- The CMT can only include those who can be spared from the direct running of the event in order to manage the situation.
- Use the following list of people as a guideline for setting up the CMT:
 - Head of CMT:

responsible to coordinate crisis management. The head of CMT is ideally a person with specific knowledge of the event. If this is the event organiser, then appoint a deputy to continue running the event. Either the Head of Team or the Assistant Head ideally should have legal expertise of the national laws or an additional person should be appointed

- CMT Assistant Head to support CMT Head and help obtain information. Preferably a senior person with wider knowledge of the sport, if appropriate
- Chief Medical Officer of the event*
- FEI Veterinary Delegate*
- Press officer to liaise and advise on all statements to the media. If the Press Officer is not in the CMT room at all times, the Press Officer should be on call
- Secretary/typist
- Runner (plus, possibly, additional staff to man telephones)
- Liaison person in the stable area to answer all questions relating to the accident
- Hospital/event liaison person
- TD as soon as he/she is available

Ensure that all statements to the press should be made either by the Head of CMT or the Press Officer... and no one else!

*= where applicable

 Define location of CMT at the event

2

Set up location

- The room should preferably be close to the press office and one where it is difficult to be overheard. If necessary, security should be posted outside the door.
- Use the equipment list in the next process step as a guideline to put together the equipment and paperwork you need on hand.
- It is crucial to keep a record of all events, including telephone calls and questions and answers in the press conference. Use telephones only; switch radios off as these can be overheard.



 Arrange equipment for CMT office

3

Arrange equipment

The following equipment should be available to the CMT (preferably in the CMT location) or easily accessed:

- telephones and note pads
- file, for notes of all telephone calls, copies of press releases (including drafts)
- list of international telephone numbers
- list of emergency telephone lines
- list of telephone of CMTs, President OC, President FEI or FEI 1st Vice President
- radios x 5 on separate net to normal traffic (this may not always be practical)
- PC with internet access & printer
- photocopier
- fax machine
- tape recorder and tapes
- other general office equipment
- TV monitor and video recorder
- press release paper
- list of accredited press
- copies of the programme
- relevant rider and/or horse biographies (if not available, a copy of entry form)
- Rider information & contact names (next of kin).
- Note that microphone and speakers may be required in the venue selected for the Press Conference.
- Be aware that the most difficult information to obtain is rider information and contact names and numbers – especially for foreign riders. The OC must obtain information from the entry form or the rider to complete a form on arrival.
- A memory stick with templates of press statements should be created.



Ensure commun ication during event

- Distribute Crisis
 Management Plan
 incl. list of CMT
 members and
 required
 telephone
 numbers (see list)
- Distribute telephone numbers according to all concerned

Telephone numbers:

- It is essential that the OC prepares a list of all required telephone numbers to be attached to Crisis Management Plan distributed to all concerned.
- The list should include numbers of:
 - * Event and Secretary's Office
 - * Press Officer & Press Centre (Fax and Tel)
 - * Stable Manager
 - * Hospital Manager
 - * Local Police
 - * Landowner/host
 - * NFs
 - * Insurance company
 - * Stable office
 - * Accident & Emergency Department at hospital
 - * Health & Safety Department or similar
 - * Local Coroner's office



Veterinary/Judicial/Animal Activists-related problem

Composition of the Jumping Crisis Management Team responsible for Veterinary/Judicial/Animal Activists related problems (please fill in names):

FEI Discipline Director:	NAME AND MOBILE NUMBER
President of Veterinary Commission:	NAME AND MOBILE NUMBER
FEI Press Officer:	NAME AND MOBILE NUMBER
Event Chief Press Officer:	NAME AND MOBILE NUMBER
OC:	NAME AND MOBILE NUMBER
NF Representative of country where event takes place:	NAME AND MOBILE NUMBER
Runner	OC to decide

General organisational-related problems

The organisational Crisis Management Plan will be established by the OC in advance of each event. The following main issues should be included in the general organisational crisis document established:

- Operations/Functions of the organiser
- General Rules and Regulations
- Procedures for Normal Operations
- Emergency Organisation
- Plans of the Show Grounds and off-site courses (Eventing, Driving & Endurance)
- Scenarios that could lead to a disturbance of the event organisation
- Press & Public Relations
- Description of an orderly evacuation of the show grounds
- Allocation room for fire prevention and rescue/ambulance services
- Concept for the event security/orderlies
- Schedule for the security/orderlies on the grand stands, in the stadiums and special venues
- Schedule for the personnel for off-site events
- Concept for the medical services.

There is no defined procedure to follow when an organisational related crisis occur. The OC has to ensure in advance of the event, that everything is set in place in order to handle such a crisis professionally. The CMT may use the procedure within the competition & discipline related problems as a reference.



Competition & Discipline related problems: major horse/rider accident during the competition

Crisis Management Team Composition - Jumping

Composition of the Crisis Management Team responsible for Competition & Discipline related problems (please fill in names).

Head of CMT:	NAME AND MOBILE NUMBER
Assistant Head (FEI Jumping Director):	NAME AND MOBILE NUMBER
FEI Head of Press:	NAME AND MOBILE NUMBER
Event Chief Press Officer:	NAME AND MOBILE NUMBER
OC:	NAME AND MOBILE NUMBER
NF Representative of country where event takes place:	NAME AND MOBILE NUMBER
Runner	OC to decide

Crisis Management Plan

The Crisis Management Plan (CMP) is intended for "instant action" when an accident, of either rider or horse, occurs at the event. It is designed as a guide to procedures and to help with issuing initial statements and logging detail.

It is intended to supplement any national procedures. Also ensure to take into account varying national requirements to report injuries/fatalities that are not covered in this document. If the crisis is an accident (e.g. with a serious injury or death of a competitor or horse) the following Crisis Management Plan should be followed.

For details to the process steps and for general templates/media drafts see the next pages.





Secure accident area

- Put screens around accident while any treatment is taking place.
- Take rider into ambulance as quickly as possible
- Get the course/arena cleaned to continue the competition
- Arena party to find water/shavings/dust/ mulch to put on ground if necessary

Serious accident

Minor accident



Gather statements and initial briefing

- Get statement from other experienced equestrian people who witnessed the accident
- Initial brief and provision of information to FEI contact

2a

Inform public The public address announcer must tell the public that the horse and/or rider are ok

3

Ensure smooth and correct approach

- Call CMT meeting (simultaneous with 2 being carried out)
- Brief CMT members and clarify specific questions and to-dos

3a

Report

 Include accident in event report to FEI Headquarters



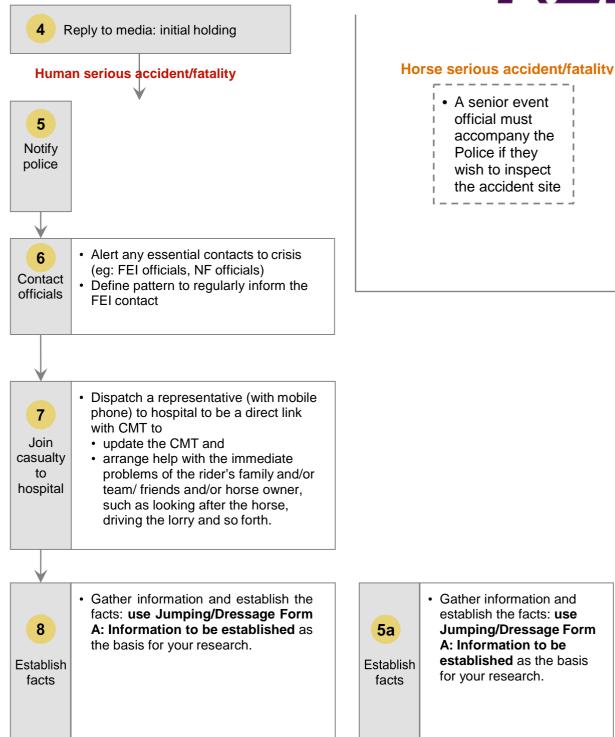
4

Reply to media: initial holding

- Issue holding statement: use Jumping/Dressage Media Draft A: Initial response or holding statement
- Announce press conference
- Secure relevant rider/horse biography and photocopy for distribution to CMT
- Announce press conference on the press room notice board and by word of mouth
- In the case of a horse fatality, establish if rider is willing/able to meet the press
- Avoid being too optimistic over start time for press conference. Allow time to gather all necessary information, but try to start within 30-40 minutes of the incident.
- Use only the provided holding statement in dealing with telephone enquiries; avoid being drawn into long telephone conversations, but offer to "fax/email the full press statement once it is prepared".

CMT = Crisis Management Team





Establish Establish facts 8a facts 5a Follow annex **Necessity of press statement** Jumping/Dressage Media Draft depends on media interest on **B: Press statement &** horse casualty: subsequent Press releases • Follow Jumping/Dressage wherever possible, filling in the Media Draft B: Press statement information relevant to your case. & subsequent Press releases 9 As template for written press 6a wherever possible, filling in the statement in case of fatal information relevant to your case. accident use General Media As template for written press Draft example: fatal accidents statement in case of fatal accident use horse fatality example Prepare Prepare press press statestatement ment Follow General Media Draft B – Press statement & subsequent Press releases wherever possible, filling in the information relevant to your case. Once drafted: Read it extremely carefully, in particular to check that you have not inadvertently made any admission of liability Resist the temptation to make wholesale changes to the basic format (template). Ensure to keep it short. Obtain approval of the statement from the Head of the CMT and the OC representatives sitting in CMT; ensure all other essential contacts (see earlier) are aware of its contents. Ensure that spokesperson's name and contact number appear at the bottom. Avoid being drawn into long telephone conversations; offer to "fax/email the statement". Arrange a podium (however informal) and Arrange a podium and microphone if necessary to ensure that you will be microphone heard. Assemble media in the The media must be addressed by the head of the 10 press office (or other **CMT** secure environment) Arrange for additional personnel able to answer Read official statement technical questions - e.g.: doctor, vet, course to the press builder, technical delegate, steward - to be near the Hold Answer questions press Arrange personal See **Sample questions and answers** for best

CMT = Crisis Management Team

Personal interviews will be arranged (preference to be given to equestrian

practice answers to the media

media).

at the outset:

Make it as brief as possible, outlining this format

The statement will be read

Questions will be taken

conferen

ce

interviews (preference to

be given to equestrian

journalists attending

while the conference is

media)

Note names of

under way





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Distribute press statement

- Post press statement on official website of the event
- Upon request the statement should also be distributed to selected people/organisations (see list opposite)
- Post press statement on FEI website
- The press statement should be posted on the official website of the event.
- Upon request the statement should also be distributed to:
 - non-attending equestrian press
 - news editors of national and relevant regional daily newspapers
 - editors of relevant regional weekly newspapers
 - news editors of national and relevant regional radio and TV stations
- In addition to its distribution to the press, the statement should also go to:
 - local police and emergency services
 - the event's legal and insurance advisers
 - the event venue and sponsor
 - local authorities
 - · animal and welfare organisations

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De-brief

- Hold CMT internal debrief to confirm in everyone's minds precisely what happened
- · Arrange how to progress
- Agree on a spokesperson to deal with any other subsequent enquiries
- Prepare a complete dossier for the FEI
- Clear insurance-related issues

 Be aware that the witnesses of a serious accident may need counselling or assistance – even some months later

CMT = Crisis Management Team

Media Draft A: Initial response or holding statement



Written

The organisers are investigating the facts surrounding the incident. As soon as these are available, a full statement will be issued and a press conference held.

Verbal

I/we do not have the full detail of the circumstances surrounding the incident. As soon as these are available, a full statement will be issued.

· On the death of a rider

A rider has suffered serious injuries. Further information will be released as soon as it becomes available.

· On the death of a horse

A horse has suffered fatal injuries but no further information will be released until the owner has been informed.

NB: Replies, either written or verbal, should be:

- calm
- objective
- clear and factual
- brief
- responsible and concerned



Form A: Information to be established

1) Rider or p	oublic fa Name	atality/seriou	ıs injury	
First name	Name	Age	· Natio	nality
From where?		7.19		
Based wher a?	-			
Married?	Yes	No		
Children	Yes	No	If Yes how	many?
2) Horse				
Name		Age	Gelding □	Mare □ Stallion □
Owner				
3) Additiona	al Infori	mation		
Vet attending				
Doctor(s) atter	nding			
Fence Judges				
4) Nature of	fincide	nt		
Time occurred				
Fence number				
What happene		not hearsay)		
How many inju	ired?			
5) Injuries				
Rider		_		
Horse				
Member of pub	olic			
6) How is th	e incide	ent being han	dled?	
Hospital name		_		
the media)				
7) Have with	ness sta	atements bee	n taken?	
•	-	t necessary fo		
How many hor	ses clear	ea the tence pric	or to the accident?	
How many con	nnlated th	he course		
riow many con	ipicted ti	TO COM SC		
How many ride	ers had re	etired?		
			for media public	cation
Cause	•		•	
Whose fault?				
Any breach of				
10) Prognos				
If injuries, wha	at is resul	lt?		



Media Draft B: Press statement and subsequent press releases

To be structured as follows:

1) Public or Rider fatality	L
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"It is with the deepest regret that we announce that Mr/Mrs/Miss (first and last
names) suffered a fatal accident while competing/spectating at(event) in
(city, country)atam/pm on(date)(first name), agedfrom(home town) was/was not married, withchildren's (first name) horse, owned by, ayear-old gelding/mare/stallion(description of incident)(first name) e.g.: was thrown off the horse which, in falling, struck the rider's head, causing fatal injuries)."
(first name), agedfrom(home town)
was/was not married, with children. 's (first name) horse
, owned by, ayear-old gelding/mare/stallion
(description of incident). (first name) e.g.: was
thrown off the horse which, in falling, struck the rider's head, causing fatal injuries)."
For Jumping, the press may ask about the dimensions of the fence at which the accident happened. This information should not be divulged . A member of the press may measure the fence incorrectly and dispute your measurements. A suggested reply to avoid this is: "All fences on the course are within the dimensions specified in the rules and no details will be discussed before the Coroner's Inquest." A standard paragraph should be included, along the lines of one of these:
"At every FEI event, the maximum consideration is given to the safety and welfare or horses and competitors.
Mr/Mrs/Miss(President of the Ground Jury) said: On behalf of the whole sport, I would like to extend our deepest sympathy to's (first name) family."
2) Horse fatality
"It is with great sadness that we announce that (horse's name), ridden by and owned by was humanely destroyed/put down as a result of a fatal accident while competing at (name and city of event) at am/pm , on (date) (horse's name), ayear-old gelding/mare/stallion (description of incident and injury, eg: stumbled and fell over the rails at fence 15 and suffered a broken back.)"

Again, do not mention the dimensions of the fence if applicable.



Sample guestions and answers

1. Cruelty

- **Q** There is a gathering opinion that International Equestrian events are cruel to horses. Do you agree?
- **A -** At every FEI event, the maximum consideration is given to the safety and welfare of both horse and rider.

2. Money

- **Q** Isn't it fair to say you are more interested in the gate receipts than the animals' welfare?
- A No, it isn't fair to say that horse welfare is paramount at all times and extensive insurance policies taken out before the event cover all aspects of income, including gate receipts.

3. Danger (Jumping)

- **Q** Doesn't this incident prove that the sport is too dangerous?
- A This sort of accident is extremely rare in Jumping.
- **Q** Aren't the obstacles too dangerous? Isn't it time they were made less severe?
- A The obstacles are designed to present a fair challenge of skills.

 Experienced course designers set out to ask realistic questions of horse and rider.

4. Request for detail

- **Q** What exactly happened out there? What caused the incident?
- A I don't have the full details but a full statement will be released as soon as possible.

5. Briefing of riders

At the riders' briefing, they should be told simply how to cope with approaches by the media in adverse situations. A suggested response might be:

I cannot comment at the moment, but I understand all the facts are being gathered for a press statement by the event director/organiser.