

Joffe's November Newsletter: Mastering Probability and Possibility

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NOVEMBER: IN THIS ISSUE

BROADENING PERSPECTIVES ON PLANNING TOOLS
Re-contextualizing safety resources in event planning

UNLOCKING THE POTENTIAL OF RISK MANAGEMENT
The strategic power of identifying, assessing, and mitigating liability

HEARING IT FROM THE PROS
Access insider perspectives from experts that leverage risk management



CHRIS JOFFE
CEO, Joffe Emergency Services

Jay Jacob Wind,

As event and venue professionals, we know there are always risks involved in organizing successful events. From unpredictable weather to last-minute speaker cancellations, so much is out of our control. This makes having a solid risk management plan essential.

Though risk management is often seen as a dull planning necessity, strong strategies provide immense value to our organizations and events. They give us the flexibility and foresight to handle uncertainties and problems as they arise, and allow us to provide attendees with the best possible experience, even when the unexpected happens.

Thoughtful strategies for assessing and mitigating risks are incredibly valuable for event and venue organizations, as they help prepare for the unexpected from minor technical issues to major security concerns. Going through this process early in event planning allows integrating preventive measures into the event design and enables us to better anticipate potential issues and have plans in place to address anything that might throw an event off course. This builds confidence in your events and organization as a whole. [Our latest blog post](#) explores why risk management is a crucial planning tool for event leaders to identify, analyze, and mitigate potential risks.

As event planning professionals, we all want to create memorable and meaningful experiences. Engaging in proper risk management practices gives us the power to do this consistently, regardless of what surprises get thrown our way. I hope you'll find the information in this newsletter valuable as you plan your upcoming events and continue strengthening your emergency preparedness and safety programs.

In strength,

Chris Joffe
Founder and CEO
(X)Twitter: [@JoffeChris](#)

A CLOSER LOOK

Risk Management: Exploring the benefits

New Blog Post!

**Risk Management:
The Essential Planning Tool For
Every Event Manager**

READ NOW

Effective risk management can make all the difference in creating successful events. [Our latest blog post](#) explains how integrating risk assessment and mitigation into the early stages of event planning allows organizers to proactively address potential issues. Learn how proper training, communication, and continuous monitoring during events enable venues to deliver smooth, quality experiences that leave positive impressions.

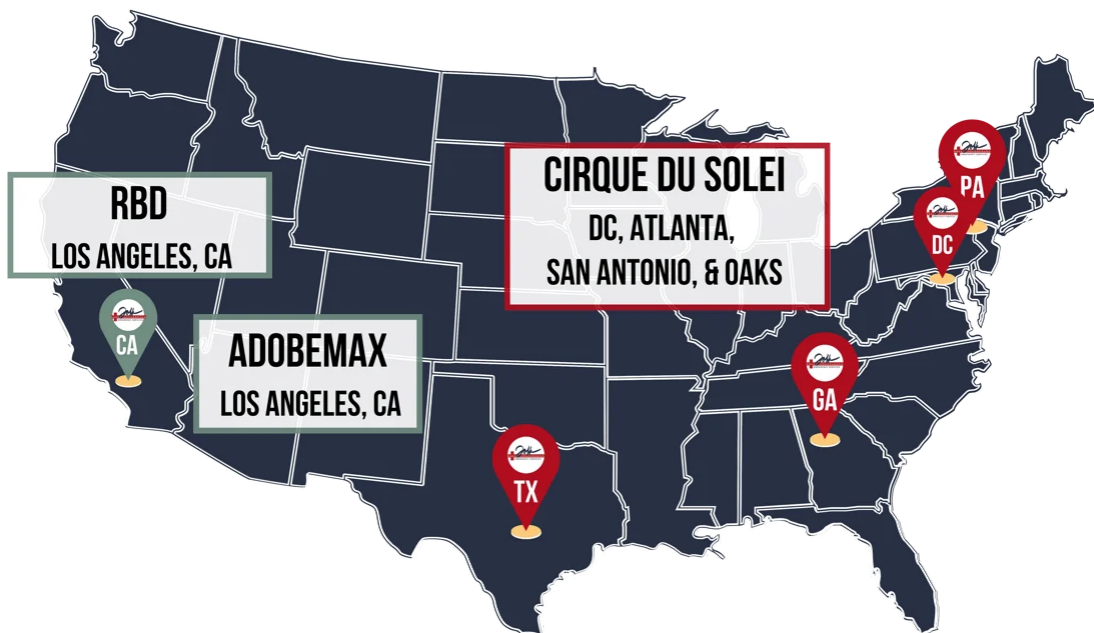
The Event Safety Guide you can't afford to miss!



Are you ready to take your event planning to the next level? Unlock an abundance of insights, best practices, and actionable tips in our free [Event Safety Guide](#). This isn't just a resource – it's your trusted companion for event planning success. From risk assessment strategies to emergency response planning and health protocols, we've got you covered, prioritizing participant well-being while crafting exceptional events.

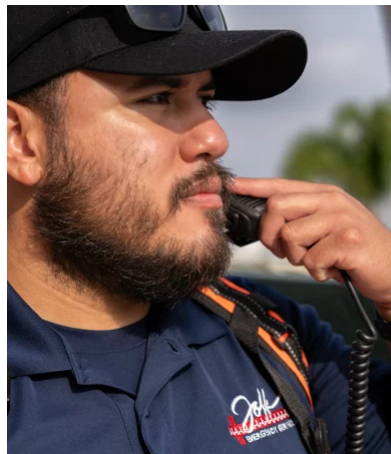
Schedule a Meeting with Us

We provide medical professionals to THOUSANDS of events across the country



RBD

Joffe Responders at Bank of Montreal (BMO) Stadium joined Latin pop phenomenon RBD for their highly anticipated Soy Rebelde Legacy Tour, which marks the band's first time back on stage together since 2008!



AdobeMAX

Creativity took center stage at AdobeMAX 2023 as thousands gathered in Los Angeles for Adobe's annual creativity conference. Our Joffe Responders provided their excellent care and support behind the scenes, helping make this event a huge success.

Cirque du Soleil

Throughout October, Cirque du Soleil brought its breathtaking shows to DC, Atlanta, San Antonio, and Oaks, amazing audiences with stunning acrobatics, dazzling costumes, and enchanting music. Our dedicated EMTs provided top-notch emergency care behind the scenes at these events. We can't wait for Cirque to return on their next tours!



ASK A JOFFE EXPERT



DYLAN FLORES
Event Safety Manager

What do you wish Event Managers knew about the work you do?

I wish that Event Managers truly understood the value that health and safety plays in the overall picture of a successful event. No matter the size or scope, their attendee's safety and well-being is an integral part of creating a great experience.

As health and safety professionals, we strive to be a seamless partner to our clients. Most event attendees don't – nor should know – where the event production team ends, and where we, as the health and safety team, begin. We are an extension of creating great customer service in the name of our client partners. From event conception to completion, we are here to assist our client partners in safely realizing their event vision, while at the same time, lessening their liability exposure.

From your perspective, what could Event Managers do ahead of time to make events safer?

The earlier in the event design and/or planning stages Event Managers involve the health and safety team, the better. If any potential exposure to health and safety can

be identified and mitigated in the very beginning, it can potentially save time and budget. In my personal experience, I have worked with Production Designers to help create their vision, while placing health and safety first and without compromising their creative expression.

What additional tools, equipment, training, or support would make it easier to respond to emergencies during events?

Training is the cornerstone of effective response in any emergency. Our industry operates under more unique parameters than most other industries that utilize health and safety teams. Things often change at a moment's notice in a myriad of areas within the scope of an event. We can deal with everything from a blister to a full cardiac arrest within moments of each other, and all under a crowd's watchful eyes. Not only is training in our craft important, but also in customer service, effective communication, as well as personalized training drills within contracted venues. The more confident a responder feels walking into an event, the more effective of a responder they will be.

If you'd like to submit a question for a future newsletter, [please email it to us!](#)

Stay up on the latest...



Save the Date: Nov 20th - The Command Pod Webinar

Join us for a compelling discussion on risk management with acclaimed expert Wayne Middleton on **Monday, November 20th at 9 AM PT/12 PM ET**. With decades of experience assessing hazards and developing mitigation strategies for high-profile events worldwide, Wayne and the Joffe team will discuss approaches for identifying threats, analyzing risks, and integrating proactive protocols to enhance safety.

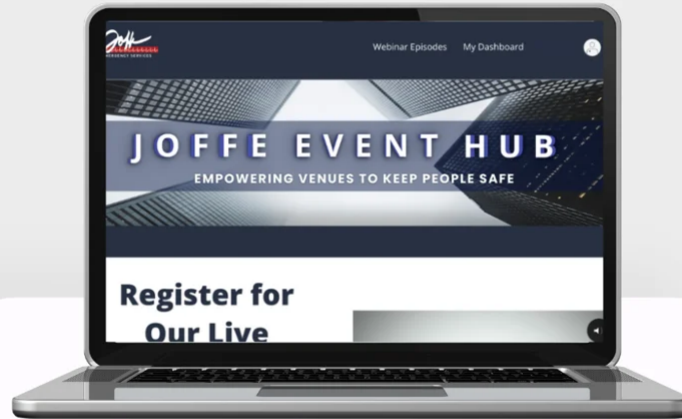
Register for Webinar

Add the webinar to your calendar

[Apple](#) [Google](#) [Office 365](#) [Outlook](#) [Outlook.com](#)

WE ARE LIVE

Visit our new event safety website



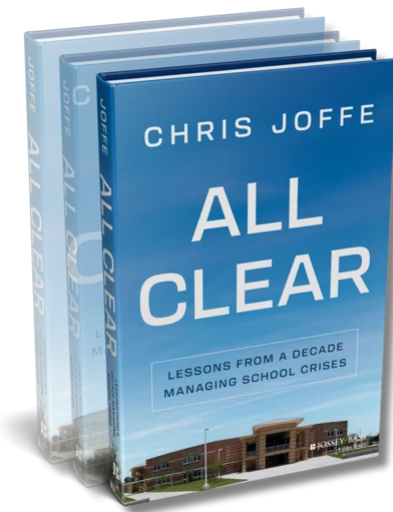
www.JoffeEventHub.com

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All Clear is getting rave reviews



Chris Joffe's new book will be available in just a few short weeks! And it's already making a splash. Here are just a few things people have said about Chris's book so far...

"Chris Joffe is the kind of person you call when you have only one call to make—a sherpa in the wilds of crisis response. All Clear blends Joffe's EMT urgency with his CEO vision, a must for modern-day risk management."

—**Duncan Lyon**, Head of School, Allen-Stevenson School

Check out Chris's book today! Pre-Order a copy on [Amazon](#), [Barnes & Noble](#), or a local indy bookstore.

Follow us on social media!

We regularly post new updates, blog posts, and share resources specifically designed to support school health and safety.

- (X)Twitter: [@JoffeChris](#) & [@Joffeemergency](#)
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